

Helping the savoury snacks
industry succeed



A Year in
Review
2020

Director General's insight

The European Snacks Association looks confidently into the next years to support members in their transition to sustainable food systems.

It is difficult to make the balance for last year that has drastically changed our lives. Not only because of the terrible pandemic, but also due to the societal and economic consequences of the efforts made to contain it.

The European savoury snacks industry was ready to take on the challenge, working around the clock to ensure that everybody was able to enjoy indulgent treats during those difficult times. As an association, ESA tried to reflect this resilience and adaptation to the new times; to be a helpful resource and serve our membership in the best way possible. We have analysed for our members most relevant information on EU measures taken in response to the crisis and updated them in regular circulars.

We have succeeded in delivering all our planned projects for last year. I would like to name just some of them: A fully virtual and successful production course, an interactive "Share a Snack - Share a Thought" Twitter campaign, several fact

sheets and countless contributions to policy proposals and contacts with key EU decision makers.

I would like to thank our members at the Board and several working groups as well as my team for their work and commitment to make this possible.

I am grateful for the resilience and strength of our industry has shown, and we are looking forward with confidence into 2021.



Sebastian Emig
Director General*
European Snacks Association

*in his capacity as permanent representative of PrimeConsulting BXLBCN SL



Highlights of the year

Another eventful year for the European Snacks Association and the savoury snacks sector. This timeline looks back at last year's landmark moments.

January

ESA LinkedIn goes live!

ESA reinforce its online presence with the launch of its LinkedIn channel to continue promoting the achievements and interests of the sector to stakeholders.



May

The EU Farm to Fork strategy is officially adopted

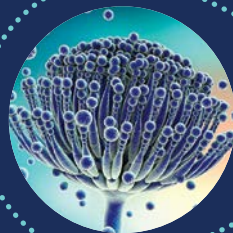
The Farm to Fork Strategy is at the heart of the European Green Deal aiming to make food systems fair, healthy and environmentally friendly. The EU Biodiversity was adopted the same day.



September

EU Mycotoxin Forum

The European Commission brought together stakeholders including ESA to discuss ongoing developments on mycotoxins in food and feed, especially on the proposed maximum levels for DON and T-2/HT-2 toxin.



October

European Commission unveils the EU Chemicals Strategy

The strategy is part of the EU's zero pollution ambition, which is a key commitment of the European Green Deal. It aims at better protecting citizens and the environment and boosting innovation for safe and sustainable chemicals.



November

First ever online Snack Production Course!

For the first time, ESA held a well-attended edition of its first online production course "Part I - From raw materials to formed products".



March

European Commission launches its New Circular Economy Action Plan

The new plan announces initiatives along the entire life cycle of products, targeting their design, promoting circular economy processes and fostering sustainable consumption.



June

ESA Flavour campaign on social media

Over a period of a month, ESA celebrated the diversity of snacks flavours in Europe with the #Whatsyourflavour hashtag!



September

FoodNavigator webinar on salt reduction with ESA

ESA's Director General presented the achievements of the sector as well as challenges going forward during a webinar which attracted more than 740 participants from the academic community, food industry and policymakers.



October

"Share a Snack - Share a Thought" series of interviews

Exploring a new format on social media, ESA interviewed representatives of the food sector in Brussels to discuss on-going policy developments and priorities in light of the Farm to Fork Strategy.



December

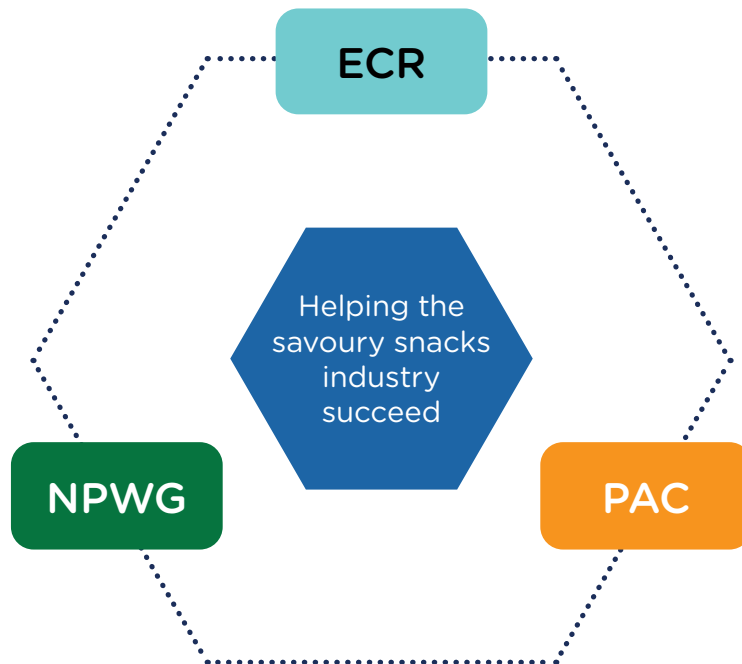
Launch of the EU Food Labelling Information System

