

Annual Report 2024



Director General's insight

2024 was a year marked by many changes in our work for the sector with a brand-new European Parliament and European Commission.



New faces and ideas offer us a great opportunity to further protect and advocate for the European savoury snacks industry in the next five years!

With the Green Deal transforming into the Green Deal Industrial Plan, the direction is already apparent within the title. Industry is key. In the last five years, there was a feeling that the food sector (as well as other industries) was somehow pushed to the periphery, and its voice was barely considered (if you were a farmer, however, it was quite the opposite). Despite our calls of concern and the mantra that you can only get greener if you take the industry on board, it sometimes felt that all this was neglected to a certain degree.

Now, with the recent elections on national and EU levels that put more conservative and industry-friendly parties into the driving seat, the new Commission – which mirrors this political development – seems to have realised that industry has to be consulted and become a partner in the way ahead.

The European savoury snacks industry will harness this new direction and development and present our sector as what it is: sensible, smart, and sustainable – our 3-S strategy.

Enjoy reading our insights into last year's milestones and achievements.

My team and I are looking forward to working with our members to succeed in key policy topics relevant to our wonderful sector.

Sebastian Emig
Director General*
European Snacks Association
*in his capacity as permanent representative of PrimeConsult BB, S.L.

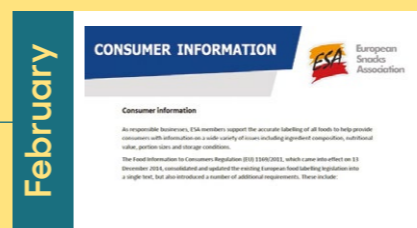
Highlights of the year

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



Webinar on EU Corporate Sustainability Reporting

Event organised by the Agri-food chain sustainability roundtable (ESA is a founding member) to better comprehend how to navigate the corporate sustainability reporting jungle



Revision of Consumer Information Factsheet

ESA's Consumer Information Factsheet was updated adding notably a new paragraph on date marking



Potato Value Chain the virtual webinar on glycoalkaloids

ESA co-organised with members of the Potato Value Chain a webinar on glycoalkaloids in potatoes and potato products, bringing together key experts from across Europe



European industry joint manifesto on competitiveness

Ahead of the European Elections, ESA, together with 85 organisations, co-signed a manifesto sending a strong message to EU leaders to relaunch Europe's competitiveness, whilst confirming unwavering support for sustainability goals and the economic transition



SNACKEX in Stockholm!

Record number of exhibitors and visitors for the 20th edition of SNACKEX around the theme "Move your business forward!"



ESA monitoring report to the EU Code of Conduct for Responsible Food Business and Marketing Practices

Publication of the third ESA monitoring report highlighting the sector's contribution to building a more sustainable food system



Annual Garden Party of the European Parliamentary Association

At the occasion of the first Plenary session of the European Parliament in Strasbourg, ESA had the opportunity to organise a much-welcomed savoury snacks tasting and share information about our sector and our products



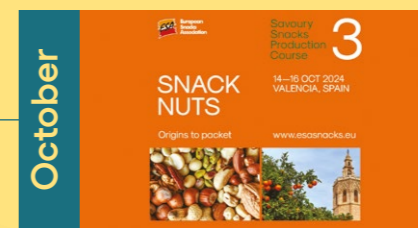
ACRYRED Conference with the participation of ESA

ESA promoted the sector's efforts and views on the issue of acrylamide during the ACRYRED Conference in Brussels under the theme "Acrylamide and process formed contaminants: A supply chain approach"



9th edition of Share a Snack in Brussels

ESA's flagship event returned in Place Luxembourg for the first time in September with an interactive event and plenty of tasty savoury snacks for visitors to enjoy



ESA Snack Production Course

Part III "Snack Nuts - Origins to Packet" took place in Valencia, Spain



ESA brochure "Balanced Bites, Better World: A taste of sustainability in snacking"

The brochure provides key information about the sector and highlight ESA's priorities towards a transition to more sustainable food systems



Focus on events

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



SNACKEX

The 2024 SNACKEX edition which was held in Stockholm was by far the biggest and best show ESA has ever organized with record attendance from both exhibitors and visitors!

SNACKEX again gathered savoury snacks, snack nut producers and suppliers coming from over 90 countries under one roof and offered unique opportunities to network in an environment that is conducive to business.

SNACKEX also launched a new very popular show feature - the Snack Science Hub - where a programme of key topic industry sessions were presented inspired by our presence in the Nordics who are well known pioneers in food sustainability and durable agriculture. In this context, attendees learned from experts about the latest innovations and best practices in savoury snack production in order to make their business succeed and stay relevant in the challenging future ahead.

The next edition will be held in Lisbon, Portugal, on 17 – 18 June 2026.

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 unbiased experts.

ESA's snack production courses are a great opportunity for all production and marketing-oriented personnel to meet, network, exchange good practices, share their own experiences or challenges with peers as well as with expert industry speakers.

