

Brussels, 20 December 2021

PFP endorsement of the Code of Conduct for Responsible Business and Marketing Practices

The Primary Food Processors (PFP) is the association for the European primary food processing industry to the European institutions and international organisations. The primary food processing industry uses around 220 million tonnes of agricultural raw commodities (cereals, sugar beet, rapeseeds, soy beans, sunflower seeds, crude vegetable oil, starch potatoes, cocoa beans...) a year, employing over 120,000 people in Europe.

PFP members form a vital link in the food chain, delivering efficiently produced, high-quality safe primary food for our customers and the consumer. The quality and safety of both agricultural raw materials and end products are paramount to our industries.

By signing the EU Code of Conduct on Responsible Business and Marketing Practices, the Primary Food Processors pledge to endorse the aspirational objectives set out in this Code of conduct where applicable.

PFP will further:

- Promote and disseminate this Code with(in) their constituencies;
- Encourage their individual 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;
- Explore the possibility of developing sector-specific initiatives in support of this Code;
- Provide, on an annual basis, a report of their activities in support of this Code, which will be published on an open dedicated website;
- Continue to engage in dialogue with other food chain/systems actors and with EU and international policy-makers to forge relationships, exchange good practices and discuss challenges encountered, learn from each other (studies, projects), create better mutual understanding, and identify opportunities for collaboration and potential partnership.

The Primary Food Processors of the EU (PFP) is composed of:

European Committee of Sugar Manufacturers ([CEFS](#))

European Cocoa Association ([ECA](#))

European Flour Milling Association ([European Flour Millers](#))

European Vegetable Protein Association ([EUVEPRO](#))

EU Vegetable Oil and Proteinmeal Industry ([FEDIOL](#))

European Starch Industry Association ([Starch Europe](#))