The Food Labelling Information System (FLIS) provides a user-friendly IT solution which enables its users to select the food and automatically retrieve the mandatory EU labelling indications in 23 EU languages.



Working groups in a nutshell

Our dedicated committees are at the forefront of the issues to keep members abreast of regulatory and legal developments.



ECR EC Regulatory Working Group

The EC Regulatory WG mission is to protect and promote the interests of the sector, by providing technical expertise and input to the EU policy process and communicating positions to key decision-makers.

In 2020 the ECR contributed to a number of targeted stakeholder consultations, particularly on phytotoxins. Our input has helped shaped more realistic and feasible legislative approaches to managing the presence of undesirable, and often unavoidable, contaminants. EU discussions continue and revised maximum levels are expected to be finalised in 2021.

The end of the authorisation for the sprout suppressant chlorpropham on 8 October 2020 represented a major challenge for long-term potato storage in the EU, however alternatives are now in place in the majority of Member States. Due to the potential for adventitious contamination of stores, ESA worked closely with partners across the European potato sector to ensure suitable cleaning and testing regimes were established. As a result of the combined efforts of the sector, a temporary maximum residue level for chlorpropham has been agreed by Member States and is expected to come into force later in 2021.

Lastly, at the end of 2020, revised acrylamide Benchmark Levels were under discussion, with the potential for Maximum Levels for some food categories was also being explored by the Commission. ESA has once again proactively collected occurrence data from members, and a new peer reviewed publication is expected in early 2021.

NPWG Nut Processors Working Group

The Nut Processors WG (NPWG) brings together professionals from across the global supply chain for snack nuts and plays a key role in addressing the sector's concerns and interests.

Food safety and quality remain the number one priority. The NPWG provides a space for sharing and exchanging research on food safety, best practices, quality and other initiatives, in a non-competitive environment.

In 2020, the NPWG closely followed the development of the proposals on Official Controls, and actively engaged with European Commission officials to ensure consistent implementation of the new Regulation (EU) 2017/625 which entered into force in December 2019.

Priorities on the NPWG's agenda included continued discussions on aflatoxins and on ochratoxin A, with an elevated number of RASFF alerts issued during the last year. NPWG continues to argue that appropriate standards are applied, dependent on the commodity and its origins.

Moreover, the group contributed also to a series of targeted stakeholder consultations issued by the Commission, particularly on phytotoxins.

The secretariat also actively participated to the two virtual sessions of the 'Mycotoxins Forum' organized in Autumn 2020. The forum was a great opportunity to exchange with the Commission and other stakeholder on the ongoing discussions and initiatives.

PAC Public Affairs & Communications Working Group

The main task of the Public Affairs and Communications WG is to shape the reputation of the industry as a responsible, credible and committed partner in the public and political debate.

Following the publication of the Farm to Fork Strategy in 2020, the PAC group has worked on a common approach with the other committees, allowing the sector to positively contribute to the objectives of the Strategy, as well as the Biodiversity Strategy and the Circular Economy Action Plan.

The group helped define the key priorities for the association and its members and proposed a sector-wide vision of sustainable food systems. PAC members started to work on the development of communication tools to promote the efforts of the sector in supporting this transition.

The group continued to closely monitor policy developments on packaging, contributing to the Commission's guidances on the EU Single-Use Plastics Directive and sharing the sector's perspective on the review of the Packaging and Packaging Waste Directive.

ESA strengthened its online presence in 2020 with the launch of the LinkedIn channel and two innovative campaigns which increased the visibility of the sector and helped position the association as an important stakeholder in the debate on sustainability, from farm to fork.

In 2021, the group will be focusing on further demonstrating the industry contribution in building more sustainable food systems.

