



# A Year in Review 2018



Helping the savoury snacks  
industry succeed

# Director General's insight

The European Snacks Association continues to represent the savoury sector in a meaningful, credible and compelling way while the popularity of snacking is ever-growing.

**A year of transition is standing before us. Looking back at a very successful year for ESA, the coming months will be challenging for the association as new players will enter the arena following the European Parliament's election in May and the new Commission by the end of 2019.**

This new political landscape in Brussels creates a lot of emerging opportunities but at the same time - in a climate of growing disenchantment with politics - also uncertainties among which we will have to carefully navigate. We also expect to see more inter-governmental policy making taking place 'behind closed doors' which will further increase the opaqueness of political decision making.

The reshuffle of both institutions is prone to produce a 'political downtime' in terms of legislative developments. However, this does not mean that we can just 'wait and see', but we will have to find smart ways to be heard and seen as the responsible, collaborative and trustworthy industry which we are.

With a positive market outlook, which could be challenged by considerable political changes, 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



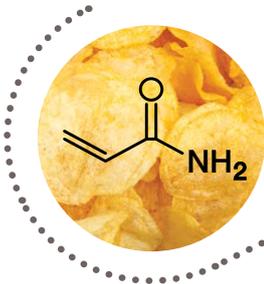
# Highlights of the year

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

## April

### New Acrylamide regulation comes into force

Commission Regulation (EU) 2017/2158 establishing mitigation measures and benchmark levels for acrylamide came into force on 11 April 2019.



## April

### Snack Production Course

Chips & Snacks - Raw materials to formed products, Prague, Czech Republic.



## May

### Legislative proposal on single-use plastics

The European Commission publishes its proposal for a directive on single-use plastics including market bans and consumption reduction targets for some items.



## June

### New MRL of fosetyl for tree nuts

Commission Regulation (EU) 2018/832 finally set the maximum residue level for fosetyl-al and phosphonates in tree nuts at 500 mg/kg.



## June

### ESA Twitter goes live!

ESA steps up its communications efforts and launch its Twitter channel to better promote the achievements and interests of the sector to stakeholders.



## June

### Share A Snack!

Successful 5th edition of our flagship event in front of the European Parliament.



## October

### Customs classification of blanched peanuts

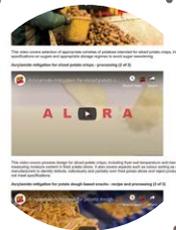
The final decision taken at the World Customs Organization (WCO) to maintain blanched peanuts in heading 12.02 will keep them tariff-free.



## November

### Acrylamide videos for SMEs

ESA published three videos to help manufacturers of potato crisps and potato-based snacks when implementing the new acrylamide regulation.



## November

### ESA talks sustainable packaging with stakeholders

Organised with Euractiv, the event gathered speakers from the European Commission, NGOs, the packaging industry and ESA's Director General.



## November

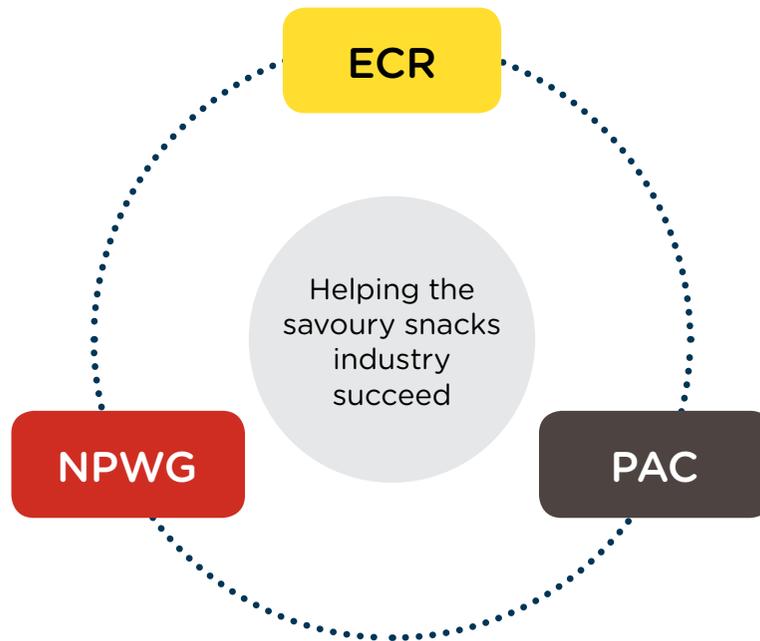
### Snack Production Course

Chips & Snacks - Formed products to end-of-line, Malaga, Spain.



