

# EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

*A common aspirational path  
towards achieving sustainable food systems*

## **- Annual Report – Check list for EU associations -**

When signing the code, one of the commitments of EU associations is to provide “*on an annual basis, a report of their activities in support of this Code, which will be published on an open dedicated website*”.

In order to help EU associations to provide their annual report of activities, this document aims at providing a check list to guide associations.

### **General information**

Name in full + acronym	Food Supplements Europe (FSE)
Contact person with contact details	Patrick Coppens, Rue de l'Association 50, 1000 Brussels <a href="mailto:secretariat@foodsupplementseurope.org">secretariat@foodsupplementseurope.org</a>
N° in the transparency register*	638153011554-79
Date of signature of the Code	6 December 2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Production, Processing, Trade, Retail
Who do you represent? (e.g. number of members, companies, SMEs)	12 national associations representing companies of different sizes, including predominantly SMEs, operating across various Member States.  20 companies in the EU market.

\* if available

**European Associations** pledge to:

- *endorse the aspirational objectives set out in this Code (where applicable)*

✓ YES

FSE represents businesses active in the manufacturing and sales of food supplements and their ingredients in the EU. Our membership consists of national food supplement organisations representing large and small businesses and individual company members, a number of which are signatories to the Code themselves.

FSE has endorsed the aspirational objectives set out in the Code and is committed to promoting the Code and its principles among its members through various means.

- *promote and disseminate this Code with(in) their constituency/ies;*

✓ YES

At its Forum meeting on 20 February 2025, FSE promoted the Code to all attending members. The FSE Secretariat provided an overview of the Code, outlining its principles, objectives, and FSE's commitments. Members subsequently engaged in discussions regarding the Code, examining both the opportunities identified and the challenges encountered.

The FSE Communications Task Force explored ideas pertaining to webinars during its meeting on 1 July 2025. Additionally, FSE encouraged members to share best practices and voluntarily become signatories through its bimonthly newsletter.

- *encourage their members to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code and invite them, on a voluntary basis, to adhere to this Code, as appropriate;*

✓ YES

The activities described above are aimed at:

- Promoting the Code and its aspirational objectives among FSE's members and the members of FSE's national association members.
- Exchanging views and best practices pertaining to the Code, considering that SMEs constitute a significant part of the European food supplements industry.

- *explore the possibility of developing sector-specific tools and resources in support of this Code;*

✓ YES

Aligned with aspirational objective #1—to reverse malnutrition and diet-related non-communicable diseases (NCDs) within the EU—the FSE Science Task Force is preparing a research paper aimed at increasing awareness of the long-term health consequences of micronutrient insufficiency throughout the EU, as well as examining the role of food supplements in mitigating these deficiencies.

FSE has also emphasised the importance of proper nutrition to prevent NCDs in its external communications on social media:

<https://www.linkedin.com/feed/update/urn:li:activity:7314928479781675008>

- *continue to engage in dialogue with other food chain/systems actors and EU and international policy-makers to forge (new) relationships, exchange good practices and discuss challenges encountered, learn from each other (studies, projects) and create better mutual understanding, and identify opportunities for collaboration and potential partnership.*

✓ YES

FSE has attended all CoC meetings and engaged actively and constructively in the discussions therein.