

ENSA's signature of the EU Code of Conduct on Responsible Business and Marketing Practices

March 2023

The European Plant-based Foods Association (ENSA) represents European plant-based food manufacturers. ENSA is an association of internationally operating companies, ranging from large corporations to small, family-owned businesses with an annual turnover of over € 1.8 billion. ENSA members produce high-quality plant-based alternatives to dairy and meat products. Since its establishment in 2003, ENSA has been raising awareness about the role of plant-based diets in moving towards sustainable and healthy food production and consumption patterns.

Plant-based foods can help nudge consumers toward healthy, balanced and sustainable dietary patterns. The way we eat has a tremendous impact on our environment and the planet's resources. A growing number of scientific publications recommend incorporating more plant-based foods in our diets to mitigate climate change and reduce pressure on the earth's resources. Small dietary changes, like integrating plant-based foods just once a week, can have a significant positive impact on the sustainability of our food systems.

In light of its priorities, ENSA is following policy and legislative developments under the Green Deal, including the Farm to Fork Strategy. As a member of FoodDrinkEurope, ENSA has closely followed the developments that resulted in the development of the Code of Conduct and participated in all annual meetings of the Code's Collaborative platform.

ENSA is eager to formally commit to the Code of Conduct and its ambition to create a pathway to more sustainable food systems.

ENSA supports all inspirational objectives of the Code of Conduct and is committed to support it through the following activities:

- Disseminate a literature review paper on the role of plant-based foods in sustainable food systems, which showcases the benefits that including more plant-based foods in our diets has for our health and the planet.
- Work in collaboration with other stakeholders in the food chain to address the challenges in promoting and shifting towards healthy and sustainable diets that include more plant-based alternatives.
- Presenting the Code of Conduct and its aspirational objectives to our members, to encourage them to bring their business practices in line with the Code's aspirations and inspirational objectives.
- Encourage national plant-based foods organisations to raise awareness of the Code of Conduct among their members, by presenting the Code of Conduct at the annual meetings of the national plant-based foods associations forum.
- Issue an annual report of the activities run by ENSA and its members, in support of the Code of Conduct.