Focus on events

A programme of capacity building activities which offer outreach, education, business opportunities and networking.



Snack Production Courses

ESA's programme of snack and nut production education courses are designed to provide delegates with a thorough, well-rounded and interactive grounding on industry best practice and the latest applications of new technology delivered from acknowledged experts.

Snack production courses are a great opportunity for all production and marketing-oriented personnel to meet, network, exchange good practices and to share their own experiences and challenges with peers and expert industry speakers.

In 2020, for the first time, ESA held a very new, unique, and extremely well attended edition of the savoury snacks production course part 1 online via ZOOM. Attendees had the opportunity to network with colleagues from the industry from across Europe and beyond and learnt all insights about savoury snacks production covering the process from raw materials to formed products for all types of savoury snacks such as: potato chips, tortilla chips, extruded snacks, popcorn, pretzels.



ESA Flavour Campaign

“Variety is the spice of European life!”

ESA launched in May 2020 its successful flavour campaign on social media to celebrate the diversity of snacks flavours in Europe. The campaign #whatsyourflavour was active on our Twitter and LinkedIn account for about 6 weeks with +20 very colourful visuals, both static and animated, as well as press articles and useful resources on flavourings developed by the European Flavour Association (EFFA).

The campaign presented some of the key snacks flavours trends across the EU, highlighting for instance that Central European countries as well as Germany and Austria are really big fans of paprika flavoured snacks while Nordic countries generally prefer “sour cream and onions” types of flavours. It also confirmed that classic salted still remains a top seller in many countries, regardless of the geographical situation.



ESA Virtual “Share a Snack - Share a Thought”

Inspired by our annual Share a Snack event which couldn't take place this year, the secretariat developed a new format tailored for our social media channels, fun and instructive at the same time!

We invited 5 representatives of the food sector who keep a watchful eye on policy developments (including Copa-Cogeca (European Farmers), FoodDrinkEurope, Starch Europe, the European Flavour Association and the International Platform of Insects for Food and Feed) for a series of interviews where they were asked to tell us more about their snacking habits and share their thoughts on issues of interest for the food industry in Europe.

We also seized this opportunity to present the savoury snacks sector's perspective on relevant issues such as the EU Farm to Fork Strategy, achievements and challenges on product reformulation or the legitimate place of processed foods in the diet.

https://twitter.com/ESA_Snacks/status/1318541769773142017



SNACKEX

The SNACKEX trade fair and conference takes place every two years and is acknowledged as the only global professional business event for the savoury snack sector.

The 18th edition of this flagship event took place in Barcelona in 2019 and gathered leading decision makers coming from over 70 countries in a world-class venue and offered unrivalled opportunities to network in an environment that is conducive to business.

NEXT edition in Summer 2021!
The world's only 100% savoury snacks dedicated trade fair will be again the headquarter of all savoury snacks industry representatives between 16 - 17 June 2021 in Hamburg, Germany and is expected to be even bigger!

Who we are

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

Headquartered in Brussels, we are recognised as the voice of the industry before the European decision-makers, and other key stakeholders since 1961.

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.



200

Companies membership



40

Countries represented



80%

European branded savoury snacks market

Board of Directors

Almond Board of California
Intersnack Group
Kellogg Company
Kerry
Lorenz Snack-World
PepsiCo International
Rosenqvists Food Technologies
Unichips
Zweifel Pomy-Chips



ESA Secretariat

Sebastian Emig	Director General*
Andrew Curtis	Regulatory & Scientific Affairs
Silvia Tombesi	Regulatory & Scientific Affairs
Olivier Devaux	Public Affairs & Communications
Veronica Yakicioglu	Events & Membership

*in his capacity as permanent representative of PrimeConsulting BXLBCN SL

What we offer

A wide range of services and benefits for you and your business.



Advocacy support



Access to information



Networking opportunities



Education



Involvement in working groups



Rue des Deux Églises 26, BE-1000 Brussels, Belgium
T: +32 (0)2 538 20 39 esa@esasnacks.eu
www.esasnacks.eu www.snackex.com

@ESA_Snacks

The voice of the industry in Europe

VAT: BE 0675.418.819 ESA EU Transparency Register number: 00849042167-65

This report is printed on FSC® certified paper comprising 100% virgin fibre from well managed forests and other controlled sources and can be disposed of by recycling, incineration for energy recovery, or is biodegradable.