

# 2016 / 17

## Annual Report & Review



## Our mission

- Promote the development and understanding of the European savoury snacks industry
- Provide technical expertise and input to EU policy and decision makers
- Be the voice of the European savoury snacks industry in the EU public debate
- Provide a platform for sector-wide co-operation on non-competitive issues in full compliance with the limits imposed by antitrust laws.

## The industry we represent



The European savoury snacks industry continues to fill peoples' lives with enjoyment, fun and pleasure with a never-ending parade of exciting, great tasting and affordable products that provide something for anybody at any occasion.

Being a responsible industry our members source, develop and produce savoury snacks with the highest care for food safety and quality, and they listen to the preferences of the millions of consumers who enjoy our products every day and continually try to meet their expectations.

Our consumers demand safe and great tasting snacks and treats, excellent value for money, constantly improving nutritional content and of course the highest quality ingredients and finished products. Responding to health concerns around consumers' diets, the savoury snack sector has long been engaged in actions to help consumers adopt a healthy and balanced diet.

With the European Snacks Association (ESA) being the spearhead of the entire supply chain of the European savoury snacks industry we fend off unfounded criticism our members face regularly that is very often based on misconceptions and wrong beliefs concerning consumer information, nutritional content of their products or advertising practices.

Savoury snacks have long since become a part of our daily diets and the European savoury snacks industry has played its role in promoting healthy and balanced diets. Despite that fact our products account only for a small part of overall dietary intake, we believe that with the support of authorities and through a whole-of-society approach favouring self-regulatory initiatives, we will be able to develop efficient solutions to achieve a common goal: a healthy, actively living and well-informed society.

# Year in review

## President's review

Our sector and our association stand solid and strong, and I am happy to report that with the tremendous support of our members we managed to avert some serious business threats in recent times and further advanced the development and understanding of the European savoury snacks industry.

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At a time when Europe is facing critical challenges ESA takes the occasion of the 60th anniversary of the Treaty of Rome to reaffirm its support for the European values and the many ways in which the EU makes a positive difference to the lives of its citizens

### Board changes

The following people were appointed to or left the ESA board in 2016:

I would like to welcome Anne Edwards (PepsiCo), Marco Montanaro (Kellogg Company), Valentina Maglio (Unichips), Roger Harlacher (Zweifel Pomy-Chips) and Carmel Collins (Kerry) and I am looking forward to a fruitful and effective cooperation.

Silvia Gorlani (Unichips), Thomas Gauthier-Lafaye (PepsiCo), Armando Santacesaria (Kellogg Company), Christopher Garza (Kellogg Company), and Barry Synnott (Kerry) left the board and I thank them for their valuable input and dedicated support and commitment.

I would like to highlight specifically the case of fosetyl, in which ESA played a leading role by fending off the risk of significant supply disruptions and convincing the European Commission that industry needs a longer lead time to implement the requested changes. Looking ahead, one critical topic is that of a process contaminant which our sector as well as others are coping with: acrylamide. ESA is leading the food industry by providing policy-makers with a vast data collection which shows that applying valid mitigation measures works, and helps creating a sensible legislation which is focusing on public health as well as industrial feasibility.

In any way, we will face interesting times in the near future that will bring some risks but offer more opportunities in my point of view. As a member and current president of ESA I would expect the secretariat to look into those opportunities and enable our sector to remain a welcome, trusted and meaningful stakeholder in the debates that are relevant for our sector.

In the same breath, I want to thank all of you for your ongoing substantial support in this matter, as well as the entire ESA secretariat for their tireless commitment and engagement in these challenging times.

In June I will be handing over my duties to the future ESA president and I am happy to say that ESA is as vital and relevant as ever.



**Mathias Adank**  
President  
European Snacks Association



# The year ahead

## Director General's insight

2017 is becoming a very interesting year from different perspectives. Following the 'seismic' political shocks of 2016 on both sides of the Atlantic which are set to make themselves felt over the next 12 months, our sector will face many challenges.

Besides mushrooming of states 'testing' new labelling schemes that impede the smooth and seamless production and sale of food products within the EU, we see that there seems to be growing appeal among policymakers for fiscal levers to address obesity



### Disrupting tendencies affecting the industry

Adapting to an ever-evolving food policy environment across multiple markets is already a constant and preoccupying challenge for companies. Major geopolitical events of last year have added hugely disruptive factors to a food policy landscape that is squeezed by issues such as the increase of non-cardiovascular diseases and climate change.

A change of policy direction under President Trump and Brexit will impact on the operating environments in the UK and the US, while having repercussions beyond those countries.

In the case of food policy, what 2017 appears to offer in abundance is the thing business loathes most: uncertainty. In the UK uncertainty increases especially with regards to access to labour force (Europe's food and drinks industry is the largest manufacturing sector), potential trade barriers like tariffs and non-tariff measures and sourcing of raw material; all of those will remain big unknowns for the foreseeable future.

