



Helping the savoury snacks industry succeed

A Year in Review

.....
2021

Director General's insight

The future is green! Together with our members we are committed to boost the planet and peoples' health.



2021 was a challenging year for everybody. Despite continuing in a hybrid working environment we managed to maintain contact with key political decision makers throughout the year, and we have continued to advocate successfully for our members and defend their interests. Last year was fully focussed on the Farm to Fork Strategy and its related initiatives; especially the EU Code of Conduct for Responsible Business and Marketing Practices (CoC). ESA has been involved in the development of the CoC since the beginning of the process and actively took part in one of the three thematic working group sessions.

The European savoury snacks industry is determined to do its part to move towards more sustainable food systems, building on the significant achievements of the recent years. Hence, ESA has been working together with its members to develop twelve aspirational commitments inspired by the CoC objectives to help demonstrating the sector's efforts to contribute to more sustainable food systems. These aspirational

commitments are meant to provide a framework for members to identify areas for actions and facilitate the implementation of concrete initiatives. We will use our members' concrete examples, success stories and best practices to inform and educate EU policy decision makers and opinion formers.

Enjoy reading our last year's milestones and achievements in this report, and me and my team are looking forward to working together with our members to succeed in key policy topics that are relevant for our wonderful sector.

Sebastian Emig
Director General*
European Snacks Association

*in his capacity as permanent representative of PrimeConsulting BXLBCN SL



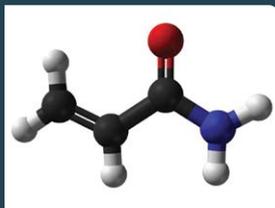
Highlights of the year

Another eventful year for the European Snacks Association and the savoury snacks sector. This timeline looks back at last year's landmark moments.

March

European Commission' stakeholder forum on acrylamide and 3-MCPD

ESA presented the latest progress on the mitigation of acrylamide in the European savoury snacks sector at the occasion of the European Commission's stakeholder forum on acrylamide and 3-MCPD.



March

Publication of ESA's latest peer reviewed paper on reducing acrylamide

The latest peer reviewed paper "Progress on reducing acrylamide levels in potato crisps in Europe, 2002 to 2019" based upon ESA acrylamide data collection activity was published in the journal Food Additives & Contaminants: Part A.



April

ESA infographic "From Farm to Fork"

Publication of the poster highlighting the sector's main areas for action supporting the transition to more sustainable food systems.



May

ESA position paper on product innovation and reformulation

Publication of a comprehensive paper including key reformulation figures across Europe and recommendations for effective reformulation strategies.



July

ESA signs up to the EU Code of Conduct for Responsible Food Business and Marketing Practices

ESA actively participated in the elaboration of the Code in the first half of 2021 and became one of the first signatories.



July

ESA position paper on nutrient profiles

ESA updated its position on nutrient profiles in the context of the ongoing review of the Food Information to Consumers Regulation.



October

End of the EU/US dispute over steel and aluminium tariffs

T74 sectors, among which ESA, signed a joint statement successfully asking EU & US leaders to reach an agreement to remove retaliatory tariffs on products unrelated to the dispute.



November

Snack Production Course

ESA held a well-attended edition of its online production course Part II "Chips & Snacks: Formed products to end-of-line".



