

Brussels, 11 July 2024

EU Code of Conduct on responsible food business and marketing practices

Primary Food Processors' (PFP) annual report 2024

1. General information

Name in full + acronym	Primary Food Processors (PFP)
Contact person with contact details	Emiel van Dijk info@pfp-eu.org
N° in the transparency register*	71338036982-24
Date of signature of the Code	20 December 2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Primary processors of agricultural raw materials
Who do you represent? (e.g. number of members, companies, SMEs)	European Associations representing six different processing sectors (CEFS, ECA, EFM, EUVEPRO, FEDIOL, StarchEurope) and including over 4.000 companies

* if available

2. Endorse the aspirational objectives set out in this Code

- ✓ Yes, by signing the EU Code of Conduct on Responsible Business and Marketing Practices, the Primary Food Processors (PFP) pledge to endorse the aspirational objectives set out in this Code of Conduct where applicable.

3. Promote and disseminate this Code within our constituencies

- ✓ PFP aims to raise members' awareness about the Code. PFP enhances knowledge and general understanding of the challenges that our sectors are facing. Discussions within the PFP membership support an exchange of knowledge and of best practices between the different sectors and they contribute to identifying directions for possible sector-specific changes and transitions.
- ✓ Throughout the year, the different PFP teams discussed issues arising when addressing with respective members aspirational objectives. This gave rise to an exchange of ideas and of practical experience on how to bring relevant topics up within the membership,

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notably with smaller corporate members, and on promotional actions that could be undertaken. The main areas of focus appeared to be:

- **aspirational objective 6** (*Sustainable value creation in the European food supply chain through partnership*) and in particular to improve resilience and stimulate sustainable production.
 - **aspirational objectives 3** (*A climate neutral food chain in Europe by 2050*) and the target: *Reducing net emissions from own operations, contributing to a 55% GHG emission reduction target in the EU food chain by 2030* - Regular exchanges on the decarbonization topic led PFP to publish an article in June 2023 on Euractiv on the tools available and policies needed to decarbonise primary food processing.
- ✓ PFP News Brief issued for members four times a year was used to share Code of Conduct related topics as appropriate across the PFP membership.

4. Encourage members to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code

- ✓ In June 2023, PFP hosted an EU Sustainable Energy Day event entitled “Food for thought: how to decarbonise primary food processing?”. A series of presentations from member companies and by other stakeholders (the European Heat Pumps Association, and Agora Energiewende) were followed by a panel debate and a discussion with participants. The event was attended by PFP member companies but also representatives from, including a team leader from DG AGRI and a member of the Agriculture Commissioner’s Cabinet. The event allowed to exchange about experience and to address questions on the challenges and opportunities for decarbonization at the level of primary food processing.
- ✓ In January 2024, PFP held a workshop for its member companies to raise awareness of the requirements of the Corporate Sustainability Reporting Directive (CSRD). Organised in response to questioning from members faced with an increasing amount of sustainability requirements and unclear about their immediate change in obligations, the workshop allowed cross-sectoral exchange further to the sharing of intelligence from representatives of different organisations and stakeholders. The event allowed to clarify that CSRD brings new reporting obligations beginning with the financial year of 2024 for certain large companies. In the years after, the scope will progressively expand. PFP companies will also fall under this gradually widening scope.

5. Continue to engage in dialogue with other food chain/systems actors

- ✓ PFP food safety experts in our organisations brought up the question of potential contamination of agricultural and food products with mineral oil hydrocarbons (MOH). Since this can happen at any stage across the supply chain, they felt that this serious risk and the challenges this entails, would deserve a dedicated workshop to enhance understanding about scientific aspects, analytics, contamination pathways and how to prevent occurrence. Hence, PFP decided to organize a workshop on Mineral Oil Hydrocarbons with several speakers to enhance members’ understanding on the topic.

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- ✓ Towards the end of 2023, the PFP General Assembly discussed with a representative of DG Environment the Green Claim's proposal, Commission's motivation for this Directive with a view to understand implications for our industries, but also to consider to what extent prior voluntary industry work in the Life Cycle Assessment (LCA) field can support the sectors to make use of its opportunities. With a proposed new law on green claims, the EU is taking action to address greenwashing and protect consumers, and the environment. Ensuring that environmental labels and claims are credible and trustworthy are of utmost importance for the primary food processors and will allow consumers to make better-informed purchasing decisions