

EUROGLACES ACTION PLAN AS A FOLLOW-UP TO THE EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

BACKGROUND

On 5 July 2021, the European Commission officially launched the Code of Conduct on Responsible Food Business and Marketing Practices, setting out 7 major aspirational objectives towards truly sustainable food systems.

Euroglaces proudly signed up to the Code, via sectoral association membership of FoodDrinkEurope.

Since 2021, Euroglaces continues to disseminate and promote the Code widely to its membership to inform them at every level, including at Board, Committees and Task Forces level about the Code's purpose and to advocate for its implementation.

To help its members deliver on the Code's aspirations and objectives, Euroglaces has developed an Action Plan initially focussing on 3 of the 7 Code's aspirational objectives that are considered highly relevant to the ice cream sector:

- Aspirational objective 1: Healthy, balanced, and sustainable diets for all European consumers,
- Aspirational objective 4: An optimised circular and resource-efficient food chain in Europe,
- Aspirational objective 7: Sustainable sourcing in food supply chains.

The Euroglaces Action Plan is a call for European ice cream industry-wide actions and/or business practices to implement the Code's aspirations and objectives, on a voluntary basis.

The Action Plan aims to inspire the European ice cream industry to take their own concrete actions and/or formal commitments contributing to the above-mentioned aspirational objectives.

The Action Plan also includes examples of good practices that the rest of the ice cream industry can learn from.

Euroglaces commits to periodically review and update its Action Plan, and to bring forward further actions to deliver on the Code's objectives.

I. EUROGLACES' ACTIONS FOR ASPIRATIONAL OBJECTIVE 1 'HEALTHY, BALANCED, AND SUSTAINABLE DIETS FOR ALL EUROPEAN CONSUMERS'

Euroglaces calls upon the European ice cream industry:

- (a) to engage in responsible advertising & marketing, especially to children,
- (b) to continuously improve the nutritional quality of their products through product reformulation and innovation,
- (c) to reduce portion sizes,
- (d) to address specific nutritional needs for vulnerable groups, and
- (e) to provide transparent portion-based nutritional information beyond legal obligations.

- a. *Euroglaces calls upon the European ice cream industry to engage into responsible advertising & marketing, especially to children, by signing up to the EU pledge and to no longer advertise ice cream to children, or to national initiatives having similar objectives*

Ice cream is a source of enjoyment for consumers of all ages. It is one of the simple pleasures in life and evokes childhood happiness.

All foods and drinks, when consumed in moderation, can be part of a healthy diet – it is the balance of what is consumed that is important for good overall health.

Because ice cream is typically consumed as an occasional treat, it does not usually rank highly in the contributors to overall intake of energy, sugars, and saturated fats. In fact, the average consumption of ice cream across Europe is 6.9 litres (*) (approximately equivalent to 4.7 kg) per capita per year, corresponding to about one ice cream per capita per week.

Even though ice cream is consumed infrequently across Europe, Euroglaces and the European ice cream industry recognize their responsibilities in relation to nutrition, health, and responsible marketing.

For this reason, Euroglaces calls upon the European Ice Cream Industry to sign up to the EU Pledge <http://www.eu-pledge.eu/> or to national initiatives having similar objectives.

The majority of branded ice cream companies such as General Mills, Mars, Nestlé, and Unilever signed up to the EU Pledge and in some cases go even further with their commitments.

Good practice examples of concrete corporate and/or sector-specific commitments, [can be found here](#).

(*) based on Eurostat data published on 29-08-2022 <https://ec.europa.eu/eurostat/en/web/products-eurostat-news/-/edn-20220829-1>

b. Euroglaces calls upon the European ice cream industry to continuously improve the nutritional quality of their products through product reformulation and innovation

Ice cream (re)formulation and innovation are high on the agenda of the European ice cream industry as one of their key responsibilities in relation to nutrition and health.

Euroglaces calls upon the European ice cream industry to pursue the continuous improvement of their product's nutritional composition by:

- reformulating current products to reduce the energy and/or fat and/or sugars content,
- developing new ice cream products with lower energy, sugars and/or saturated fat levels to be marketed alongside current products and increase the range of products available to consumers.