A further prevailing concern is that the complex negotiations between the UK and the rest of the EU are unlikely to be concluded within two years. A transition period, described by Theresa May as an "implementation phase", will be potentially required; however, whether such an arrangement can be agreed with the other 27 EU member states, how long it might be and what form it might take are additional questions unanswered.

Other policy areas that seem to become source of concern in 2017 include country of origin labelling. Labelling initiatives recently undertaken by several EU member states threaten to seriously fragment the single market, the cross-border supply food chain and the free circulation of goods. Furthermore, this partial dissolution of one of the four freedoms of the European Union would negatively impact the competitiveness of European food companies, particularly SMEs, and push up prices. How and if the European Commission, the genuine guardian of the European treaties, will finally decide to intervene is still written in the stars. Besides mushrooming of states 'testing' new labelling schemes that impede the smooth

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and seamless production and sale of food products within the EU, we see that there seems to be growing appeal among policymakers for fiscal levers to address obesity. Several EU countries have announced plans to introduce such measures, namely the UK, Ireland, Spain and Estonia. Those taxes are being strongly supported by the OECD and WHO Europe which are convinced that taxes do work. However, once implemented, reality shows that there are so many factors that lead to results which have not been planned nor even foreseen while designing the tax itself. After all, taste remains king when consumers choose a product.

Finally, there is a third element, besides uncertain business conditions and economy-hampering solo-runs by states that will challenge our collaboration with policymakers on the EU level: the increased level of 'noise' recently created NGOs are producing in the decision-making process. ESA has long-standing and sensible relationships with 'traditional' NGOs like the European Consumer Organisation (BEUC), the European Heart Network (EHN) and the European Public Health Alliance (EPHA). We regularly exchange with those organisations to hear each other's points of view and we agree to disagree where and when necessary. However, these other new (NGO) kids on the block are trying to capture debates that are based on evidence and ratio, and are trying to distort them into a less scientific but more emotional direction. Scientific arguments and data are not part of their game; hence me using the term 'noise' deliberately earlier. Additionally, and more disturbingly there is often no transparency about the genesis nor about the puppet master standing behind those organisations. However, I am glad to report to our members that the European policymaking process between the European Commission, the European Parliament and the member states is dominated by the voice of science, facts and Habermas's 'unforced force' of the rational argument.

#### **Savoury snacks market outlook**

Considering the turbulent and challenging political framework, what can our sector

expect in terms of market development? In general, oversaturation has affected quite a few European markets in the past five years. Given the amount of food and beverages European citizens buy, and trudging through an economic downturn and many uncertainties, it is no surprise that growth in the food and beverage sector is lateral. However, is it across the board? Not for savoury snacks!

The world of savoury snacks presents a breath of fresh air. Far from being tired, savoury snacks are arguably one of the liveliest product classes in foods at the moment. Compared to overall food sales in Europe, savoury snacks achieved volume sales growth of 14 percent in the same time snack bars and fruit snacks grew by 10 and 37 percent respectively, albeit from a low base. So, how and why are savoury snacks experiencing such a boom? Widely viewed as a quick indulgence, wholesome between-meal fillers or energy boost on the go, savoury snacks experienced 4.3 percent growth in total sales in 2016 (estimated). This metric is forecasted to even increase further to 5.7 percent in 2017.

#### **Confident into the future**

With a positive market outlook, which is challenged by deep political upheavals, I and my team will do our utmost to further defend your interests and maintain ESA's seat at the table as a trusted stakeholder who is ready and willing to collaborate. With your strong support, we shall further develop the reputation, credibility and visibility of our industry by being constructive and demonstrating a responsible approach.



**Sebastian Emig**  
*Director General\**  
European Snacks Association

\*in his capacity as permanent representative of PrimeConsulting BXLBCN SL

## Year in review

# Potato & cereal snacks

ESA's EC Regulatory Working Group (ECR) plays a central role in ensuring that the interests of the savoury snack sector are well represented and taken into consideration when developing policy.

Despite a relative reduction in legislative activity as a direct result of the European Commission's 'better regulation' approach, 2016-2017 has still proved to be a busy year for the ECR group.



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In the absence of any concrete legislative proposals, and in acknowledgement of its responsibilities to consumers, ESA has for several years strongly advocated for the introduction of mandatory codes of practice

### Acrylamide

Acrylamide has remained a core item for ESA and its members in 2016-17, with the European Commission and member state experts continuing to discuss, develop and consult on regulatory proposals.

In the absence of any concrete legislative proposals, and in acknowledgement of its responsibilities to consumers, ESA has for several years strongly advocated for the introduction of mandatory codes of practice.

We see the mandatory codes as an important step, helping to bridge the knowledge gap for smaller companies, whilst also helping larger companies demonstrate to officials that they are actively applying controls. From our data gathering exercises we have clearly demonstrated that the use of these codes is an effective means of driving down levels.

