

# Annual Report 2024



# Contents

|           |   |           |
|-----------|---|-----------|
| <b>01</b> | <b>Looking back at 2023</b>                               | <b>4</b>  |
| <b>02</b> | <b>A message from the Director General</b>                | <b>8</b>  |
| <b>03</b> | <b>Consumer Information, Nutrition &amp; Health</b>       | <b>10</b> |
| <b>04</b> | <b>Economic Affairs</b>                                   | <b>12</b> |
| <b>05</b> | <b>Environmental Sustainability</b>                       | <b>14</b> |
| <b>06</b> | <b>Food Safety, Research &amp; Innovation</b>             | <b>16</b> |
| <b>07</b> | <b>Strategic Communications, Public Affairs &amp; ESG</b> | <b>18</b> |
| <b>08</b> | <b>Governance and structure</b>                           | <b>20</b> |
| <b>09</b> | <b>Board of Directors</b>                                 | <b>22</b> |
| <b>10</b> | <b>Members</b>  | <b>24</b> |



# 01

## Looking back at 2023

### #FoodFuture IDEAS FEST

Tackling 3 big challenges:

01 net-zero

02 circular economy

03 nutrition

**23** inspiring speakers

**600+** attendees

**Over €2500** donated to the Brussels Food Bank





**Awarded Best  
Brussels event**



# EU engagement

FoodDrinkEurope engaged directly with hundreds of Brussels stakeholders to provide expertise, insight and advice.

Our engagement included:

**100+**

EU officials and other high-level policymakers

*(MEPs, European Commission officials, Member State representatives, Ambassadors)*



**33**

International organisations



**155**

partners from NGOs, trade unions and others



**1**

farm visit with MEPs in partnership with Soil Capital, Nestlé & McCain

## Digital activity



**120,000**  
website views



**15,700**  
followers

**130,000**  
views



**10,465**  
followers (+18%)

**105,000**  
views



# 02

## A message from the Director General



**Dirk Jacobs**  
Director General

As we reflect on 2023 in this Annual Report, we are reminded of the resilience, innovation, and collaboration that characterise Europe's food and drink industry. Facing continuing high costs, a record year of warming, and rising geopolitical challenges, I am encouraged to see that our industry continues to drive **positive change** in our food systems. At FoodDrinkEurope, our commitment to facilitating this transition has never been stronger.

Throughout the past year, a significant portion of our efforts has been directed towards illustrating the needs and demands of the food and drink sector, particularly in anticipation of the **2024 European elections and the next EU mandate**, to drive the food systems transition. Effecting comprehensive change across the entirety of the agri-food continuum demands not only strategic leadership from Europe but also the cultivation of an enabling business environment.

That's why, ahead of the European elections in 2024, FoodDrinkEurope has been at the forefront of advocating for an **EU Food Investment and Resilience Plan**. A plan that boosts investment, supports innovation, secures supplies, aligns policies across issue areas, and elevates the prominence of the food and drink chain as a strategic priority in the corridors of policymaking.

In line with our external focus, in 2023, FoodDrinkEurope developed a **roadmap for 2024-2029**, guiding our efforts toward sustainable and resilient food systems. Under the leadership of our President Marco Settembri, who was re-elected for a second mandate, we also updated FoodDrinkEurope's Statutes and Internal Regulations, ensuring adaptability in a complex policy landscape.



This report provides an overview of FoodDrinkEurope's engagement in **EU food and drink policies** throughout 2023, covering topics from packaging to trade and from carbon removal to nutrition. It also shows the progress we've made on our Action Plan for Sustainable Food Systems, undertaking initiatives in climate action, circularity, and nutrition.

Going into 2024, FoodDrinkEurope remains a key source of **thought leadership** for the food and drink industry. We are committed to step-up **collaboration** with policymakers, supply chain partners, and stakeholders to enhance the reputation of European food and drink globally.

## Our team

### Director General



**Dirk Jacobs**  
Director General



**Maryline Crooijmans**  
Assistant to the  
Director General

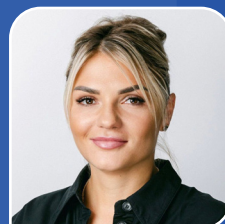
### Operations



**Régine Mynsberghe**  
Operations Director



**Daria Kuzmina**  
Assistant, Operations  
& Communications



**Ekaterina Tsurkan**  
Assistant, Operations  
& Communications

# 03

## Consumer Information, Nutrition & Health

### Policy topics

Claims

Consumer information

Food labelling

Health and nutrition

Sustainable food systems

### Highlights



01

Developed a report on digital labelling that looks into the latest scientific research, EU regulations, and practices on digital labelling. FoodDrinkEurope also developed a Green Paper on digital labelling that outlines the benefits and challenges behind a future EU regulatory framework on digital labelling.