In 2006 Euroglaces revised its Code for Edible Ices by decreasing the minimum dairy fat content for dairy ice cream from 8% to 5% to enable the development of products with a lower fat level.

Euroglaces recommends that local ice cream codes and/or regulations follow this revised approach.

Through its network, Euroglaces is committed to further encourage and support ice cream companies, particularly small and medium-sized enterprises, who sometimes face more difficulties to improve the nutritional quality of their products through product innovation and reformulation.

Many Euroglaces members have made significant innovation and reformulation efforts over the past decade to offer consumers a wider range of ice cream options with reduced sugars and/or saturated fat levels and in smaller portion sizes.

In addition, in some countries such as France and Italy the national ice cream industry associations have encouraged their members to commit to a reduction of the average levels of some nutrients of concern and some have taken a position on product formulation/reformulation.

Due to its range of members, it is difficult for Euroglaces to agree specific rules or targets in relation to the nutritional content of ice creams.

However, Euroglaces continues to encourage reformulation efforts wherever possible and calls the European ice cream industry to action by promoting the following criteria especially for children's pre-packed portioned ice creams: a maximum level of 110 kcal energy and 12 g total sugar per portion. Children's ice creams criteria are promoted with special attention because children are recognised as a vulnerable consumer group, where nutrition habits and nutrition education should be established at an early age.

Good practice examples of concrete corporate and/or sector-specific commitments, [can be found here](#).

- c. *Euroglaces calls upon the European ice cream industry to reduce portion size to allow consumers to continue to enjoy ice cream treats in a responsible way and in the context of an overall balanced and healthy diet.*

Balanced diets are the result of conscious choices, which are made possible through product offer as well as better consumer understanding of nutrition requirements and portion sizes.

In addition to efforts to reduce energy and/or fat and/or sugars by reformulating the ice cream recipe itself, the European ice cream industry has some additional tools to leverage when considering the specific nature of pre-packed ice creams. A significant proportion of the ice cream portfolio marketed in Europe consists of single portion packs. These are individually pre-packed, pre-portioned ice creams intended to be consumed by an individual at a single consumption occasion. Examples include ice cream sticks, ice cream cones, ice cream sandwiches, ice cream cups, etc.

One tool is the gradual size-reduction of these single serve products, to educate and transition the consumer little-by-little to get the same pleasure in a smaller portion and to help to reduce the contribution to energy, fat and sugar intake while keeping the full pleasure of the treat.

Another tool/opportunity is to create new offerings in different pre-packed portion sizes (such as mini versions), which provides an alternative option to consumers, more differentiated in size from the “standard” product, providing additional flexibility and choice for consumers to manage and balance their dietary intake.

Good practice examples of concrete corporate and/or sector-specific commitments, [can be found here](#).

d. Euroglaces calls upon the European ice cream industry to address specific nutritional needs of vulnerable groups or other lifestyle choices

Euroglaces recognises that there are vulnerable groups for which special attention is needed to ensure ice cream can continue to be a treat enjoyed by all.

Euroglaces calls upon the European ice cream industry to be inclusive in their product offer by also developing product choices suitable for those with allergies (e.g., gluten-free, lactose-free, dairy-free) and with suitable portions and nutrition credentials for children. Furthermore, there is an increasing shift in dietary lifestyle choices such as vegan, vegetarian, or flexitarian diets which can contribute both to healthy balanced diets and to reducing environmental footprint due to lower usage of animal products.

Good practice examples of concrete corporate and/or sector-specific commitments, [can be found here](#).

e. *Euroglaces calls upon the European ice cream industry to provide portion-based nutritional information beyond legal obligations*

Euroglaces believes that providing nutrition information on a per-portion basis is a meaningful tool and the right information to empower consumers to make an informed choice and to control their calorie intake in the framework of an overall balanced diet.