December

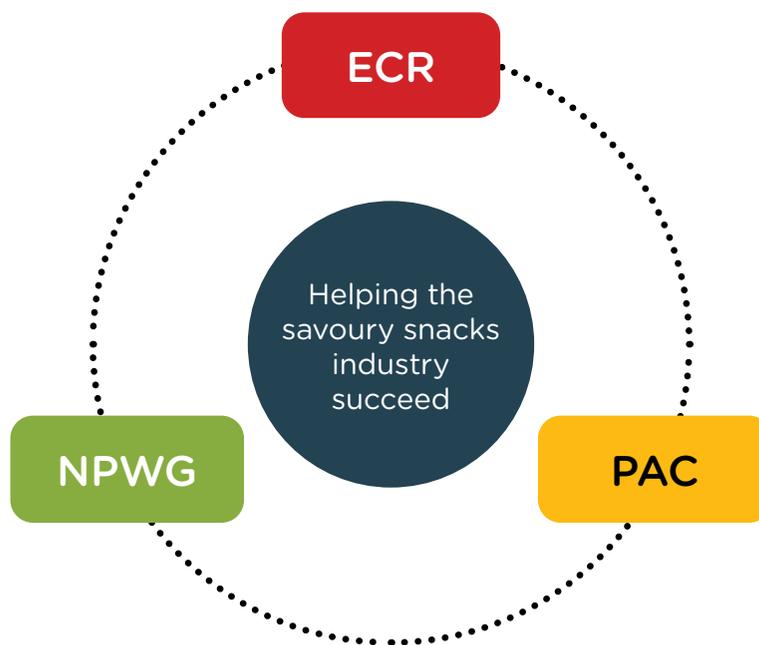
Position paper on flexible packaging recyclability

ESA co-signed a position paper calling on the European Commission to provide a progressive and forward-looking definition of packaging recyclability.



Working groups in a nutshell

Our dedicated committees are at the forefront of the issues to keep members abreast of regulatory and legal developments.



ECR EC Regulatory Working Group

The EC Regulatory Working Group's (ECR) mission is to protect and promote the interests of the sector, by providing technical expertise and input to the EU policy process and communicating positions to key decision-makers.

Priorities on the ECR's 2021 agenda included continued discussions on phytotoxins with EU officials, pushing for a feasible legislative approach to managing the presence of undesirable substances.

Following the proposal of the revision of the Regulation (EU) 1169/2011, the ECR also worked on the revision of the Consumer Information Factsheet and the publication of the position on Nutrient Profiles.

The end of the authorisation for the sprout suppressant chlorpropham (CIPC) represents a major challenge for long-term potato storage in the EU, not least because of the potential store contamination issues. To allow time for cleaning of stores, a temporary maximum residue level came into force in September 2021. ESA data was submitted to the Commission as part of an industry report at end of 2021 and will now be used to assess whether it is possible to reduce this level further in 2022.

Lastly, towards the end of 2021, the Commission issued a series of consultations on regulatory proposals for, amongst others, glycoalkaloids in potato and processed potato products, 3-MCPD-esters and acrylamide. ESA has been working together with members to appropriately reply to those.

NPWG Nut Processors Working Group

The Nut Processors Working Group (NPWG) brings together professionals from across the global supply chain for snack nuts and plays a key role in addressing the sector's concerns and interests.

In 2021 the NPWG closely followed the development on the application of the new Regulation (EU) 2017/625 on Official Controls, and actively engaged with European Commission officials to ensure consistent implementation along the entire agri-food chain.

Priorities on the NPWG's agenda included continued discussions on aflatoxins and on ochratoxin A, with an elevated number of RASFF alerts issued during the last year. NPWG continues to argue that appropriate standards are applied, dependent on the commodity and its origins.

From 1 January 2022, EU-based food businesses importing from the UK will face new import controls. NPWG provided a space for exchanging information on the upcoming rules to ensure ESA members comply with the new requirements.

Lastly, NPWG closely monitored the developments on the EU-US relations, especially regarding the Steel and Aluminium trade dispute. ESA has actively worked with other stakeholders to advocate for a permanent resolution of this dispute and to strengthen the transatlantic trading relationship.

PAC Public Affairs & Communications Working Group

The main task of the Public Affairs and Communications Working Group (PAC) is to shape the reputation of the industry as a responsible, credible and committed partner in the public and political debate.

In 2021 the PAC group dedicated resources to further highlight the sector's contribution to building more sustainable food systems and demonstrate the significant achievements of the recent years.

The group has developed a detailed poster illustrating the key steps and the main areas for action from farm to fork based on inspiring initiatives implemented by ESA members throughout their operations. The poster served as a basis for a successful digital campaign on social media as well as Brussels-based media and generated close to 1.5 million views in two months!