02

Developed reformulation guidelines for SMEs to help them consider reformulating healthier and more nutritious products.

03

Developed toolkits on portion size and wholegrains & fibre to inform food and drink manufacturers and public authorities and health bodies.

04

Prepared responses to public consultations on the Framework on Sustainable Food Systems.

## Our team



**Sara Lamonaca**  
Director, Consumer  
Information,  
Nutrition & Health



**Caroline Białek**  
Manager,  
Consumer Information



**Bo Dohmen**  
Senior Manager,  
Nutrition & Health



**Sophie Margetis**  
Assistant of  
Consumer Information,  
Nutrition & Health

## Best achievement



FoodDrinkEurope provided essential expertise on how policymakers can enhance the effectiveness of food labelling regulations, including current rules on date marking.



## 04

## Economic Affairs

## Policy topics

Agriculture

Competitiveness

Food supply chain

Inflation

SMEs

Trade

## Highlights

01

Organised a farm visit in September with policymakers and agri-food stakeholders to showcase how the EU food and drink industry is working with farmers to implement sustainable agriculture.

02

Joined the EU's trade mission to India in November to provide expertise into discussions around the future of the EU-India trade relationship and to build relationships with Indian agri-food stakeholders.

03

Commissioned research into the cost of the transition to sustainable agriculture in Europe and identified pathways to overcome the costs obstructing change.



# Our team



**Evelyne Dollet**  
Director,  
Economic Affairs



**Louis Hinzen**  
Senior Manager,  
Economic Affairs,  
Trade & Market  
Access Lead



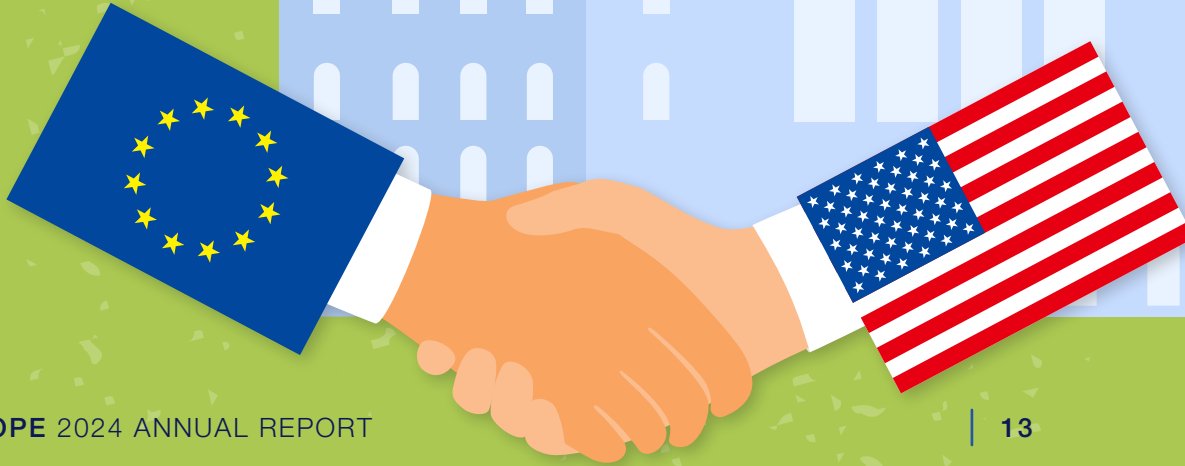
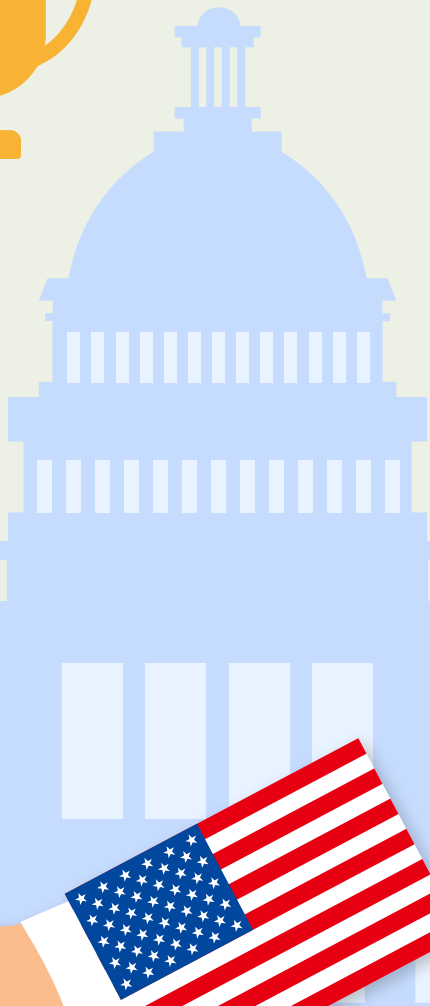
**Léna Girard**  
Manager,  
Agriculture &  
Economic Affairs



