

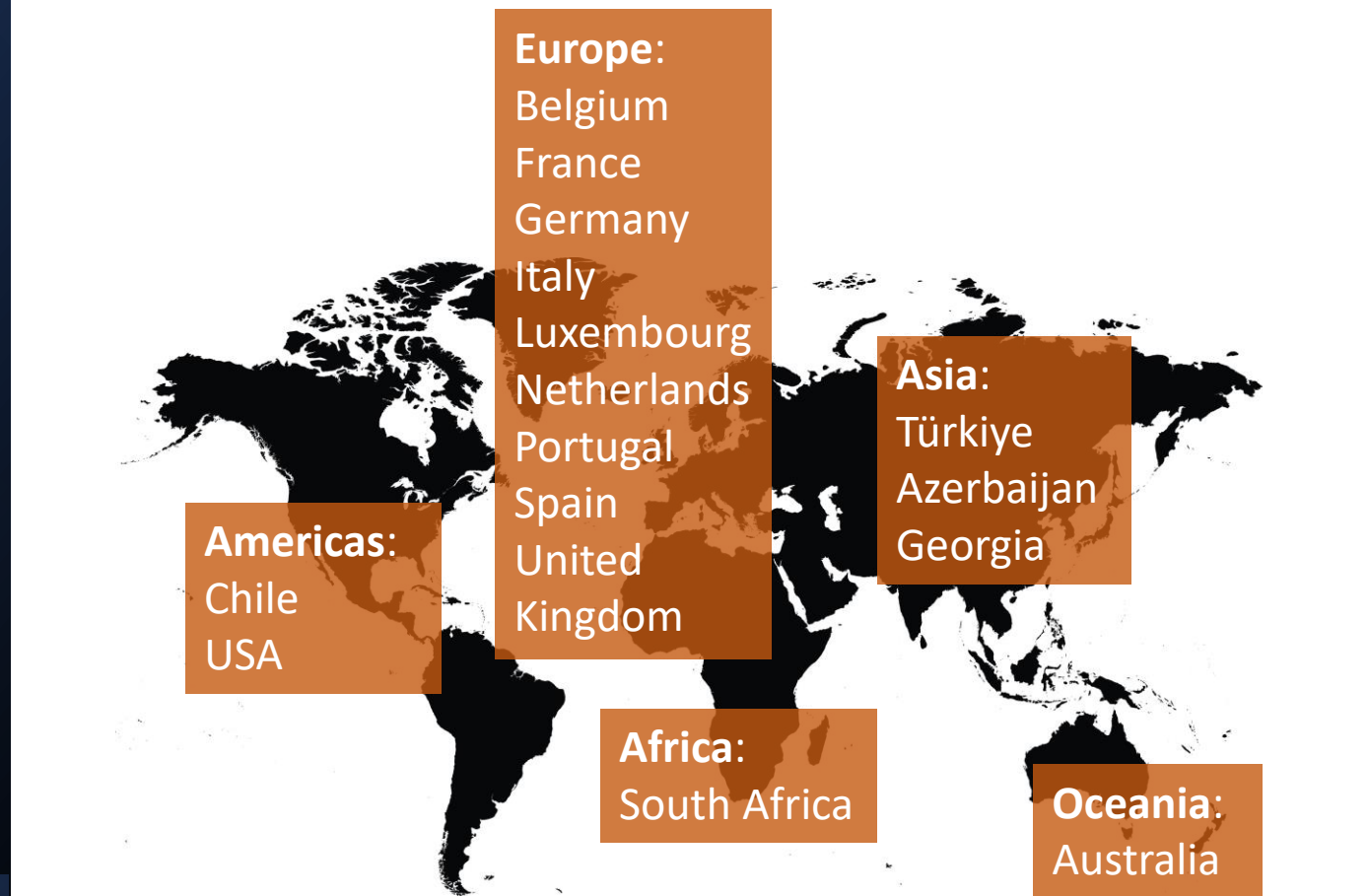


27 September 2023



Meeting with Claire Bury,
Deputy Director General
DG SANTE

FRUCOM members and products



Introduction to FRUCOM and Its Role

FRUCOM represents European Union importers, processors, traders, and growers

Edible nuts, peanuts, dried and processed fruit, vegetables, and seafood; **long shelf-life**

