

Code of Conduct for responsible food business and marketing practices

EU Specialty Food Ingredients consists of more than 200 of Europe's leading specialty food ingredient manufacturers (of which about 22 % SMEs), who are committed to improving the overall quality of European food and to helping the consumer to choose a safe, healthy, sustainable and affordable diet.

Contributing with over €40 billion to the annual turn-over of the European food and drink industry, our sector is characterised by a high investment in innovation (3-8 % of turnover of EU specialty food ingredient manufacturers is dedicated to research and development).

Delivering nutritional, technological and health benefits, specialty food ingredients play a key role in the creation of tasty, affordable and safe food and drink. Our industry is on a sustainability journey to provide tools and solutions for current challenges, and those yet to come, thus contributing to a sustainable future for people, the planet and business, also in line with the UN Sustainable Development Goals (SDGs).

By signing the Code of Conduct, EU Specialty Food Ingredients subscribes to the obligations as listed in the Code and pledges to:

- endorse the aspirational objectives set out in this Code (where applicable)
- promote and disseminate this Code with(in) its constituency
- encourage its members to align their sustainability actions 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 tools and resources 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 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.

Brussels, 01 July 2021