**Donata Nickel**  
Assistant,  
Economic Affairs and  
EU projects support

## Best achievement

In May 2023, a FoodDrinkEurope delegation led by Director General Dirk Jacobs, embarked on a mission to Washington D.C., USA. Delegates engaged in a productive week of 13 meetings with key private and public sector stakeholders, company members, the EU Delegation to the US, and international organisations such as the IMF. During the visit, FoodDrinkEurope underlined our commitment to the EU-US transatlantic relationship, the need to solve existing trade disputes, and built new relationships of importance to the EU food and drink industry.



# 05

## Environmental Sustainability

### Policy topics

Climate

Deforestation

Due Diligence

Food waste

Green claims

Industrial emissions

Packaging

Sustainable food systems

### Highlights

- 01** Worked with our partners in the brands association (AIM) to develop input to the Green Claims proposal and met with European policymakers to share our expertise.
- 02** Provided essential expertise to the European Commission's proposal to prevent and minimise food waste.
- 03** Developed a decarbonisation toolkit for SMEs to support small business as they cut their own carbon footprint.



## Our team



**Laura Degallaix**  
Director,  
Environmental  
Sustainability



**Agnese Ruggiero**  
Senior Manager,  
Climate & Food



**Federica Dolce**  
Manager,  
Environment

### Best achievement

We successfully developed an industry approach to the Packaging & Packaging Waste Regulation and provided essential expertise to policymakers throughout the legislative process. We provided insights into the best way forward to achieve packaging circularity in Europe given the innovation taking place in our sector and the need to develop more sustainable packaging across Europe.



## 06

# Food Safety, Research & Innovation

## Policy topics

Contaminants

Food contact materials

Food hygiene

Food improvement agents

Food science

Novel food

Official controls

Research and innovation

## Highlights

01

Represented the food and drink industry in the Management Board of the European Food Safety Authority.

02

Provided expertise to civil society, public authorities, academia, and industry to ensure a food safety regulatory environment that remains pragmatic and science-based, whilst upholding high levels of consumer protection.

03

Called for a better integration of new approach methodologies into safety assessments and joined the European Partnership for Alternative Approaches to Animal Testing.

04

Organised two workshops of the European Technology Platform 'Food for Life' to update its strategic R&I priorities from a Food Systems and Systems Thinking perspective.





## Our team



**Rebeca Fernández**  
Director, Food Safety,  
Research & Innovation



**Alejandro Rodarte**  
Senior Manager, Food  
Safety, Research  
& Innovation



**Luca Terzi**  
Manager, Food Safety,  
Research & Innovation



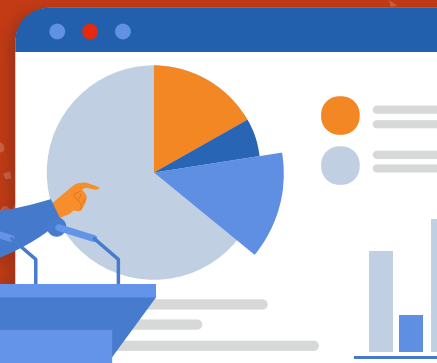
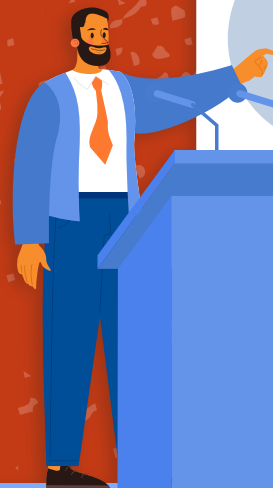
**Lorenza Lirosi**  
Manager, Food  
Safety, Research &  
Innovation, ETP 'Food  
For Life' secretariat



**Sophie Margetis**  
Assistant of Food  
Safety, Research  
& Innovation

## Best achievement

FoodDrinkEurope presented our actions on food safety at the Sanitary and Phytosanitary Measures (SPS) Committee Thematic Session on Risk Communication, Misinformation and Disinformation, held on the margins of the November 2023 SPS Committee meeting. Together with the European Commission, third-country authorities, EFSA, academics, consumer groups, and other relevant stakeholders, FoodDrinkEurope explored the possible effect of misinformation on policy decisions and food safety issues.



