

To:
Ms Nathalie Chaze
Directorate General for Health and Food Safety
Ms Kristin Schreiber
Directorate General for the Internal Market, Industry,
Entrepreneurship & SMEs
European Commission

By email

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EFFA support to the EU Code of Conduct on Responsible Food Business and Marketing Practices

EU FARM TO FORK STRATEGY

Dear Ms Chaze,

Dear Ms Schreiber,

On behalf of the European Flavour Association (EFFA), I would hereby like to confirm EFFA's signature to the EU Code of Conduct for Responsible Food Business and Marketing Practices.

We would like to congratulate the European Commission and all actors in the food supply chain for launching the Code. We warmly welcome this initiative and as an integral partner of the supply chain, we are committed to playing our part in enabling the transition towards sustainable food systems, both in Europe and on a global scale.

Our signature reflects our support of the aspirational objectives. In particular, the areas where we can meaningfully contribute include: responsible sourcing, environmental footprint, employee well-being, product safety, transparency, and partnerships.

The flavour industry is committed towards improving its sustainability performance globally. At global level, the global flavour and fragrance associations IOFI (Flavour) and IFRA (Fragrance) launched the [IFRA-IOFI Sustainability Charter](#) in 2020. The Charter is a common and voluntary sustainability initiative, which outlines the flavour and fragrance industries' commitment to sustainability.

Signing on to the Code of Conduct, EFFA pledges to:

- endorse the aspirational objectives set out in this Code;
- promote and disseminate this Code with(in) our constituencies;
- encourage our 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;
- explore the possibility of developing sector-specific tools and resources in support of this Code;
- provide, on an annual basis, a report of our activities in support of this 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.

We look forward to contributing to the Code's successful implementation and positive impact in light of the Farm to Fork's objective to transform the EU food systems into more sustainable ones.

Yours Sincerely,

Alexander Mohr, PhD
EFFA Executive Director