Natural variation in reducing sugars and asparagine levels (acrylamide precursors) within raw potato tubers, and across different European geographies, precludes the ability to set any meaningful maximum legal limits. Therefore, this alternative approach has gathered much support from member states as a practical and pragmatic means of addressing an incredibly complex issue.

We expect discussions on proposals to continue in the first half of 2017, with new measures perhaps in place by the end of the year. ESA will continue to play a central and proactive role in promoting the code of practice approach, based upon sound scientific evidence and practical experience. In support of this, ESA's data collection for acrylamide levels in products will continue, with analytical results shared with EFSA and member states as appropriate.

### 3-MCPD-esters

In May 2016, EFSA published a new scientific opinion on the process contaminants 2- and 3-MCPD fatty acid esters and glycidyl fatty acid esters, more than halving the previous tolerable daily intake. Within months the European Commission had proposed maximum legal limits for the sum of 3-MCPD and its esters, and the sum of glycidyl and its esters in vegetable oils, and aimed for a vote by the end of November 2016.

However, the Joint WHO/FAO Committee on Food Additives (JECFA) also met in November 2016 and concluded that in fact a much higher tolerable daily intake for 3-MCPD and 3-MCPD-esters was appropriate.



Discussions on the setting of maximum legal limits have now been put on hold whilst ESFA revisits its scientific opinion, however we understand that the European Commission will still press ahead with maximum legal limits on glycidyl fatty acid esters.

Published data suggests that there is no formation during the production of crisps, although the chemicals are present in some refined oils. There are ongoing concerns that the European Commission's proposals might not be feasible without a suitable transition period and could adversely impact upon oil supply, particularly of palm oil. ESA continues to monitor developments and has established a new ad-hoc MCPD working group to look in more detail at the issue and the potential impacts for the sector.

#### **Pesticides**

Another important piece of work undertaken by the ECR in 2016-17 concerns pesticide residues. Following the non-approval of tricyclazole, the European Commission proposed to reduce the maximum residue level (MRL) of this active substance in rice to the default value of 0.01 mg/kg. Given the huge potential impact of such a drastic reduction, the ESA secretariat joined forces with other industry associations to request transitional measures. These efforts were ultimately successful as the European Commission finally acknowledged the long shelf life of rice and allowed to maintain the previous MRL of 1 mg/kg for the 2016 crop and derived products.

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Building on this and other previous experiences with pesticide residues, we expect that the planned 'evaluation and fitness check' of the EU legislation on pesticides will provide a great platform for potentially introducing improvements in the way MRLs are set - by considering products' shelf lives and practical production constraints to adapt to short-term drastic changes.

#### **Labelling**

Several regulatory matters stemming from regulation (EC) No 1169/2011 on food information to consumers have also demanded attention in 2016-2017. The ECR has actively contributed to shape the European Commission draft implementing regulation on voluntary country of origin labelling (VCOOL), by sharing examples and concerns regarding unclear areas of the draft. The ECR has also supported the drafting of guidelines on VCOOL, which the European Commission has deferred to a later stage. Although not directly concerning savoury snack products, the group has also kept an eye on the mushrooming national decrees on both mandatory and voluntary COOL.

Considering the multiple EU rule and differences in implementation at a national level, members of the ECR participated in a workshop organised by the European Commission as a first step to develop a dedicated online database, called the Food Labelling Information System. This future database will contain all EU and national mandatory food labelling requirements.

The ECR has been also involved in the wider food industry's work to develop definitions for vegan and vegetarian labelling, in collaboration with the European Vegetarian Union (EVU), with the view of jointly requesting the European Commission to issue an implementing regulation that would bring clarity for both consumers and manufacturers. Members' expertise was once again key to ensure that definitions are both feasible for food business operators and credible for consumers.

Finally, the European Commission's re-evaluation of regulation (EC) No 1924/2006 on nutrition and health has seen the ECR contribute to the consultation on nutrient profiles. The purpose of this evaluation is to assess whether nutrient profiles (which were supposed to be adopted in 2009), are still 'fit for purpose' - and whether the regulation has achieved its objectives with respect to nutrient profiles and claims on botanicals. The conclusions of this re-evaluation are expected to be published in 2017.

## Year in review Communications

ESA is committed to a meaningful and constructive engagement with all key stakeholders. The main task of the ESA Communications Working Group (COMS) is to promote a better understanding of savoury snacks and snack nuts in Europe, and to help shape the reputation of the industry as a responsible, trustworthy and committed partner in public and political debates.

The new impetus brought by the Netherlands to food product improvement during their presidency of the Council of the European Union (first semester 2016) was a defining moment of the year. Nutrition and health were placed firmly at the centre of policy makers' concerns in Brussels, and continued to be a central focus for both Slovakia and Malta in their respective presidencies.

During the last year we witnessed controversies around the introduction of discriminatory taxation of food and drink (e.g. soda tax in the UK), and advertising to children (as part of the review of the Audiovisual Media Services Directive in the European Parliament), meaning that the COMS group was as active as ever.