In parallel, the group prepared the ESA participation to the European Commission's EU Code for Responsible Food Business and Marketing Practices by identifying priority actions for the sector and developing a set of aspirational commitments for members.

The group continued to closely monitor policy developments on packaging, contributing to the Commission's consultation on the review of the Packaging and Packaging Waste Directive and sharing the sector's perspective on how to improve the recyclability of flexible packaging.

Focus on events

A programme of capacity building activities which offer outreach, education, business opportunities and networking.



SNACKEX

Despite global vaccination programmes giving hope for bringing the pandemic under control ESA was forced to postpone SNACKEX 2021. Attendee safety is the top priority and SNACKEX's key objective is to deliver a safe, meaningful, and valuable event that is conducive for business and safety.

Exhibitors are ready more than ever to showcase their new products, techniques as well as services which will make every savoury snack maker dream come true. The Knowledge Centre sessions will burst with innovation and will answer to all your snack making challenges while offering state of the art solutions.

Now looking toward summer 2022 (Hamburg 6-7 July), we promise an enhanced show where participants will find trends, tastes, technologies, suppliers, decision makers, distributors, retailers and customers.

Finally, the Conference sessions will reveal what is to come in terms of market trends and customer behaviour while gathering a series of very heavy calibre speakers, all ready to unveil new business opportunities for snacks makers! Don't miss SNACKEX 2022!

Snack Production Courses

ESA's programme of snack and nut production education courses are designed to provide delegates with a thorough, well-rounded and interactive grounding on industry best practice and the latest applications of new technology delivered from acknowledged experts.

Snack production courses are a great opportunity for all production and marketing-oriented personnel to meet, network, exchange good practices and to share their own experiences and challenges with peers and expert industry speakers.

In 2021, for the second time, ESA held a very new, unique, and extremely well attended edition of the savoury snacks production course part II online via ZOOM. Attendees had the opportunity to network with colleagues from the industry and learnt in detail about industry best practice production techniques and the latest practical applications of new technology for the production of potato crisps, extruded, pelleted, sheeted and baked snacks, including flavouring and packaging.



Digital campaign #MakingSnackingMoreSustainable

Between May and July 2021, ESA ran a digital campaign on social media to promote the savoury snacks sector's contribution in building a more sustainable food system. Inspired by the ESA Farm to Fork infographic, the campaign included dozens of original posts and visuals featuring concrete initiatives from the membership, ranging from sustainable ingredients sourcing to carbon reduction across all operations,

valorisation of by-products or efforts to improve the sustainability and circularity of snacks packaging.

The campaign generated a total of 1.5 million views and hundreds of engagements from the audience across ESA's Twitter and LinkedIn channels as well as through our media partnership with Euractiv. This has helped positioning the European savoury snacks sector as a

proactive stakeholder in the current and upcoming policy discussions.

The ESA secretariat will continue to promote members' activities and achievements toward policy-makers and the general public as well as to encourage members to take further actions, notably through the EU Code of Conduct for Responsible Food Business and Marketing Strategies.



Who we are

Europe's only trade organisation dedicated to advancing the savoury snacks industry on behalf of member snack manufacturers and suppliers.

Headquartered in Brussels, we are recognised as the voice of the industry before the European decision-makers, and other key stakeholders since 1961.

ESA has a broad international membership of manufacturers and companies supplying equipment, ingredients, and services to the industry. ESA's membership groups some 200 companies of all sizes in 40 countries, and ESA members represent approximately 80% of the branded European savoury snacks market.



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Board of Directors

Almond Board of California
Intersnack Group
Kellogg Company
Kerry
Importaco
Lorenz Snack-World

Mars
PepsiCo International
Rosenqvists Food Technologies
Unichips
Zweifel Pomy-Chips



ESA Secretariat

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Olivier Devaux	Public Affairs & Communications
Veronica Yakicioglu	Events & Membership

*in his capacity as permanent representative of PrimeConsulting BXLBCN SL

What we offer

A wide range of services and benefits for you and your business.



Advocacy
support



Access to
information



Networking
opportunities



Education



Involvement in
working groups



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