



European Snacks Association

EU Code of Conduct on Responsible Business and Marketing Practices

ESA signature – Letter of intent (28 June 2021)

The [European Snacks Association](#) asbl (ESA) comprises savoury snacks manufacturers, their suppliers (ingredients, machinery), as well as national trade organisations and covers about 80% of the European branded market, whose retail value amounted to around €18 billion in 2019 (ca. 1.5% of the entire European food and beverage sector).

The European savoury snacks industry is determined to do its part to move towards more Sustainable Food Systems (SFS), building on the significant achievements of the recent years. We believe that food systems should be sustainable, climate adapted, nutritious, and efficient whilst not losing sight of small-scale producers. This transition requires engagement and co-operation from all actors throughout the food supply chain and beyond, both individually and collectively, at national, regional and global level. There is a need for a holistic, fair, and coordinated approach.

This is the reason why we believe the EU Code of Conduct has the potential to further stimulate broader engagement across the board and be a valuable tool in accelerating the transition towards SFS.

ESA has been involved in the development of the EU Code of Conduct since the beginning of the process and actively took part in one of the three thematic sessions. Building on this work and on the [numerous inspiring initiatives](#) implemented by our members, we would hereby like to indicate our intention to sign up to the Code.

The savoury snacks industry looks forward to joining forces within and beyond the food supply chain to support this transition, and further demonstrate the sector's ambition, literally from farm to the packet! Our recently published [infographic](#) illustrates the key steps and main areas for action of our members.

We pledge to abide by the rules of engagement set out in page 4 of the Code in relation to the participation of EU umbrella trade associations. Due to our diverse membership and the acknowledged complexity of building up sector-wide commitments, it was decided to not take concrete commitments on behalf of our entire membership at this stage. We have developed internally our own set of aspirational commitments inspired by the objective of the Code with a view to provide to our members additional guidance and an inclusive framework to facilitate the reporting and implementation of new actions. These will cover the three thematic pillars of the Code.

As per the requirement of the Code, we will submit every year a monitoring report reflecting what members have achieved, illustrated by concrete examples.

For any enquiries please contact:

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