### **The Dutch presidency kept its promises on product improvement**

When taking over the presidency of the Council, the Netherlands put their intentions into practice. The presidency worked actively with all stakeholders to develop a roadmap for action, later translated into Council conclusions, with a view to helping member

states and business operators to take a meaningful steps forward on product improvement.

ESA had the opportunity to showcase the efforts and achievements of savoury snacks manufacturers during a high-level conference organised by the presidency in Rotterdam in February.

The COMS group also closely monitored the first steps of the implementation of the new annex on added-sugars adopted in the context of the EU framework for national initiatives on selected nutrients.

In light of these new developments, the COMS and the ECR group joined forces and worked together throughout the year in order to rethink the positioning of ESA and to assess the potential implications and opportunities for the sector.

### **Taste, Variety, Balance...and Responsibility**

Promoting an understanding of the savoury snacks sector remains one of the core activities for the COMS group. Building on the







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communication efforts of previous years, the COMS group developed new and alternative approaches to reach out to our many stakeholders.

The creation and promotion of two infographics provided a valuable opportunity for ESA to communicate our key messages in a simple, direct and appealing way.

The first infographic, titled 'Taste, Variety and Balance', was developed to remind stakeholders that although savoury snacks appear in a huge variety of original shapes, textures, and flavours, and are produced using many different production methods, they are all still made from natural staple ingredients.

Talking about balance and highlighting that savoury snacks (contrary to common beliefs) typically contribute on small amounts to the total intake of energy, salt and fat in the European diet is one of the cornerstones of our communications.

As a logical consequence, the COMS group decided to showcase, as part of a second infographic, the spirit of responsibility of the sector with the four ESA commitments to the EU Platform for action on Diet, Physical Activity and Health.

In this regard, it is worth mentioning that once again, thanks to our members, the contribution of the sector to the objectives of the EU Platform was judged positively by the evaluators in their annual review.

#### **Increasing the visibility of ESA in Brussels**

In 2016, the secretariat spared no efforts to engage with relevant stakeholders in Brussels to promote ESA's messages on a wide range of topics. Several key events, organised through COMS, provided important opportunities to establish new relationships and build trust.

The now iconic 'Share a Snack' event, organised for the third time in July 2016 in the crowded place of Place du Luxembourg in front of the European Parliament, was again a success! More than 300 visitors, many of whom work directly in the parliament or in other European institutions took part in a quiz that tested their knowledge of savoury snacks products.

Later in the year, in partnership with Euractiv.com (one of the foremost Brussels-based media platforms), ESA organised a stakeholder workshop on the future of positive nutrition. The event provided a platform to discuss how the food industry is working to pass the latest innovations onto the market and offer consumers products with an improved nutritional composition.

#### **Advertising to children: industry self-regulation put into questions**

Whereas ESA Pledge members demonstrated their responsible approach to advertising to children with a very high level of compliance to the EU Pledge commitments, the year has been marked by several activist-led campaigns aimed at discrediting the effectiveness of industry self-regulation, especially in the context of the review of the Audiovisual Media Services Directive (AVMSD).

However, this did not prevent members working hard throughout the year to find ways to further strengthen the EU Pledge commitment and continue to demonstrate the added value of the initiative. As it stands several options are being floated, including a review of the nutrition criteria applicable for savoury snacks products.

#### **Looking forward...**

Advertising to children will remain very high on the political agenda and the discussions on the AVMSD between the Council, the European Parliament and the European Commission (called 'trialogue') promise to be sensitive. The objectives for ESA will be to continue to demonstrate the benefits of industry self-regulation and to help members further strengthen their commitment wherever possible.

With the Council conclusions adopted in June 2016 calling on member states to develop national reformulation programmes by the end of 2017 and on the European Commission to work on new benchmarks for salt and saturated fats, we can expect to resume discussion on product improvement within the COMS group sooner rather than later.

The Maltese presidency, during the first half of 2017, should also bring its share of surprises as they already announced their intentions to combat childhood obesity.

2017 will therefore offer opportunities for ESA to engage and our ability to efficiently communicate our messages will be again instrumental.

In this perspective, the COMS group intends to step-up its advocacy efforts to continue to make sure the voice of the sector is heard. Several lines of actions are already foreseen, from the development of new infographics, participation in events organised in Strasbourg to reach out to members of the European Parliament, through to the organisation of an ESA-owned event in Brussels.

# Year in review

## Snack nuts

ESA's Nut Processors Working Group (NPWG) is responsible for monitoring developments across the EU and at Codex level, keeping members abreast of the key issues affecting the snack nuts sector.

The group deals with a wide range of issues covering all aspects of the supply chain, from seed to plate. The group maintains direct and constructive dialogue with key decision-makers to ensure that the practical constraints and concerns of the sector are considered during the drafting and implementation of legislation and guidance. The group has excellent contacts at an international and national level, and by leveraging the combined strength of these alliances the NPWG works to strengthen our position and advance the interests of the sector with key stakeholders.

