

## Supporting the EU code of conduct on responsible business and marketing practices

### Activity report

#### Commitment

Eucolait, the European Dairy Trade Association (transparency register number: 5159980776-55) signed the code of conduct on 6 October 2021. Eucolait represents exporters, importers and wholesalers of dairy products. More than 400 companies ranging from small trading businesses to large processing companies are members directly or through associations at Member State level.

As underlined in our signatory document, we endorse the aspirational objectives of the code and have pledged to promote and disseminate it within our membership.

#### Dissemination and promotion activities

We began promoting the code already before signature in events such as our board and standing technical committee meetings. We also made sustainable food systems the focus of our online General Assembly in June 2021, including an intervention by Deputy Director-General Claire Bury on the Farm to Fork strategy with a focus on the code of conduct and presentations on sustainability efforts of leading European dairy companies. Sustainability was again at the heart of our annual conference held in Berlin from 18 to 20 May 2022, this time featuring a discussion with Michael Scannell, Deputy Director-General at DG AGRI and assessments of the outlook for European milk production under the current policy agenda.

In addition, we have been disseminating information about the Code of Conduct and the meetings of the group of signatories in our weekly newsletter, providing periodical updates to our members.

In meetings and through our newsletters, we have been actively encouraging our members to adhere to the Code of Conduct by endorsing its aspirational goals and putting forward individual commitments.

### **Engagement with other actors**

Eucolait has worked on this subject in close cooperation with CELCAA, the EU association representing agri-food trade, and other CELCAA members. As a result of this process, CELCAA has also become signatory to the Code of Conduct on Responsible Food Business and Marketing Practices in March 2022.

### **Next steps**

We are in the process of drafting our sustainability manifesto, which will highlight contributions that the dairy sector and dairy trade have made and can make in achieving increasingly sustainable food systems. To this end, we are mapping our members' existing sustainability commitments and actions given that huge progress has already been made over the last 5-10 years. This exercise will help us gain a better understanding of the state of play and on which objectives and actions Eucolait may be able to provide added value and play a coordinating role. We will also continue working closely with CELCAA and other agri-food trade associations to promote the goals of the code of conduct.