# 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.**

Acrylamide and MCPD-esters continued to dominate regulatory discussions on contaminants in 2018, with furan emerging as a potential future issue.

The pesticides pymetrozine and diquat lost their authorisations in 2018, and it is anticipated this will impact upon yields and quality in future years. ESA continues to work closely with its partners to minimise impacts, and also from the anticipated losses in 2019 of chlorpropham and ethoprophos.

Discussions around labelling, namely the interpretation of the new Regulation (EU) 2018/775 on the origin of the primary ingredient, have helped to identify and share areas of concern for our sector with the Commission.

National developments, such as the testing and spreading of front-of-pack nutrition label schemes, or the announced ban of titanium dioxide as an additive in France, have also been closely monitored.

## NPWG

### Nut Processors Working Group

**The Nut Processors WG 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.**

Contaminants continued to be a major topic for the group in 2018, with a special focus on mycotoxins. In particular, ESA's input to the European Commission's consultation on proposed maximum levels of ochratoxin A in peanuts and pistachios contributed to suspend the decision pending EFSA's scientific assessment.

Acrylamide arose as a potential new issue with the announcement of an updated Commission recommendation to monitor roasted nuts, roasted oilseeds and dried fruits.

The work carried out by the group in previous years was rewarded with the publication in June of the new MRL of fosetyl covering the use of phosphonates in tree nuts and the final decision taken at the Harmonized Standards Committee (HSC) of the World Customs Organization (WCO) to keep blanched peanuts under Chapter 12 - hence preventing the introduction of import duties at 11.2% instead of the current tariff-free status.

## PAC

### Public Affairs & Communications Working Group

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

Creating a positive mindset and correcting misperceptions about savoury snacks have been the main focus of the group in 2018.

We developed for instance an infographic busting common myths about the contribution of our products to salt intake in Europe and notably engaged the European Office of the World Health Organization to have this fact recognised in its communications.

The launch of our Twitter channel also helped spreading our views on several topics towards our key stakeholders, hence contributing to further raise the profile of the sector in Brussels and beyond.

The group also took more responsibilities on sustainability-related topics, closely monitoring the European Commission's proposal on single-use plastics and bringing together interested stakeholders in a policy event to discuss food packaging and the environment.

# Focus on events

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



## 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 17th edition of this flagship event took place in Vienna in 2017 attracting over 2,200 international attendees and over 150 companies occupying 6,000 sq m of exhibition space. The next edition will be held in Barcelona on 27-28 June 2019 and is expected to be even bigger. Inviting attendees to grasp the business opportunities created by the snackification trend, SNACKEX brings together snack manufacturers, suppliers and buyers in a professional environment that is conducive to business.

SNACKEX exhibitors gain access to global markets and to core customers in the savoury snack and snack nut business. The event consistently attracts qualified decision makers from multiple international markets to provide more leads and better results.

Attendees have numerous opportunities to interact with like-minded individuals at the exhibition and during the social functions that are an integral part of the event.

## Share A Snack

For the 5th consecutive year, in June ESA took over the Place du Luxembourg in front of the European Parliament to raise awareness about the fantastic world of savoury snacks!

As every year, a happy and enthusiastic crowd enjoyed a great variety of savoury snacks from all over Europe and had the chance to test its knowledge on the sector with a short interactive quiz which was taken almost 400 times during the evening!



## Annual Garden Party of the APE

In July, ESA participated for the second time in the Annual Garden Party organised by the European Parliamentary Association (APE).

In attendance of around 300 invitees, including a vast majority of Members of the European Parliament and assistants, ESA had the opportunity to organise a much-welcomed tasting with a great variety of savoury snacks.



## Snack Production Courses

ESA's programme of snack and nut production education courses are designed to provide delegates with a thorough, well-rounded 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 speakers. Practical elements are built into the modules, including visits to production and testing facilities and flavour creation workshops.



EURACTIV

## ESA/Euractiv Workshop

In light of legislative developments around plastics packaging, ESA organised together with Euractiv a stakeholder workshop to discuss challenges ahead for the sector.

The event, which attracted a large and diverse audience, helped to take stock of the current situation and focused on identifying opportunities for improving the sustainability of food packaging, especially light-weighted items made of plastics such as savoury snacks packets.



# 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

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## ESA Secretariat

Sebastian Emig	Director General*
Philip Mathieu	Marketing & Events
Andrew Curtis	Regulatory & Scientific Affairs
Marta de la Cera	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



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