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ESA played a crucial role in collaboration with FoodDrinkEurope, FRUCOM, the Foreign Trade Association, and EuroCommerce, in communicating to the European Commission the potential economic impact of the lack of sufficient transition time to adjust to the new MRLs

### Official controls

The review of regulation (EC) No. 882/2004 on official controls for food and feed has remained an important topic for the NPWG over the last 12 months, as trilogue discussions between the European Parliament and the Council led to further fine-tuning of the draft regulation in areas such as the financing of official controls (maintaining the status quo), and analysis and sampling methods. After more than three years of discussions, a final agreement on the text was reached between the Council and Parliament on 15 June 2016. The final adoption of the regulation is expected in the first quarter of 2017, and it will apply three years after its entry into force in March 2020. However, work on this regulation is still far from complete, as various implementing and delegated acts are still to be drafted over the coming years. ESA will continue its advocacy efforts to ensure that the concerns of the snack nut processing industry are considered during the consultations on these measures.

Additionally, the NPWG was actively involved in the update of the European Commission's guidance document for competent authorities for the control of compliance with EU legislation on aflatoxins, and engaged in constructive discussions with the European Commission in order to suggest improvements. Amongst other recommendations, the NPWG suggested that, in the case of rejection at the

border, legal maximum levels in the country of destination should be accepted as sufficient proof for consignments to be allowed to be re-dispatched (providing these levels are below the relevant Codex levels). The NPWG also suggested that the period of detention could be reduced to 10 working days, and that the guidance should describe the pre-export checks regime. Although these changes have still to be discussed with member states, the feedback received from the European Commission on these proposals has been very positive. The final review of this guidance document is expected to be published in 2017.

### Pesticides

2016 presented a new challenge for the NPWG in relation to pesticide residues. On 21 January the European Commission published regulation (EU) 2016/60 reducing the maximum residue levels (MRLs) of chlorpyrifos for several food products as of 10 August 2016. This included a reduction in the MRL for dried raisins, from 0.5 mg/kg to the limit of detection 0.01 mg/kg. In response, ESA played a crucial role in collaboration with FoodDrinkEurope, FRUCOM, the Foreign Trade Association, and EuroCommerce, in communicating to the European Commission the potential economic impact of the lack of sufficient transition time to adjust to the new MRLs. Although the European Commission stated that it was not possible to grant any transitional measures due to the health



ESA will be monitoring this topic very closely during 2017 as the final criteria are sure to have a significant impact on the availability of the pesticides currently on the market

concerns identified by the European Food Safety Authority (EFSA), it agreed to invite member states to consider applying a 'proportionate enforcement' of the new MRLs. This means that certain member states recognise that the raisins were treated before the entry into force of the regulation and have decided to be flexible regarding official controls of chlorpyrifos residues for a certain period of time. The United Kingdom proposed a non-statutory guideline MRL of 0.2 mg/kg in goods treated before 10 August 2016, which several member states - such as France, Denmark, Belgium, Italy and the Netherlands - have chosen to adopt.

#### **Endocrine disruptors (EDs)**

In June 2016 the European Commission presented the long-awaited first draft of the criteria to identify endocrine disruptors in the context of the plant protection products (PPP) regulation (EC) No 1107/2009 and the biocidal products regulation (EU) No 528/2012. It has proven to be a very contentious topic, with the industry having mixed views on issue and the draft receiving heavy criticism from various non-governmental organisations (NGOs) and the media. The criteria are still under discussion but as this is a priority for the European Commission we can expect a vote on the criteria, along with the first draft of the guidance document, by mid-2017. ESA will be monitoring this topic very closely during 2017 as the final criteria are sure to have a

significant impact on the availability of the pesticides currently on the market.

#### **World Customs Organisation - Reclassification of blanched nuts**

In October 2016, the harmonized system committee of the World Customs Organisation (WCO) adopted a technical decision to change the current classification of blanched peanuts from '*Groundnuts, whether or not shelled or broken (excl. roasted or otherwise cooked)*' (heading 12.02) to '*Groundnuts, prepared or preserved*' (heading 20.08). This decision could have a major impact on the sector because, if approved, it would see the current EU import duty rate increase from 0% to 11.2% for blanched peanuts from the main origins. ESA has been very active on this issue and thanks to the intensive communication campaign it carried out in collaboration with FRUCOM, the American Peanut Council and the European Nut Association, succeeded in persuading the European Union to submit a reservation against this decision. Argentina, Brazil and South Africa were also alerted by ESA and its partners and decided to enter reservations as well. ESA will continue to advocate for the interests of our members on this issue and will continue working together with FRUCOM over the coming months. ESA and FRUCOM have jointly set an electronic working group gathering technical experts in order to prepare technical arguments to support the EU's reservation.