In October 2024, delegates met in Valencia (Spain) for the third part of the course, this time focusing on snack nuts, working through all the steps, from origins to end of line. During three days, in a fantastic environment, our delegates have deep-dived in the surprising world of snack nuts together with our expert speakers.

The sessions programme also included a hands-on nut flavouring workshop where delegates got the chance to create their own delicious flavours and compete against their colleagues.

Annual Garden Party of the European Parliamentary Association

On the occasion of the first Plenary session of the European Parliament in Strasbourg, ESA participated to the traditional Annual Garden Party organised by the European Parliamentary Association.

In attendance were around 300 invitees, with more than 150 Members of the European Parliament (MEPs) and staffers, we had the opportunity to present, discuss and taste some of the latest product innovations in the world of savoury snacks and catch-up with both returning and new MEPs.

Share a Snack

In September 2024, the ESA team was back in Place Luxembourg in front of the European Parliament in Brussels for the 9th edition of the iconic "Share a Snack" event.

Visitors, including colleagues from the European Parliament, were again invited to challenge their knowledge of the sector with a short quiz on iPads - which was taken more than 120 times during the evening, which is significant given the uncertain weather conditions. Thanks to the generosity of ESA members, they were also offered an amazing variety of savoury snacks to taste, including latest innovations in terms of new ingredients, shapes and flavours.

As in previous years, we used our Twitter channel to enhance our communications around the event with content posted in the run-up to the event, on-site activation and the aftermovie.



Working groups

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 Working Group's (ECR) 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 2024, engaging with EU officials remained a central focus for the ECR, especially concerning food contaminants. Food safety continues to be the top priority for the food industry. To support this commitment, the ECR facilitated the exchange of research, best practices, and initiatives on food safety in a collaborative, non-competitive environment.

On acrylamide whilst there were limited developments from the Commission, ESA still managed to collect and submit industry data to EFSA in preparation for regulatory discussions in 2025 (over 27 500 observations in total). Work also started in earnest on glycoalkaloids, nickel, and furan.

Lastly, ECR actively contributed to the EFSA Call for data for the re-evaluation of malic acid and malates (E 296; E 350-352) as food additives.

PAC

Public Affairs & Communications Working Group

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

2024 was marked by important institutional changes in the political landscape with the election of a new European Parliament, the beginning of a second term for Ursula von der Leyen at the helm of the European Commission, and the nomination of a new College of Commissioners.

Bearing this transition in mind, the PAC group was involved in improving and developing the association's communications strategy and tools, including a new brochure "Balanced Bites, Better World: A taste of sustainability in snacking" in view of sharing our key messages with the newcomers in Brussels.

The group continued to closely monitor nutrition and health policy developments in the European Union and at national level. For instance, the group developed a comprehensive reactive statement on the issue of ultra-processed foods and savoury snacks, highlighting amongst others the significant limitations in the use of this terminology, the benefits of processing foods and product innovation in the sector.

With the announcement of the Commission's "Vision for the Agriculture and Food" for early 2025, and based on the outcomes of the Strategic Dialogue on the Future of Agriculture in Europe, the group stands ready to help the association further promote the interests of the sector.

NPWG

Nut Processors Working Group

The Nut Processors Working Group (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.

Throughout 2024, the NPWG actively monitored the implementation of Regulation (EU) 2017/625 on Official Controls, collaborating with the European Commission and relevant stakeholders to share experiences and promote consistent application throughout the entire agri-food chain.

One of the NPWG's key priorities is the ongoing discussion of aflatoxins at both EU and Codex levels, particularly given the high number of RASFF alerts issued throughout the year. The NPWG continues to advocate for the application of appropriate standards, tailored to the specific commodity and its origin.

Lastly, NPWG has closely monitored the developments on the revision of marketing standards regulation, collaborating with other stakeholders.

SUST

Sustainability Working Group

The Sustainability Working Group's (SUST) main role is to discuss the sector's approach to environmental and sustainability issues impacting the savoury snacks sector.

The SUST group continued to closely monitor the final steps of the proposal for a Regulation on Packaging and Packaging Waste in the European Parliament and the Council, with a view to ensure it delivers a circular economy for packaging, especially flexible plastic packaging.

The group focused part of its works on better understanding the impacts of the various files within its scope, such as the Deforestation Regulation, the Forced Labour Regulation, the Green Claims Directive as well as sustainability reporting legislations like the Directive on Corporate Sustainability Due Diligence. On the latter, ESA co-organised with the Agri-food chain sustainability roundtable a webinar on EU corporate sustainability reporting to understand better how to navigate the corporate sustainability reporting jungle.

The group also started a reflection on water management in light of the European Commission's intention to propose a Water Resilience Strategy in the first years of its mandate.

Who we are

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



200

Companies membership



40

Countries represented



80%

European branded savoury snacks market

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.

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



The voice of the savoury snacks industry in Europe

Board of Directors

- Almond Board of California
- Intersnack Group
- Kellanova
- Kerry
- Importaco
- Lorenz
- Orkla
- PepsiCo International
- Rosenqvists Food Technologies
- Unichips
- Zweifel Chips & Snacks



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