

# EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

*A common aspirational path  
towards achieving sustainable food systems*

## - Annual Report (2024)– 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	<a href="http://www.mvo.nl">MVO – de ketenorganisatie voor oliën en vetten (www.mvo.nl)</a>
Contact person with contact details	Frans Claassen – Managing Director (Claassen@mvo.nl)
N° in the transparency register*	n00836oy
Date of signature of the Code	April 2022
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Processing, trade, storage, services, production
Who do you represent? (e.g. number of members, companies, SMEs)	MVO represents 95% of companies in the Netherlands that are active in the production, processing and trade of vegetable and animal oils and fats. Our Vision is ‘Oils and Fats for a Sustainable World. As MVO we are the partner for balancing People, Planet and Profit. We have 87 member companies. We represent the interests of the sector in contacts with the government, politics, social organizations, science and media. For our members we have a platform function and offer services. In addition, we act as the spokesperson of the sector. Our companies form a modern chain that is

	internationally competitive, transparent, safe, sustainable and innovative.
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\* if available

**European Associations** pledge to:

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

✓ Please confirm: YES

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

✓ Please confirm: YES

describe the dissemination and promotion activities taken. For ex.: Internal meetings (ex: working group, task force, board meeting, AGM), workshop, webinars, other events, communication, mailings, messages, documents, leaflets, website, newsletter, etc

- ✓ MVO has decided with their members within the working groups to sign the Code. Objective 1 was central within the Nutrition and Health working group. The progress of the activities within this objective was regularly communicated in working group meetings and project group meetings with MVO members but also in stakeholder meetings within the food sector.
- ✓ Obj 3 is a key topic of the MVO Climate and Energy working group. Webinars are organized to share knowledge on energy-efficiency improvement, GHG emission reduction and use of renewable energy. MVO actively engages with the government and other stakeholders to take away hurdles regarding infrastructure for renewable energy.
- ✓ Obj 4 is both key at the producers of oleochemicals and biofuels. MVO and their companies are continuously in search of innovations and opportunities to use by-products for higher valued applications. MVO engages with the chemical and material industry to provide these sectors with alternative, renewable resources to replace fossil and mineral feedstocks.
- ✓ Obj 6 MVO, together with the Royal Dutch Grain and Feed Trade Association and the European associations FEDIOL, COCERAL and UNISTOCK have revised their brochure on pesticide management for farmers and storage companies in non-EU countries and distributed that in the countries of origin via kindred associations and agricultural attachés at the embassies.
- ✓ Obj 6 MVO created factsheet on Food Safety and the usage of pesticides and shared that with members and non-members via their website.
- ✓ The same is true for objective 7: Sustainable sourcing in food supply chains. This is the prime focus of the Sustainable Sourcing Working group.
- ✓ All of the above standing topics are discussed at board level and as such endorsed.

*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;*

- *Was it part of the messages delivered under the promotion activities?*
- ✓ MVO has been conveying the message about the importance of healthy food (since time immemorial). The companies also support this and encouragement is self-evident. Obj 3 MVO has been conveying the message that with GHG emission reduction energy-efficiency comes first. Energy not used does not require any energy. Next in line is to switch from fossil energy to renewable energy. To supply any form of renewable energy, from electricity to hydrogen or geothermal heat, depends on the right infrastructure. We urge companies to develop a long term strategy in order to give network companies insight into the future needs regarding the infrastructure.
- ✓ Obj 4 MVO participates in platforms aiming to increase the use of renewable biobased feedstocks for chemicals and materials. The oleochemical industry offers downstream producers of plastics, cleaning agents, lubricants and other chemical substances and the sectors that use these functional substances sustainable alternatives.
- ✓ Furthermore, sustainability in the oils and fats supply chains is a topic that is discussed and elaborated upon during a number of (internal) events. The European Deforestation Regulation, the Corporate Sustainability Due Diligence Directive and the Corporate Sustainability Reporting Directive are amongst the topics that have been discussed in detail. Other stakeholders including governments are also included and consulted when appropriate.
  - *Any specific action? Ex: inclusion of the CoC in the vision/mission, roadmap/working programme, ...*
- ✓ The actions that fall under objective 1, 3, 4, 6 and 7 are included in the MVO policy documents. Furthermore, sustainable supply chains form the heart of MVO members practices.
  - *Any indication that the message has been considered by members? If relevant, please give examples.*
- ✓ Members are aware of this. MVO regularly communicates about current affairs and objectives. MVO has internal communication channels, but also communication to a broader audience via the so-called MVO Magazine and social media.
  - *Information transferred to the members*
- ✓ See answers above.