# Year in review

## Events



### SNACKEX Vienna, June 2017

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+ 2,000  
attendees

+ 130  
exhibitors

+ 6,000 sq m  
trade fair floor

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Forward exhibitor  
bookings have been so  
strong that we have  
rented additional space

There is a raft of research data which indicates that trade fairs are an enormously important part of the marketing activities of most types of business, ranging from the largest multinationals to small family concerns. All evidence confirms that the opportunity to get face-to-face with customers and potential future clients remains an incredibly valuable tool for developing new business.

Trade fairs offer a unique and unparalleled proposition in their ability to provide face-to-face interaction. Meeting prospective customers in person leads to longer term relationships and is the most persuasive marketing channel. In a recent UK poll\* 86% of business directors agreed that trade fairs are the second most effective means of generating sales leads after a company's own website.

Every sector needs a strong trade event where people can meet to discuss the innovations and challenges of their industry and do business with leading suppliers. We are pleased to report that SNACKEX, organised by the ESA secretariat, continues to be the savoury snacks industry's flagship trade fair and conference which is focused on developing an international platform that facilitates business relationships within the sector.

As we go to press SNACKEX 2017 will soon be getting under way in Vienna, 21-22 June. Forward exhibitor bookings have been so strong that we have rented additional space in the exhibition centre to accommodate the increase and with several months still to go, we are confident of another good performance in 2017.

A two-day conference programme supports the SNACKEX trade fair. Expert speakers will report on the state of the industry and explore some of the most important trend indicators under the theme 'Discover Tomorrow's Snacking'. Our venue for the event is Messe Wien, Vienna's newest trade fair and congress centre located close to the city centre and surrounded by hotels in all categories to suit all budgets - virtues our participants have widely requested in feedback from earlier events.

In 2016/17 ESA exhibited at Gulf Food Manufacturing, Dubai, the world's leading food event of its kind; and at SNAXPO in the USA, both with the intention of promoting SNACKEX to a wider audience and to build awareness of ESA with a view to increasing membership.

\* FaceTime Business Generator research



### ESA Stakeholder Workshop

Brussels, November 2016

### Snack Production Courses

Berlin, May 2016

Malaga, October 2016

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The format of the event allowed for constructive exchanges during, but also before and after the event

Organised in partnership with Euractiv, one of the most influential Brussels-based media on EU affairs, the workshop entitled 'What role for positive nutrition in the future?' provided a unique platform for the sector to share its messages on reformulation and innovation to the 30+ participants, including representatives from the European institutions.

The aim of the debate was to discuss the concept of positive nutrition and how the food industry is striving to pass the latest innovations onto the market to offer consumers products with an improved nutritional composition.

The objective of ESA was to highlight that savoury snacks manufacturers, besides cutting salt and fat from their products, have a huge capacity for innovation, developing for instance recipes with more positive nutrients including lentils, chickpeas or pea flour, other type of pulses, quinoa, sunflower seeds and wholegrain.

The format of the event, a 90-minutes roundtable lunch, allowed for constructive exchanges during but also before and after the event. The quality of our speakers also contributed to make this event a success.

**Key note speakers:**

**Sabine Jülicher**, director for food and feed safety, innovation in the Directorate General for Health and Food Safety of the European Commission

**Christophe Matthys**, professor human nutrition, University of Leuven, Belgium

**Alice Mazars**, PhD, senior nutrition scientist, Europe & Sub Saharan Africa, PepsiCo

We are pleased to report that two editions of our increasingly popular snack production educational courses were held in 2016.

In the stimulating three-day educational programmes - part one, raw materials to formed products, held in Berlin and part two, flavouring to end-of-line, held in Malaga, Spain - delegates heard about the best practice processing elements in the manufacture and packaging of potato crisps, extruded and sheeted snacks from industry experts with state-of-the-art practical knowledge and experience.

Each course drew well over 50 operations, sales and marketing personnel from ESA member companies and others, from countries throughout Europe and beyond.

Combining knowledge and insight with an element of fun is the primary aim of ESA's snacks production courses, together with the opportunity to make new contacts and friendships through networking. Attendees were able to network with peers during breaks and meals and ESA arranged some informal group activities after working hours with the aim of developing some long lasting relationships.

Part three of the ESA's snack production course covers snack nuts from origin to packet and is scheduled to take place after SNACKEX in October 2017.

ESA would like to thank all our participants and our speakers for making these courses such a great success.

## Who we are

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



**200 companies**  
have ESA membership

**40 countries**  
represented by members

**80% share**  
of branded European market

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.

With offices located in Brussels, we are recognised as the voice of the industry before European decision makers, and other key stakeholders.

### How we work

ESA keeps members abreast of regulatory and legal developments relevant for the sector through regular working group meetings. Minutes of these groups are posted on the ESA members' website. Detailed examples of the remit and scope of these groups may be found in preceding pages.

The ESA board sets the direction of the organisation and approves the organisation's strategic plan for the forthcoming year. It supervises the work of the three working groups and is led by the president.

### What we do

ESA represents member companies' interests at European and international level and is proactive in its anticipation and fielding of potential issues of relevance to the industry.

ESA is instrumental in co-ordinating a united industry view when interacting with the European Commission and the European Parliament.