# 07

## Strategic Communications, Public Affairs & ESG

### Highlights



01

We developed the EU food and drink industry's 5 key asks ahead of the EU elections, which call on policymakers to recognise the agri-food sector as an essential industry and to deliver an EU Food Investment and Resilience Plan.

02

In June 2023, we welcomed over 600 participants to our Ideas Fest to hear from 23 inspiring speakers on the issues driving our food systems from climate change, sustainable packaging, and nutrition. From this event, we were able to raise over €2500 for the Brussels Food Bank.

03

In November 2023, we brought the agri-food chain together to put on an exciting showcase of best-in-class agri-food sustainability for over 200 participants followed by a policy discussion on the future of the EU Code of Conduct.



## Our team



**Will Surman**  
Deputy Director General,  
Director, Communications  
& Public Affairs



**Silvia Lofrese**  
Senior Manager,  
Public Affairs



**Rafael Sampson**  
Manager, Public  
Relations &  
Public Affairs

## Best achievement



This year, we delivered on the 15 core commitments in our Action Plan for Sustainable Food Systems, which we launched in 2022 to drive change towards more sustainable food systems.

FoodDrinkEurope has put into action 20 initiatives on climate change, packaging, and nutrition, including developing toolkits for small business to reformulate more nutritious products, cut their carbon emissions, and much more.

Our Action Plan is a manifestation of our commitment to the EU Code of Conduct on Responsible Food Business and Marketing Practices and is the vehicle through which we will continue to lead the conversation with stakeholders on a sustainable food future.

# 08

## Governance and structure

### General Assembly

The General Assembly is composed of all FoodDrinkEurope members (national federations, European sector associations and individual food and drink companies). It approves the budget and annual accounts, adopts the Roadmap, establishes internal rules of procedure and elects Board members and the FoodDrinkEurope President.

### Board

The Board of Directors is composed of 17 Directors, all of whom are CEOs of food and drink companies operating in Europe. The Board defines FoodDrinkEurope's vision, policies and priorities in accordance with the Roadmap, which it submits to the General Assembly for approval.

### Liaison Committee

The Liaison Committee is composed of high-level representatives from each direct food and drink company member. It ensures smooth communication between the secretariat and its members.

### Committee of Directors General

The Committee of Directors General is composed of representatives from each national federation and European sector association. It also ensures smooth communication between the secretariat and its members.

## Communications and Public Affairs Committee

The Communications & Public Affairs Committee supports the work of FoodDrinkEurope on reputation, coordinates and disseminates key messages and operates as a structure for exchange of information and best practices on communications issues.

## Economic Committee

The Economic Committee deals with issues related to competitiveness, commercial relations, trade, agricultural policies, SMEs, and economics of the food chain.

## Environment & Sustainability Committee

The Environment & Sustainability Committee addresses issues such as sustainable production and consumption, circular economy and packaging, food waste, climate and energy, industrial emissions, and water.

## Food Safety Committee

The Food Safety Committee deals with issues related to food safety, research and innovation (including the European Technology Platform “Food for Life”).

## Health and Consumers Committee

The Health & Consumers Committee deals with issues related to consumer information, nutrition and health.

