

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

*A common aspirational path
towards achieving sustainable food systems*

• Annual Report – Check list for EU associations -

When signing the code, one of the commitments of EU associations is to provide “on an annual basis, a report of their activities in support of this Code, which will be published on an open dedicated website”.

In order to help EU associations to provide their annual report of activities, this document aims at providing a check list to guide associations.

General information

Name in full + acronym	Food Supplements Europe (FSE)
Contact person with contact details	Patrick Coppens, Rue de l'Association 50, 1000 Brussels secretariat@foodsupplementseurope.org
N° in the transparency register*	638153011554-79
Date of signature of the Code	6 December 2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Production, Processing, Trade, Retail
Who do you represent? (e.g. number of members, companies, SMEs)	13 national associations representing companies of different sizes, including predominantly SMEs. 20 major companies in the EU market.

* if available

European Associations pledge to:

- **endorse the aspirational objectives set out in this Code (where applicable)**

✓ YES

Food Supplements Europe represents businesses active in the manufacturing and sales of food supplements and food supplement ingredients in the EU. Our membership consists of national food supplement organisations representing large and small businesses and individual company members, a number of which are signatories to the Code themselves.

Food Supplements Europe has endorsed the aspirational objectives set out in the Code and is committed to promote and spread knowledge towards its membership by various means.

Topics related to the Code have been addressed during our regular meetings with our members, such as during our Forum meetings. We have also engaged in specific meetings dedicated to aspects of sustainability as described further in this report.

- **promote and disseminate this Code with(in) their constituency/ies;**

✓ YES

To foster engagement of our members, and particularly small and medium size companies, FSE has created an outreach programme under the form of dedicated webinars. These address specific topics as covered under the remit of the Code. These 'Knowledge Sharing' webinars are intended to share and disseminate knowledge of the various aspects covered by the Code. They offer opportunities to discuss and share best practices with other actors in the supply chain and other stakeholders and create networks for closer collaboration. The webinars are open to our whole membership and members of our member associations are particularly encouraged to participate. The webinars are recorded and available from our intranet for members who were not able to attend the live event.

The main focus of the sessions so far has been:

- Sustainability in the ingredient sector with EU Specialty Food Ingredients to cover actions on sustainability undertaken by ingredient manufacturers, as well as examples on how such actions can be integrated in innovation initiatives.
- Waste and packaging waste with Plastics Europe to explore the EU proposal on reducing waste and packaging waste and raise awareness at an early stage to the goals and intentions of this crucial piece of legislation that will affect all manufacturers in the coming years.
- Eco-labelling with Foundation Earth to share knowledge on such labelling and ways to improve the sustainability score of products.
- Effects of recycling on the performance of plastic packaging with the Belgian Packaging Institute to present case studies and examples of (measurable) challenges and opportunities with the use of recycled material in packaging.

- **encourage their members to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code and invite them, on a voluntary basis, to adhere to this Code, as appropriate;**

✓ YES

The activities described above are aimed at:

- promoting the Code and its aspirational objectives among our members and the members of our membership, to reach an as wide as possible audience.
- Providing ideas and suggestions of sustainability activities and practices that operators could inspire and implement within the realm of their possibilities, considering that most companies in our sector are small and medium-sized enterprises.

- **explore the possibility of developing sector-specific tools and resources in support of this Code;**

✓ YES

- Aspirational objective 1

The reduction of malnutrition is a primary focus for the food supplements sector. The EFSA opinion on Nutrient Profiles has made clear that insufficient intake of dietary fibre and certain nutrients, including potassium, iron, calcium, vitamin D, folate and iodine are still a reality in the EU, in particular for certain groups of the population. In addition, keeping the increasingly elderly population healthy by providing an optimal nutritional status is a cornerstone of a sustainable health policy to keep future health expenditure manageable.

Food Supplements Europe has stepped up its communication to provide educational information to consumers via a dedicated part of its website.

(<https://foodsupplementseurope.org/food-supplements-explained/>)

In addition, Food Supplements Europe has initiated research to better understand the way in which food supplements are used by consumers. A 14 Member States study undertaken by IPSOS covering over 13,000 consumers has provided crucial insights in how consumers use and perceive food supplements and what differences exist between the various Member States. The knowledge from this research has helped members better understand current supplement use and also help focus communication on the role of supplements in addition to the diet. The results of this IPSOS survey were widely communicated via communication tools and a dedicated page on the Food Supplements Europe website.

(<https://foodsupplementseurope.org/who-takes-food-supplements-and-why/>)

- Aspirational objectives 2-7

To understand how to make the aspirational objectives 2-7 tangible and assess the level of knowledge and understanding on issues around environmental sustainability of European companies as compared to the global business environment, Food Supplements Europe has collaborated with IADSA, the International Alliance of Dietary/Food Supplement Associations on a global survey on sustainability during

January and February 2023. The aim of the survey, carried out by IPSOS, is to understand the gaps, challenges and opportunities of sustainability initiatives and set a benchmark for the European food supplement sector as well as the global sector. The survey results are an important tool to understand what activities are required to align with the European Commission's roadmap.

(<https://www.iadsa.org/sustainability-report>)

IADSA has also produced a video series on Environmental, Social, and Governance (ESG) transformation and sustainability success, with a specific emphasis on the needs of small and medium-sized companies. It is tailored to those who are in initial phase of their sustainability process. These videos have been made available to our membership for wider distribution and can inspire companies to initiate changes that are required in line with the aspirational objectives of the Code.

- **continue to engage in dialogue with other food chain/systems actors and EU and international policy-makers to forge (new) relationships, exchange good practices and discuss challenges encountered, learn from each other (studies, projects) and create better mutual understanding, and identify opportunities for collaboration and potential partnership.**

✓ YES

The webinars highlighted above are an example of our engagement with other organisations in the field of sustainability.