In practice this means minimising the regulatory burden for members, protecting

their right to produce, advertise and sell their products as well as further promoting the understanding of savoury snacks and snack nuts.

None of this would be possible without the support of our members and their willingness to work together on non-competitive issues. Our role in this is to provide the necessary platform for this interaction to take place and to help facilitate it in an effective and productive manner.

### Who we work with

ESA has developed effective and successful working relationships with government, professional bodies and trans-national agencies. ESA is affiliated to FoodDrinkEurope and represents the sector on several of its key working groups. It also enjoys close working relationships with many other food and drink sector organisations in Europe and beyond.

Some of the organisations ESA works closely with:

- European Commission
- European Parliament
- Food standards agencies
- Codex Alimentarius Commission
- European food industry federations
- Non-governmental organisations
- European potato processing associations
- European food trade associations
- International snack food associations
- International peanut councils

...and many other food sector organisations around the world.

# Our structure

## Board of Directors

Mathias Adank (President)	Lorenz Snack-World
Julie Adams	Almond Board of California
Nelly Bonnet	SIAD / L'Alliance 7
Katie Carson	Kellogg Company
Carmel Collins	Kerry
Anne Edwards	PepsiCo International
Gloria Gabellini	PepsiCo International
Roger Harlacher	Zweifel Pomy-Chips
Anne Klanke	Lorenz Snack-World
Maarten Leerdam	Intersnack Group
Valentina Maglio	Unichips
Marco Montanaro	Kellogg Company
Rolf Nilges	Intersnack Group
Susanna Vitaloni	Unichips
Göran Wadsten	Rosenqvists Food Technologies
Sebastian Emig	European Snacks Association

## ESA Secretariat

Sebastian Emig	Director General
Philip Mathieu	Marketing & Communications
Andrew Curtis	Regulatory & Scientific Affairs
Marta de la Cera	Regulatory & Scientific Affairs
Olivier Devaux	Public Affairs & Communications
Veronica Yakicioglu	Events & Membership



# Working group structures

## 1

### EC Regulatory Working Group

#### Issues including:

- Process contaminants
- Labelling
- Food contaminants
- Flavours, additives & enzymes
- General food law
- Food safety
- Nutrient profiles
- Nutrition & health claims
- Salt/sodium
- Food contact materials
- Novel foods
- Endocrine disruptors
- Allergens

#### Active participants

Katie Carson (Chair)	Kellogg Company
Neil McGowan (Temp. Chair)	Kellogg Company
Johan Wauben	Kellogg Company
Sue Cloran	Kellogg Company
James Ede	Kellogg Company
Ruth Adewale	PepsiCo International
Anika Nonn	Intersnack Group
Horst Kalbfleisch	Lorenz Snack-World
Hermann Meng	Mondelez Deutschland
Marco Blumenthal	Zweifel Pomy-Chips
Valentina Maglio	Unichips
Silvia Gorlani	Unichips
Valeria Tessera	Unichips
Oriol Bessa Caserras	Liven
David Hoareau	Sensient Flavors
Jane Route	Symrise
Paul Herman	Givaudan
Jason Lynam	Kerry
Anne Murray	Kerry
Aoife Timmons	Kerry
Carsten Bernoth	BDSI
Julia Gisewski	BDSI
Marta de la Cera	ESA
Andrew Curtis	ESA

## 2

### Communications Working Group

#### Issues including:

- EU nutrition & health policy
- EU Pledge and responsible advertising
- EU Platform for Action on Diet, Physical Activity and Health
- Industry commitments
- Food taxation
- Stakeholder engagement & outreach programme
- Media relations

#### Active participants

Gloria Gabellini (Chair)	PepsiCo International
Katie Carson	Kellogg Company
Bernd Ter Glane	Intersnack Group
Anders Högberg	Orkla Brands
Silvia Gorlani	Unichips
Veronica Ballesteros	Liven
Richard Burrell	Dow Seeds
Katja Reissmann	Lorenz Snack-World
Guido Wolf	Ültje
Carsten Bernoth	BDSI
Julia Gisewski	BDSI
Thierry Marchal-Beck	L'Alliance 7
Willemien Mussche-van-Andel	VBZ
Olivier Devaux	ESA



# 3

## Nut Processors Working Group

### Issues including:

- Fosetyl residues
- Mycotoxins
- Heavy metals
- Other contaminants
- Import controls and inspection fees
- Allergens risk assessment
- General food law
- Labelling
- Nutrition & health claims
- Rapid alerts
- Responsible sourcing and sustainability
- Endocrine disruptors

### Active participants

Julie Adams (Chair)	Almond Board of California
Louise McKerchar	American Peanut Council
Abel Santos	Intersnack Procurement
Henry Kulnick	Lorenz Snack-World
Horst Kalbfleisch	Lorenz Snack-World
Bettina Guszewski	Lorenz Snack-World
Lieven Plets	Wonderful Pistachios & Almonds
Jason Nissen	Wonderful Pistachios & Almonds
Brijesh Krishnaswamy	Olam Europe
Roberto Fanni	Olam Europe
Erik van Dorp	Olam Europe
Julia Gisewski	BDSI
Carsten Bernoth	BDSI
Sharon Hall	SNACMA
Marta de la Cera	ESA

## Member services

### Advocacy

Representation of members' interests at European and international levels.

