



30 July 2025

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 represent traders in seed and ware potatoes.
Who do you represent? (e.g. number of members, companies, SMEs)	Europatat represents 71 members in 20 countries: 19 National associations, 44 Companies and 8 Associated members.



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. In the past year, we attended several stakeholder meetings for Code's signatories.
- ✓ Europatat Members have been informed about the Code, its objectives and they have been invited several times to sign the Code individually with their own commitments.
- ✓ Europatat shared news about the Code via our internal and external newsletters.

- ***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, we encouraged all our members to sign the Code.

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

- ✓ To reply to new environmental, social and market demands and to achieve EU Green Deal's goals, Europatat created in 2022 a new Sustainability commission as a platform for internal discussion and exchange of information and best practices among potato traders. The new commission rapidly received a great support from Europatat members and, shortly after its creation, a working group (WG) on potato sustainability indicators was set up. The goal was to analyse how potato companies can measure their sustainability impact according to the United Nations' Sustainable Development Goals (SDGs).
- ✓ The main deliverable of this task is a guiding document, which serves as an inspiring checklist for Europatat members, focusing on the UN's SDGs. The document includes a detailed analysis of each SDG, along with specific targets and indicators related to the potato supply chain. The aim of the so-called "*Sustainability Indicators - An inspirational checklist for Europatat members*" is to support and guide Europatat member's efforts to contribute to the SDGs and thus accompany them in their sustainability journey.
- ✓ The checklist has been presented several times to all Europatat members. To follow up on this deliverable, Europatat has prepared an internal survey for company members to quantify the current activities done by potato traders in Europe regarding different topics such as: communication about nutrition and balanced diets; ensuring good physical and mental health to employees; food waste; water usage and reuse; sustainable packaging; CO2 emission strategies; and CSRD reporting obligations amongst others.



- ***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.***

- ✓ Europatat is member of the Agri-food chain sustainability, an informal gathering of European agri-food chain industry associations with the aim of exchanging information, views, concerns, and positions on EU sustainability policy and legislation. The participants in the roundtable represent a broad spectrum of the European agri-food sector, and the roundtable is a valuable forum to learn from one another's experience. They are: AIJN - European Fruit Juice Association ; ESA - European Snacks Association ; Europatat – European Potato Traders Association ; Freshfel - European Fresh Produce Association ; FRUCOM – European federation for trade in dried fruit and nuts, processed fruit, vegetables and fishery products ; PROFEL – European Association of Fruit and Vegetable Processors; FEFAC (European Feed Manufacturers' Federation) and FEDIAF (European Petfood).
- ✓ Europatat is also part of the European Potato Value Chain coalition, which gathers other EU associations working on the potato sector (Copa-Cogeca – represents farmers and agri-cooperatives in the EU, EUPPA - European Potato Processors' Association, ESA - European Snacks Association and StarchEurope). 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 in the use of pesticides, food safety initiatives such as the goodfries website to reduce acrylamide when frying potatoes at home, and many other topics).

As an example of join action, members of the Potato Value Chain co-hosted on 27 May 2025 a join event to celebrate the second International Day of Potato. High-level representatives from FAO, the Council and the EU Commission participated as speakers, and a panel debate under the title “*Enhancing Competitiveness of the Potato Value Chain through Sustainable Practices, Appropriate Regulatory Framework and ensuring Food Security*” was organised. The conference was followed by an interactive exhibition where companies from different parts of the potato supply chain showcased their actions to support a sustainable transition and to ensure the continued supply of high-quality products to the European market and globally. More information about the event can be found [here](#).

- ✓ Europatat is also an active member of the EU Platform on Food Losses and Food Waste and has attended the last meetings organised.
- ✓ Last but not least, Europatat is involved in several EU-funded projects under Horizon programme which aim to help the entire potato value chain to produce potatoes in line with EU sustainability principles, address the challenges posed by climate change and contribute towards the reduction in food waste. Here are the projects:
 - ADAPT - Accelerated Development of multiple-stress tolerAnt PoTato: Its main objective was to identify the morphological, physiological and molecular changes that make different potato cultivars resilient or not to single stresses (e.g. heat, drought, flooding) and relevant combinations of these stresses. To this end, plant scientists, farmers and potato breeders participating in the ADAPT project selected 30 potato cultivars to study in controlled greenhouse experiments. The project has now ended, but the main outcomes of the research can be found on [its website](#).



- **WASTELESS**. Launched in January 2023, the project WASTELESS aims to develop innovative tools and methodological recommendations for measuring and monitoring food loss and food waste along the food supply chain in the EU. Europatat is part of the multidisciplinary consortium formed by 17 institutions from 14 EU countries and coordinated by UTAD (University of Trás-os-Montes e Alto Douro, Portugal). Within the project, Europatat is supporting the dissemination of project's goals, results and other key information related with food waste reduction. For more information, see [HERE](#).
- **PataFEST**: Launched in June 2023, the project focuses on developing sustainable Integrated Pest Management strategies to treat and control the presence of *Candidatus Liberibacter solanacearum* pest and its vector in plant, and address the incidence of soil-borne pathogens during potato postharvest storage. For more information, visit the website www.patafest.eu.
- **POMATO**: Launched in May 2025, the project focuses on combating the spread of quarantine pests, particularly *Clavibacter sepedonicus* (Cs) and *Ralstonia solanacearum* (Rs), which threaten the health and quality of potato and tomato crops. The project's goal is to safeguard the crops by developing early detection systems, bio-control solutions, and Integrated Pest Management (IPM) strategies to reduce pest incidence by 40-60%. For more information, visit the website www.pomato.eu.

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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.

