

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 -

- **General information**

Name in full + acronym	European Association of fruit and vegetable processors PROFEL
Contact person with contact details	Susanne Meyer, Director General profel@profel-europe.eu
N° in the transparency register*	14946504665-75
Date of signature of the Code	13 December 2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	First and second stage processing industry
Who do you represent? (e.g. number of members, companies, SMEs)	Through 12 national associations, PROFEL represent more than 500 companies, with many small and medium sized enterprises. The sector has a turnover of €25 billion and provides employment for more than 80 000 people.

* if available

On 13 December 2021, PROFEL signed the EU Code of Conduct on responsible food business and marketing practices. PROFEL welcomes this initiative, and our sector is strongly committed to reducing its environmental footprint, building on and further developing its circular and sustainable value chains.

This first report covers only a **four month period** (from mid-December 2021 to mid-April 2022). Some of the activities initially scheduled for these 4 months having seen internal delays due to the Ukraine crisis.

Progress on commitments:

- Since the signature, PROFEL has been **actively promoting the EU Code of Conduct among its membership**, by raising awareness and sharing information via social media and our members' extranet, acting as a multiplier towards national associations.
- National member associations have subsequently shared the Code, and encouraged their members to making commitments as individual companies.
- PROFEL created a dedicated Working Group, which monitors all the actions undertaken to make sure it is aligned with the aspirational objectives of the Code. Two large companies of the sector who signed the Code, Greenyard and NomadFoods, support the Working Group to inspire other companies.
- PROFEL members have been regularly informed about the elements and aspirational objectives of the Code, as well as of the progress of the Working Groups Code of Conduct and Sustainability, at its product group meetings on 19 November 2021 and 10th March 2022.
- As one of its four commitments, PROFEL started to **develop an internal sector-specific guidance document** as a tool to make the Code more accessible to fruit and vegetable processing companies, particularly aiming to support SMEs with limited resources. This document will be ready by end of Q2 2022.
- PROFEL organised a dedicated webinar on 17th February 2022 focusing on the **Product Environmental Footprint** with a technical expert from France. The aim of this webinar was for PROFEL members to better understand the Product Environmental Footprint methodology, and the important role PEF Category Rules will play for the sector to reduce its environmental footprint by 2030 (aspirational objective n°1).
- Since January 2022 PROFEL engaged with other stakeholder associations on the topics related to environmental sustainability, attending a kick-off meeting on 24th March 2022 of a **newly created Sustainability Roundtable**. The aim of this informal platform is to exchange on good practices and knowledge between agri-food sectors about environmental sustainability topics, including the roll-out of the Code of Conduct at association level.
- As FoodDrinkEurope member, PROFEL also actively promotes their Code of Conduct activities, offline and online on social media.