



EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

*A common aspirational path
towards achieving sustainable food systems*

Annual Report IMACE

- **General information**

Name in full + acronym	European Margarine Association (IMACE)
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N° in the transparency register*	580415127070-95
Date of signature of the Code	November 2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Processing industry
Who do you represent? (e.g., number of members, companies, SMEs)	The European margarine market is estimated to be a 5,688 m Euro market and provides both consumer margarines and spreads as well as business to business margarines used as key ingredients in the bakery and confectionary sector, food processing, food services and horeca. The IMACE members represent 70% of the total European margarine market. Ninety percent of European margarine producing companies are SMEs.



European Associations pledge to:

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

IMACE endorses the aspirational objectives set out in this code (where applicable)

IMACE is glad to support its members in their contribution to:

- **Healthy, balanced, and sustainable diets**, aligned with aspirational objective #1. The margarine industry contributed to this objective by investing in product reformulation and fortification as well as by ensuring transparent and clear communication to consumers allowing healthy and sustainable choices.
- **A reduction of packaging waste** in line with aspirational objective #3. IMACE members are fulfilling this objective by choosing sustainable and safe packaging made of recyclable materials where possible.
- **A resource-efficient food chain**, aligned with aspirational objective #4. IMACE members have minimised the consumption of energy and natural resources in the production process thanks to the use of renewable energy as well as the reuse of by-products.
- **Healthier and more sustainable communities**, in line with aspirational objective #5. IMACE members help make this objective reality by supporting research in the sustainability and health of local communities as well as in innovation to accelerate the development of margarine and plant-based spreads which can meet today's challenges and demands.
- **Sustainable and responsible sourcing**, aligned with aspirational objective #7. IMACE members are committed towards responsible sourcing that refrains from the exploitation of people and the planet. IMACE is also part of the Roundtable on Sustainable Palm Oil and of the European Sustainable Palm Oil Advocacy Group.

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

The F2F dossiers and the Code of Conduct related topics are fixed topics on the Agenda of our Quarterly IMACE Council of Expert meetings and on our weekly Regulatory tracker, keeping IMACE Members informed on all the related topic, stimulating IMACE Members to take initiatives on the different relevant sub-aspects that are relevant for their business.

On specific sub-topics (sustainable sourcing, reformulation, consumer information, ...) we work through ad hoc working groups to deepen the topic, providing detailed insight for the IMACE Members, allowing a good understanding of the issues and potential solutions.

IMACE also created a living document/brochure where IMACE Members can illustrate specific actions and initiatives that were taken at company level to illustrate the sector efforts and to inspire other members to take similar actions where possible. The brochure is available on

our

website:

https://www.imace.org/files/ugd/60499a_85f9a38f5eb44435876be1d8acb8a304.pdf



On the occasion of our Annual General Assembly (March 2022), Imace also organized a conference on sustainable food systems, involving different stakeholder throughout the margarine chain to stimulate collaboration and understanding of the various challenges to transition towards more sustainable food systems.



- *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.*

The IMACE secretariat informed the individual members on the code of conduct and motivated them to adhere to the Code as individual company. One of our members, Puratos already did and some other members are considering to sign-up individually.

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

The IMACE secretariat focusses the work and activities on following regulatory developments that are of interest for our Membership, informing the members, co-defining specific positions and defending these positions towards the wider EU Stakeholders and policy makers.

So far it has been decided that, given the diversity of the Membership in type of organization (B2B and B2C) and size, it is difficult to take sector wide commitments and develop specific sector tools that would fit and serve all members.

IMACE as an active member of FDE, is actively involved in industry wide sector initiatives initiated by FoodDrinkEurope.



In the area of sustainable sourcing, IMACE and its individual members are member of the Round Table of Sustainable Palm Oil (RSPO) and are committed to source sustainable palm oil.

We are looking in the opportunity/interest of creating a “sector PEFCR” or a “PEFCR light”, but the current status of the PEFCR project and the future (regulatory) decisions regarding measuring sustainability impacts are too unclear at the moment to take any decision on the topic. Also, the high cost of performing a sector PEFCR is a challenge for our sector as no EU support is foreseen.

The internal reflection will be continued once more clarity on the topic is available.

- **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.**

IMACE is actively involved in several platforms gathering different stakeholders such as FoodDrinkEurope, RSPO, ESPOAG (European sustainable palm oil advocacy group (FEDIOL, IMACE, CAOISCO, FEDIMA, AIBI))

IMACE has also a good collaboration with the supply chain stakeholders on shared supply chain topics.

At our Quarterly Council of Expert meetings, we invite external stakeholders (food chain/systems actors and policy makers) to exchange ideas and views, fostering mutual understanding and identify opportunities for collaboration.

Our annual Speakers program at the occasion of our General Assembly also gathers speakers and panelists from the food chain/system actors to discuss and debate on specific joint challenges and opportunities.

IMACE participates also in the various conferences organized by the different stakeholders and food chain actors, gathering insights and views of other stakeholders, reporting on the insights towards the IMACE Members through our communication platform and working groups.