### Education courses

Programme of snack and nut production education courses designed to impart knowledge on industry best practice and latest applications of new technology.

### Events

SNACKEX – Europe's only industry trade fair, conference and sourcing event for the savoury snacks industry. Plus various top level conferences and outreach events.

### General enquiries and information

Responding to requests for information on many aspects of the industry.

### Incident management

Acting as the central contact and information source in the event of an industry incident.

### Industry database

Searchable members database providing ready access to key information about ESA members' activities and areas of operation.

### Media relations

Providing a positive industry voice to media, governments and opinion formers.

### Members' newsletter

Providing monthly online industry news and regulatory updates.

### Publications

*The Snacks Magazine* is ESA's official trade journal, published quarterly.

### Specialist committees

Addressing key issues of direct relevance to the industry.

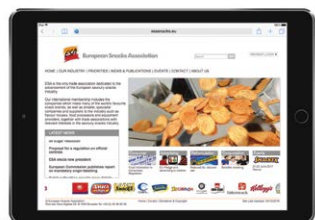
### Technical advice

Providing technical advice and guidance on demand to snack manufacturer members.

## Publications

### Online

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



**The ESA website is the public face of the savoury snacks industry. It provides information about the industry, the sector's products and about ESA itself to government, opinion formers and the media.**

#### Members' Area

The members' area is password protected for ESA members only. The following is a guide to what can be found there:

- **Risk issues**

Information on those key issues which have been identified and graded in a risk matrix as having a potential impact on members' businesses, together with a quarterly update on the status of action being taken.

- **Industry positions**

Latest aligned industry positions on key issues.

- **Working groups**

Source which member representatives are active in these groups and where to find the latest minutes of their meetings.

- **Fact sheets**

A useful source of information intended for use when communicating to company employees to help them understand the real facts about the products they help to make. They can also be used externally when responding to enquiries from the general public or the press.

- **Newsletter archive**

Where to find back issues of ESA's monthly members' Snack Bulletin email newsletter.

- **Members database**

A directory of all ESA members, easily searchable by key criteria, including product type, company activity, country.

#### Members Snack Bulletin Email Newsletter

Members receive a digest of industry related news and the latest developments in technical, regulatory and legislative matters, direct to their desktop every month.

### Print

#### The Snacks Magazine



**The Snacks Magazine is ESA's official trade journal. It is published quarterly and circulated to readers around the world, all of whom are directly concerned with the savoury snack and related industries. It is one of the association's prime vehicles of communication with members and is a must-read publication for everybody in the international savoury snack food sector.**

The content of the publication remains totally focused on the savoury snacks business, complete with news, topical features and a range of regular sections covering everything from the latest regulatory developments to trends in the vital commodities markets.

Free to members, and available to non-members on subscription, The Snacks Magazine is also available online.

Important features published over the last year included reformulation, extrusion, flavouring, frying, multi-channel marketing.

Market profiles covered Italy and Switzerland.

Regular coverage is given to topical issues such as European legislation, commodities and current research.

In-depth analysis and commentary on ESA's annual European state of the industry report is published in the autumn issue.

The magazine is regarded as a serious vehicle for advertising latest techniques, equipment and supplies to the industry not only in Europe, but internationally.

## Join us

ESA membership is open to any global manufacturer of potato chips (crisps), savoury snacks and/or snack nut products and to companies which supply the industry with ingredients, flavours and processing / packaging equipment or other related services. Any trade association or trade organisation whose members are wholly or mainly engaged in the processing of savoury snack products may also be eligible for membership.



Companies wishing to join ESA are invited to make a formal application for the appropriate category of membership by contacting the ESA secretariat who will be pleased to answer your questions and help you with further details of membership benefits and fees.

If you are operating in the savoury snacks industry in any way, you can benefit from joining ESA. In addition to many other benefits, all member companies receive:

- Discounted rates for exhibitors and conference delegates at SNACKEX – the only trade exhibition and conference in Europe devoted to the savoury snacks industry
- Discounted advertising rates in *The Snacks Magazine* – the Association's official magazine published quarterly and reaching an international audience
- Discounted rates for our snack and nut production course programme – have your employees sharpen their production skills and knowledge of the industry
- Online access via members' website to the latest information on key issues for the industry including members' directory, new legislation and minutes of quarterly ESA working groups
- Access to regular business conventions and seminars, all at discounted rates.

There are classes of membership for:

### **Business**

Snack manufacturers

### **Associate**

Suppliers of ingredients, equipment, materials and services to the industry

### **Trade**

Other associations and professional bodies



The voice of the industry in Europe

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