Importance of imports as EU supply insufficient or non-existent

Sourcing is **global**, from both developed and developing countries

FRUCOM is the **connection** between third-country suppliers and the EU consumers

FRUCOM welcomes the Sustainable EU Food System Initiative

FRUCOM

Board and EU associations

Board

- Mr. Olivier Hottlet, President, Belgafood, Hottlet Frozen Foods
- Ms. Michelle Eleanor Osman, NDFTA, Minerva, UK
- Mr. Walter Johann Anzer, BFIDA, UK
- Mr. Riccardo Calcagni, Fruitimprese, Besana, Italy
- Mr. Karl-Heinz Miersch, Waren-Verein, Zumdieck, Germany
- Mr. Jens Borchert, Waren-Verein, Palm Nuts and More, Germany
- Mr. Bruno Giroud, SNFS, CAP Industries, France
- Ms. Irene Moreno, Almendrave, Importaco, Spain
- Mr. Edwin Roos, NZV, Allround Cargo Handling, the Netherlands

National associations:

- Ms. Barbara Niemans, NZV, the Netherlands
- Ms. Jeanette Gönnermann, Ms. Ute Thote, Waren-Verein, Germany
- Mr. Pietro Mauro, Fruitimprese, Italy
- Ms. Cathy Grant, NDFTA, UK
- Ms. Minda Tabuyo, Almendrave, Spain
- Ms. Isaline Lagrange, SNFS, France

FRUCOM structure and working groups

Dried fruit and nuts: food safety, trade and customs

Processed fruit, vegetables and seafood

Nutrition and communication

Sustainability

A founding member of the Agri-Food Chain Sustainability Roundtable

Historic focus on work with DG SANTE on food safety, providing input and data on e.g.

- aflatoxins
- ochratoxin A
- sulphur dioxide additive reapproval
- increased controls and emergency measures on imports
- leading project on pesticides data collection

FRUCOM sustainability topics and responses to EU public consultations

www.frucom.eu

SUSTAINABILITY

FRUCOM works closely with its members on the topic of sustainability. As an important European trade association, FRUCOM closely follows, monitors and engages with European Union policy on sustainability on behalf of the members, to ensure that members interests and views on the matter are well represented.

FRUCOM also enables exchange of information and knowledge sharing platforms for its members on many aspects of sustainability (e.g. packaging, footprinting, etc.) through its **Sustainability Working Group**

The most topical and relevant issues like due diligence, environmental footprinting, packaging etc. are addressed upon during the meetings of the working group.

FRUCOM position papers and responses to public consultations

- Packaging and Packaging Waste Regulation Proposal
- FRUCOM feedback on sustainability due diligence directive proposal
- FRUCOM position on reciprocity of EU standards to agri-food imports
- FRUCOM position on supply chain Due Diligence
- FRUCOM position on Product Environmental Footprint
- FRUCOM position on a Proposed Sustainable EU food system

Public presentations

- March 2023 - IDH Presentation Taking action on living wages and living incomes
- March 2023 - Voicevale Presentation Living income and wages in agri-supply chains
- May 2022 - Sustainability WG Presentation
- May 2022 - Wageningen University Carbon Footprint / PEF
- May 2022 - olam food ingredients Carbon Footprint case study
- May 2022 - Carbon Trust Best practices carbon footprinting in the agricultural sector

Products

FRUCOM members are involved in numerous initiatives to make their supply chains and production activities more sustainable.

FRUCOM members are aware of the importance of sustainable practices to manage and reduce impact and create sustainable value for the planet, people and business. Discover more by below by clicking on the different products:

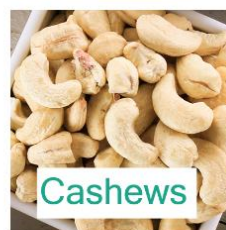
Edible nuts and seeds



Almonds



Brazil Nuts



Cashews



Hazelnuts



Peanuts



Pistachios



Walnuts

Dried fruit and vegetables



Dates



Coconuts



Prunes



Raisins

FRUCOM's expectations from the EU Sustainable Food Systems Framework

01

Sensible timeframe and support for implementation

02

Prevent trade barriers => role of EU States and of third countries.