# 09

## Board of Directors



**FoodDrinkEurope President**

**Marco Settembri**

Executive Vice President,  
CEO Zone Europe, Nestlé



**FoodDrinkEurope Vice-President**

**Hanneke Faber**

President, Nutrition, Unilever



**FoodDrinkEurope Vice-President**

**Niels Pörksen**

CEO, Südzucker



**FoodDrinkEurope Vice-President & Treasurer**

**Jan Vander Stichele**

President of the Board of Directors,  
Lotus Bakeries



**David Lawlor**  
President Europe,  
Kellanova



**Cybelle Buyck**  
Vice-President,  
Legal & Corporate  
Affairs Europe,  
AB InBev



**Louis-Philippe  
Michielssen**  
CEO,  
Vleeswaren  
Michielssen



**Nicola Levoni**  
President,  
Levoni S.p.a.



**Daniel Poturnay**  
President,  
Food Chamber  
of Slovakia



**Pieraldo Oldano**  
Chief Global Brands  
Officer,  
Ferrero



**Henrik Samuelson**  
SVP Scandinavia  
and Central Europe,  
Paulig Group



**Ismael Roig**  
President EMEA,  
ADM



**Ioannis Yiotis**  
President,  
Yiotis S. A.



**Iñaki Soroa Echave**  
CEO,  
EVA Group

10

# Members

as of February 2024

26 National Federations

27 European Sectors

27 Companies





# National Federations

|  |   |   |
|--|---|---|
| <p><b>Austria</b> </p> <p><b>FIAA – Fachverband der Nahrungs- und Genussmittelindustrie</b><br/>www.dielebensmittel.at</p>      | <p><b>Germany</b> </p> <p><b>Lebensmittelverband Deutschland</b><br/>www.lebensmittelverband.de</p>  | <p><b>Poland</b> </p> <p><b>PFPZ – Polska Federacja Producentów Żywności Związek Pracodawców</b><br/>www.pfpz.pl</p>       |
| <p><b>Belgium</b> </p> <p><b>FEVIA – Fédération de l'Industrie Alimentaire/Federatie Voedingsindustrie</b><br/>www.fevia.be</p> | <p><b>BVE – Bundesvereinigung der Deutschen Ernährungsindustrie</b><br/>www.bve-online.de</p>   | <p><b>Portugal</b> </p> <p><b>FIPA – Federação das Indústrias Portuguesas Agro-Alimentares</b><br/>www.fipa.pt</p>         |
| <p><b>Bulgaria</b> </p> <p><b>Food Drink Bulgaria</b><br/>www.fooddrink.bg</p>  | <p><b>Greece</b> </p> <p><b>SEVT – Σύνδεσμος Ελληνικών Βιομηχανιών Τροφίμων<br/>Federation of Hellenic Food Industries</b><br/>www.sevt.gr</p> | <p><b>Romania</b> </p> <p><b>ROMALIMENTA – Federația Patronală din Industria Alimentară</b><br/>www.romalimenta.ro</p>     |
| <p><b>Croatia</b> </p> <p><b>HUP – Hrvatska Udruga Poslodavaca</b><br/>www.hup.hr</p>   | <p><b>Hungary</b> </p> <p><b>Felelős Élelmiszergyártók Szövetsége</b><br/>elelmiszeripar.hu</p>  | <p><b>Slovakia</b> </p> <p><b>PKS – Potravinárska Komora Slovenska</b><br/>www.potravinari.sk</p>                         |
| <p><b>Czech Republic</b> </p> <p><b>PKČR – Potravinářská Komora České Republiky</b><br/>www.foodnet.cz</p>                    | <p><b>Ireland</b> </p> <p><b>FDI – Food Drink Ireland</b><br/>www.fooddrinkireland.ie</p>  | <p><b>Slovenia</b> </p> <p><b>GZS – Gospodarska zbornica Slovenije</b><br/>www.gzs.si</p>                                |
| <p><b>Denmark</b> </p> <p><b>DI – DI Fødevarerindustrien</b><br/>www.danskindustri.dk/brancher/di-foedeverer/</p>             | <p><b>Italy</b> </p> <p><b>FEDERALIMENTARE – Federazione Italiana dell'Industria Alimentare</b><br/>www.federalimentare.it</p>               | <p><b>Spain</b> </p> <p><b>FIAB – Federación Española de Industrias de la Alimentación y Bebidas</b><br/>www.fiab.es</p> |
| <p><b>Estonia</b> </p> <p><b>ETL – Eesti Toiduainetööstuse Liit</b><br/>www.toiduliit.ee</p>                                  | <p><b>Luxembourg</b> </p> <p><b>FEDIL – Fédération des Industries Agro-Alimentaires Luxembourgeoises</b><br/>www.fedil.lu</p>                | <p><b>Sweden</b> </p> <p><b>LI – Livsmedelsföretagen</b><br/>www.li.se</p>   |
| <p><b>Finland</b> </p> <p><b>ETL – Elintarviketeollisuusliitto</b><br/>www.etl.fi</p>   | <p><b>The Netherlands</b> </p> <p><b>FNLI – Federatie Nederlandse Levensmiddelen Industrie</b><br/>www.fnli.nl</p>                           | <p><b>United Kingdom (Associate)</b> </p> <p><b>FDf – Food &amp; Drink Federation</b><br/>www.fdf.org.uk</p>             |
| <p><b>France</b> </p> <p><b>ANIA – Association Nationale des Industries Alimentaires</b><br/>www.ania.net</p>                 | <p><b>Norway (Associate)</b> </p> <p><b>NHO – Mat og Drikke</b><br/>www.nhomatogdrikke.no</p>  |   |