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

- *Did your EU association explore the possibility of developing sector-specific tools and resources in support of this Code?*
- ✓ Yes
  - *How? Which type of tools? On which aspirational objective(s)? Any achievement?*
- ✓ Aspirational objective #1.  
Tools: education and campaigning  
Achievements amongst others:

- Thinking along with stakeholders and companies to strive that the food has a healthier fatty acid composition.
- Various activities within the Responsible Deep-Frying campaign to support the use of healthy liquid oils instead of solid fats. Thanks to these activities the volume of liquid deep-frying fats and - oils used in the foodservice market in the Netherlands has been very high for years. In 2023 we have inventoried the percentage of liquid frying oils used in the fast food service sector as compared to the total amount of frying fats used in liters. This percentage was 90%. Liquid deep frying fat is therefore currently the standard in the Netherlands. See also [www.friturenindehoreca.nl](http://www.friturenindehoreca.nl).
- Active participation in the Dutch food education platform. Guest lectures on healthy fats are offered within this platform.
- Communication materials for health professionals have been updated, see also: <https://mvo.nl/informatiematerialen>. : The materials were distributed at a meeting of dietitians, amongst others: the 'infokaart olien en vetten'.
- MVO published two editions of the Ter Perse, the MVO newsletter for health professionals <https://mvo.nl/themas/voeding-gezondheid/ter-perse>.

✓ Obj 3

Tools: education and campaigning

Achievements amongst others:

- MVO webinar waste heat valorisation
- MVO webinar Good housekeeping/energy saving by utilities and research obligation
- MVO webinar mechanical vapour recompression

✓ Obj 6 MVO organizes a courses for members and non-members on the supply chain and production of oils & fats. Part of the lectures are sustainable improvements of supply chain and production, both in terms of energy savings, pesticide management and efficiency.

Aspirational objective #7.

- MVO is supporting projects against deforestation and is promoting deforestation- and conversion free commodities. Members are adhering to their No Deforestation, No Peat, No Exploitation (NDPE) commitments. MVO, together with other (European) organisations, is contributing to provide input to and the implementation of the Regulation.
- Similarly, MVO is working with other (European) organisations to provide input on and about the CSDDD and Forced Labour Regulation.
- MVO reports annually on progress made with regard to uptake of sustainable palm oil in the Netherlands. This is done in collaboration with The Dutch Alliance on Sustainable Palm Oil (DASPO). See: <https://duurzamepalmolie.nl/wp-content/uploads/2023/12/DASPO-Rapportage-2022-FINAL.pdf>
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- Until 2023, MVO was also member of the European Palm Oil Alliance (EPOA) and as such involved in reporting on European uptake of sustainable palm oil (in collaboration with IDH, the Sustainable Trade Initiative). See:

[https://palmoilalliance.eu/wp-content/uploads/2022/10/Palm\\_Oil\\_Report\\_161022\\_amm\\_final.pdf](https://palmoilalliance.eu/wp-content/uploads/2022/10/Palm_Oil_Report_161022_amm_final.pdf)

- MVO is member of the Dutch Soy Platform and stimulate the uptake of sustainable soy in the Dutch market and contributes to the DSP reporting. See <https://www.iucn.nl/dutchsoyplatform/>

- *For example, did you collect best practices? did you allocate human resources? Budget? Etc.,*

- ✓ This is well arranged within MVO. The project group meetings are organized and chaired, someone is hired for the guest lectures, and there is active participation in stakeholder consultations where these matters are discussed.

*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.*

- Did you engage with other partners of the food chain?

- ✓ within the pursuit of a healthy, balanced and sustainable diet, MVO strives for cooperation with the parties involved as much as possible. Collaboration that leads to synergy and great improvement steps.
- ✓ With respect to sustainability related topics, MVO works in close collaboration with other (food) associations and their members.

- Can you give examples of engagements, which partners, on which aspirational objective(s), ...

- ✓ Responsible Deep-Frying project group with deep-frying fat companies and Royal Horeca Netherlands (KHN).
- ✓ Partners such as NGOs (for example Dutch Nutrition Centre), Universities (Wageningen University) and other food sectors (for example the bakery industry) to achieve the goals set in January 2022:
  - MVO is dedicated to support a healthier fatty acid composition in the diet and supports the government program for reformulation of products
  - MVO is campaigning for a healthier fatty acid composition of frying fats and the usage of these types of fats within foodservice outlets.  
[www.fritureninhoreca.nl](http://www.fritureninhoreca.nl).
  - MVO is supportive of nutritional education in several life stages and develops educational materials.  
<https://mvo.nl/kenniscentrum/gezondheidsprofessionals/ter-perse>,  
<https://mvo.nl/informatiematerialen>
  - MVO also works within the Collaborative Soy Initiative. See <https://thecollaborativesoyinitiative.info/>