03

Holistically address the role of nutrition as part of a sustainable food system, supporting products with a positive nutritional contribution, e.g. dried fruits.

04

Voluntary approach to sustainability labelling based on clear definitions and coherent methodologies.

Who we are – Introduction to CEEREAL

- CEEREAL represents the breakfast cereal and oat milling industry
- We bring together international brands and family-owned businesses of all sizes.
- We currently have 10 company members and 8 national association members from 8 countries.



CEEREAL Board members + participants

- Ece Nevra Durukan, President of CEEREAL, CPW
- Jochen Brügggen, Vice-President of CEEREAL, Brügggen
- Nicolas Delteil, CPW
- Olivier Vernier, Kellogg's
- Peter Haarbeek, German association
- Jorge de Saja, Spanish association
- Niklas Kumlin, Finnish association

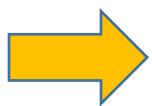
Also in the meeting

- Nina Peacock, Chair of CEEREAL's Nutrition, Sustainability & Communications Working Group, Kellogg's
- Jörg Cselovszky, Chair of CEEREAL's Food Safety Working Group, CPW
- Anna Boulova, Executive Director, CEEREAL
- Nina Elzer, Senior Manager Public Affairs & Communications, CEEREAL

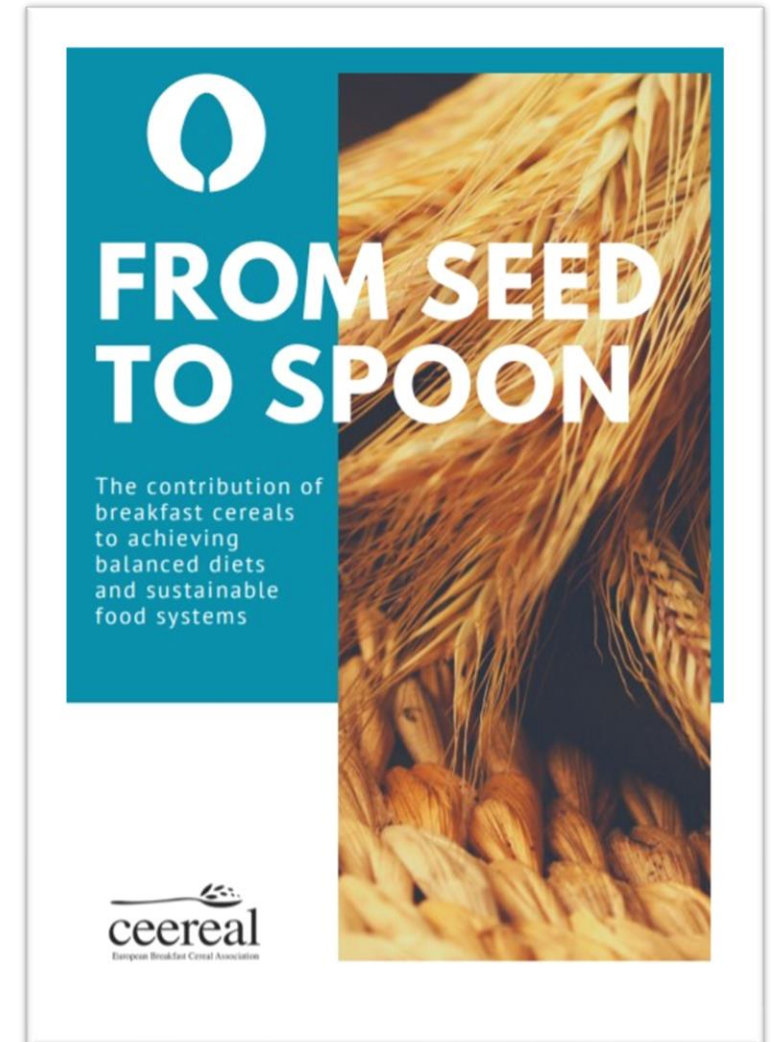
From Seed To Spoon – Our manifesto

- Our contribution to achieving balanced diets and sustainable food systems
- Intrinsically linked to the EU's Farm To Fork Strategy and its objectives
- Our ultimate objective

To make sure that people have better access to a broader range of breakfast cereals that are safe, nutritious, accessible, sustainable, convenient and enjoyable.



www.from-seed-to-spoon.info



From Seed To Spoon – Our commitments



**We further improve
the nutritional value
of breakfast cereals**



**We help people choose
a safe, nutritious and
balanced breakfast**



**We continue to advertise
responsibly and promote
the benefits of breakfast**



**We step up efforts to reduce the
environmental footprint of
breakfast cereal production and
consumption**

From Seed To Spoon – Our commitments



Achievements in reformulation & commitments for the future
(sugar -10%, whole grain +17, fibre +9%)



Support mandatory harmonised FOP -> Interaction of FIC-related labelling & sustainability labelling?