# European Sectors

## Bakery & confectionery ingredients

**FEDIMA – Federation of EU Manufacturers and Suppliers of Ingredients to the Bakery, Confectionery and Patisserie Industries**

[www.fedima.org](http://www.fedima.org)

## Beer

**The Brewers of Europe**

[www.brewersofeurope.org](http://www.brewersofeurope.org)

## Breakfast cereals

**CEEREAL – European Breakfast Cereal Association**

[www.ceereal.eu](http://www.ceereal.eu)

## Broths & soups

**CULINARIA EUROPE – Federation of Associations and Enterprises of Industrial Culinary Product Producers in Europe**

[www.culinaria-europe.eu](http://www.culinaria-europe.eu)

## Chocolate, biscuits & confectionery

**CAOBISCO – Association of Chocolate, Biscuit and Confectionery Industries of the European Union**

[www.caobisco.eu](http://www.caobisco.eu)

## Coffee

**ECF – European Coffee Federation**

[www.ecf-coffee.org](http://www.ecf-coffee.org)

## Dairy

**EDA – European Dairy Association**

[www.euomilk.org](http://www.euomilk.org)

## Fruit & vegetable juices

**AIJN- European Fruit Juice Association**

[www.aijn.org](http://www.aijn.org)

## Fruit & vegetable products

**PROFEL – European Association of Fruit & Vegetable Processors**

[www.profel-europe.eu](http://www.profel-europe.eu)

## Ice cream

**EUROGLACES – European Ice Cream Association**

[www.euroglaces.eu](http://www.euroglaces.eu)

## Margarine

**IMACE – European Margarine Association**

[www.imace.org](http://www.imace.org)

## Meat products

**CLITRAVI – Liaison Centre for the Meat Processing Industry in the European Union**

[www.clitravi.eu](http://www.clitravi.eu)

## Mineral waters

**Natural Mineral Waters Europe**

[www.naturalmineralwaterseurope.org](http://www.naturalmineralwaterseurope.org)

## Pasta

**UNAFPA – Union of Organisations of Manufacturers of Pasta Products of the EU**

[www.pasta-unafpa.org](http://www.pasta-unafpa.org)

## Pet food

**FEDIAF – European Pet Food Industry Federation**

[www.fediac.org](http://www.fediac.org)

## Potato products

**EUPPA – European Potato Processors' Association**

[www.euppa.eu](http://www.euppa.eu)

## Snacks

**ESA – European Snacks Association**

[www.esasnacks.eu](http://www.esasnacks.eu)

## Soft drinks

**UNESDA – Soft Drinks Europe**

[www.unesda.eu](http://www.unesda.eu)

## Soy & plant-based food

**ENSA – European Natural Soy and Plant Based Foods Manufacturers Association**

[www.ensa-eu.org](http://www.ensa-eu.org)

## Specialised nutrition

**SNE – Specialised Nutrition Europe**

[www.specialisednutritioneurope.eu](http://www.specialisednutritioneurope.eu)

## Spices

ESA – European Spice Association

[www.esa-spices.org](http://www.esa-spices.org)

## Spirits

spiritsEUROPE

[www.spirits.eu](http://www.spirits.eu)

## Starch

Starch Europe

[www.starch.eu](http://www.starch.eu)

## Sugar

CEFS – European Association of Sugar  
Manufacturers[www.cefs.org](http://www.cefs.org)

## Supplements

EHPM – European Federation of Associations of  
Health Product Manufacturers[www.hpm.org](http://www.hpm.org)

## Tea &amp; herbal infusion

THIE – Tea &amp; Herbal Infusions Europe

[www.thie-online.eu](http://www.thie-online.eu)

## Yeast

COFALEC – Confederation of EU Yeast Producers

[www.cofalec.com](http://www.cofalec.com)

## Companies

ABInBev



Cargill

THE  
Coca-Cola  
COMPANY

DIAGEO

dsm-firmenich

FERRERO

GB  
FOODS

KraftHeinz

iff



Kellanova

KERRY

MARS

Mondelēz  
International

Nomad Foods

PEPSICO



SÜDZUCKER

TATE &amp; LYLE

ÜLKER





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