



26 April 2022

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

*A common aspirational path
 towards achieving sustainable food systems*

- Annual Report by Europatat -

- General information

Name in full + acronym	European Potato Trade Association - EUROPATAT
Contact person with contact details	Berta Redondo Benito or Romans Vorss secretariat@europatat.eu
N° in the transparency register*	16057181340-75
Date of signature of the Code	18 October 2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Europatat represents traders in seed and ware potatoes.
Who do you represent? (e.g. number of members, companies, SMEs)	Europatat represents 64 members in 20 countries: 16 National associations, 42 Companies and 6 Associated members.

* if available.

European Associations pledge to:

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

✓ YES.



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

- ✓ Europatat followed the development of the Code since the first discussions were initiated. We actively attended all the stakeholder meetings where the future Code was discussed, and we responded to the consultation on the scope of the code.
- ✓ During the development of the Code, Europatat kept members informed about this initiative and they were consulted on every contribution Europatat made.
- ✓ The final Code was discussed with members during several virtual internal Europatat commission meetings held in 2021. Members were informed about the Code, its objectives and member-companies were invited to sign the Code individually with their own commitments. The final Code was also presented at the virtual General Assembly of Europatat on 10 June 2021.
- ✓ The Code was also actively promoted via our communication channels which included regular email updates to members, publications on our website, LinkedIn, Twitter, Instagram, and an article in the Annual Report of 2020-2021 and 2021-2022. Also, we shared the news about the Code via our internal and external newsletters. Below two examples of an article in the external newsletter (on the left) and a post on LinkedIn (on the right).



We are a proud signatory of

The EU Code of Conduct on Responsible Food Business & Marketing Practices

First meeting of EU Code of Conduct Signatories Group
On 14 December, Europatat participated at the first meeting of the EU Code of Conduct for Responsible Food Business and Marketing Practices' Signatories Group. The meeting, which was held virtually, served to determine collectively how to take the Code forward in the best possible way and how to encourage SMEs to join the voluntary commitments of the Code. Europatat invites its members to join the EU Code to show their ambitions in terms of sustainability regardless their size or activities. For more information, visit the Commission's [website](#) or contact us.



Europatat - the European Potato Trade Association
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Europatat has signed the EU [#codeofconduct](#) for Responsible Food Business and Marketing Practices. This is a voluntary initiative with which the European [#potato](#) [#trade](#) sector commits to contribute and support the transition toward ...see more

The EU Code of Conduct on Responsible Food Business & Marketing Practices

[#EUFarm2Fork](#) [#EUGreenDeal](#)

Europatat signs EU Code of Conduct for Responsible Food Business and Marketing Practices
europatat.eu • 2 min read



- ***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;***

✓ In every communication made by Europatat in relation to the Code (see examples above), we encouraged all our members to sign the Code. This message was also explained and repeated during the internal meetings in which the Code was presented.

✓ This year, Europatat is presenting a new vision and mission as part of its Strategy for 2022-2025. In this strategy, which will be discussed and needs to be approved by the Association's membership at the General Assembly on 30 June in Dublin (Ireland), sustainability plays a central role. For instance, Europatat is aiming to establish a new internal commission which will solely focus on sustainability, including promoting best practices, how to make our sector more sustainable, etc. The EU Code of Conduct will play an important role in this new strategy and will be discussed regularly at the meetings of the future new sustainability commission.

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

✓ During the last year, Europatat has been working on its new Strategy for the period 2022-2025. One of the objectives of this strategy is to set a new internal platform dedicated to sustainability where to discuss and decide on sector's priorities and future actions (including new sector-specific tool if necessary).

✓ At the same time, Europatat is also currently collecting data from its membership on sustainability requirements that are demanded by retailers and consumers. The results gathered will be discussed at the next General Assembly of our association (May 2022) and will serve as a basis for the upcoming work to be done in our future sustainability commission.

- ***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.***

✓ The concern regarding the 3 pillars of sustainability along the food supply chain has been present at all the internal discussions of Europatat's members in the past years.

✓ The potato sector fully endorses EU's ambition to secure a fairer, healthier and more environmentally friendly food system. Europatat is part of the European Potato Value Chain coalition, which gathers other EU associations working on the potato sector (Copa-Cogeca, EUPPA, ESA). The objective is to share information and synergies on the several initiatives that are arising from the different players of the potato supply chain (e.g. regarding the reduction of use of pesticides, food safety initiatives such as the goodfries website to reduce acrylamide when frying potatoes at home, etc).

✓ More recently, Europatat also participated in a meeting organised by the producers associations Centro Servizi Ortofrutticoli (Italy), COEXPHAL (Spain) and Dutch Produce Association (Netherlands) on a common approach on sustainability in the European Fresh



Produce industry. The objective of the meeting was to discuss and to join forces on the development of a common approach to achieve a common sustainability protocol. Europatat supports this initiative and will keep engaging with these and other EU associations involved.

For information: Europatat is the European Potato Trade Association, comprising both national associations and individual companies involved in the trade of seed, ware and early potatoes throughout Europe and beyond. Our members include a wide range of traders (including breeders, distributors, storers, packers, importers and exporters) delivering seed potatoes to farmers, raw material to the food industry, and packed potatoes to the retailers and service sector.

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