EU Pledge & other international/national commitments



Achievements & commitments regarding sustainability
(regenerative agriculture, packaging, waste)

Framework for Sustainable Food Systems

How members are already contributing to sustainable food systems

- As per CEEREAL's From Seed To Spoon Manifesto
 - Programmes to support farmers and workers
 - Programmes to support local communities
 - Reducing GHG emissions: using renewable energy, reducing energy consumption, less road transport, etc.
 - Responsible sourcing: sustainable palm oil, fair trade, organic certification, awareness raising, supporting farmers' sustainable practices, etc.
 - Packaging reduction, recyclability
 - Reducing food loss and food waste: participation in national and international initiatives
- Commitments under the EU Code of Conduct on Responsible Food Business and Marketing Practices

 CEEREAL members support FoodDrinkEurope's position on the FSFS ([link](#))

Additional information & Contact details

CEEREAL Manifesto website

(more information about our commitments + case studies)

www.from-seed-to-spoon.info

CEEREAL Association website

(more information about our membership, our activities, breakfast in general)

www.ceereal.eu

Your contacts at CEEREAL:

Anna Boulova, Executive Director, boulova@ceereal.eu

Nina Elzer, Senior Manager Public Affairs and Communications, elzer@ceereal.eu

Q&A

1. Will **the timing** of Q3 2023 be kept for the legislative framework for Sustainable Food Systems? What does this mean in light of EP elections? What transition periods are foreseen?
2. Many food business operators have consistently committed efforts and resources to ensure sustainable sourcing and manufacturing. **How will these voluntary efforts be recognized** in the future legislation? How does the Commission intend to make sure this initiative does not become a trade barrier?
3. Part of a sustainable food system is to make nutrition information simple and easy for all EU consumers to understand. Many companies have adopted Nutri-Score on pack but are facing obstacles with the front-of-pack label not being allowed in other EU Member States. What is the Commission's plan in regards to providing **an EU harmonised solution for FOPNL** or at least overturning the bans on Nutri-Score in some Member States?

Q&A

4. How is the **methodology** and monitoring of the Sustainable Food Labelling Framework going to be connected to **the EU Green Claims proposal** and Empowering Consumers legislation? How is DG SANTE working with the other DGs on this? How does DG SANTE envisage **coordination of sustainability labelling with the FIC regulation review**, which includes a harmonised, mandatory front-of-pack nutrition labelling?

5. In its presentation to the Advisory group meeting in July, the Commission has suggested some definitions, including on sustainable diets, and a broad list of environmental, social and economic objectives of the future legislation. How **would such a definition be enforced**? How would **coherence with specific environmental and social legislation** be ensured? *Extract from this presentation: “Sustainable diets should, among others, be economically fair and affordable; safe and health-promoting and disease-preventing, providing adequacy, without excess of nutrients and health-promoting substances from nutritious foods and contributing to food security. The objectives would include climate change mitigation and adaptation; sustainable use and protection of land, soil, air and water, decent work, ensuring a fair price etc”.* https://food.ec.europa.eu/system/files/2023-07/adv-grp_ad-hoc_20230712_pres-01.pdf

Q&A

6. We have taken note of the Commission's intent to hold a series of Clean Transition Dialogues with industry and a strategic dialogue with the farming community. Similarly, has the Commission considered holding strategic dialogues to boost Europe's industrial competitiveness with those committed under **the EU Code of Conduct**? More generally, how do you see the continuation of the EU Code of Conduct?

7. The EU continues to develop new food safety legislation, e.g. in the field of contaminants. How does the Commission intend to ensure the right **balance between the new legal requirements and the need for sufficient supply** of raw material/goods from both the EU and 3rd countries?