Euroglaces calls upon the European ice cream industry to provide portion-based nutritional information, including as a percentage of the reference intake, in addition to the mandatory nutrition declaration required by the Food Information to Consumers Regulation. Behavioural change is key to improve diets and consumers need education and access to factual product information, presented in a way which is easy to understand and ideally can be compared at-a-glance with other similar products.

A significant proportion of the ice cream portfolio marketed in Europe consists of single portion packs such as ice cream sticks, ice cream cones, ice cream sandwiches, ice cream cups, etc. The portion size of a single portion pack is obvious, they simply coincide. The portion size is clearly recognizable, well defined and intended to be consumed by an individual at a single consumption occasion.

It is highly unlikely that single portion packs equal 100 g/100 ml which is the standard expression form for mandatory nutrition declaration in the EU. Most single portion packs marketed across Europe are below 100 g and range between 50 ml to 130 ml.

Therefore, providing front-of-pack nutrition information per portion for single serve packs is the appropriate way to correctly inform consumers of the actual nutrient content they intend to consume, without requiring them to calculate or estimate the nutrient content themselves starting from a value per 100 g/100 ml.

In the case of a front-of-pack nutrition scheme/symbol which only illustrates the nutritional composition for 100 g of product, this provides the wrong information to the consumer about the product's real contribution to dietary intake, which is effectively controlled by single serve pack.

A smaller proportion of the ice cream portfolio marketed in Europe consists of multi-serve packs. These are mostly scooping ice creams intended for multiple or shared consumption occasions, e.g., trays, bulks, etc. Unlike for single portion packs, the portion size in a multi-serve pack is not clearly recognizable. To help consumers understand what a typical portion of a multi-serve pack format is, Euroglaces recommends an EU sector-wide agreed portion size of 2 scoops, resulting in an average volume of 100 ml or its equivalent by weight. Euroglaces calls upon the European Ice cream industry to refer to this serving size for multi-serve products on the label, enabling consumers to understand how much of a product is recommended to consume in one eating occasion.

Good practice examples of concrete corporate and/or sector-specific commitments, [can be found here](#).

ANNEX TO EUROGLACES' ACTIONS FOR ASPIRATIONAL OBJECTIVE 1
'HEALTHY, BALANCED, AND SUSTAINABLE DIETS FOR ALL EUROPEAN CONSUMERS'

a. *Good practice examples of concrete corporate and/or sector-specific commitments around responsible advertising & marketing, especially to children.*

FRONERI

All Froneri branded products follow the Froneri policy and guidance on communication to children:

- No direct marketing communication to children below 16 years old.
- Since January 2023 Froneri is not using influencers under 18-years-old.

A strict policy on communication to children has been in place since Froneri's inception with a 12-year-old threshold enlarged to 16 years old in January 2023.

Nestle has signed Europledge, for kids' communication.

INCOM d.o.o.

INCOM will not direct any advertising or social media communications towards children under the age of 13 with and will not use any influencers or celebrities who are under the age of 18 or primarily appeal to children under the age of 13. Incom will use responsible on-pack communication promoting an active and healthy lifestyle. INCOM activities are in line with Nutrition guidelines for protection of children from commercial messages, (Ministry of Health, 2016) and Resolution on the National Programme on Nutrition and Physical Activity for Health 2015–2025 (National Assembly of the Republic of Slovenia, 2015).

Communications to children between the ages of 7 and 13 will be restricted to products that meet INCOM internal Nutritional Standards for ice cream: max 60 ml serving size with ≤ 70 kcal per serving (10% reduction compared to existing products); ≤ 3.5 g saturated fat per serving; ≤ 7 g sugar per serving.

UNIONE ITALIANA FOOD

Member companies of the Italian ice cream industry association, AIDEPI (now 'UNIONE ITALIANA FOOD'), signed the voluntary Code of the Ministry of Health "Guidelines for the commercial communication relating to food and drink for the protection of children and proper nutrition". This Code defines the rules on the correct advertising of food to children taken from the Advertising Self-Regulatory Code applied by the National Institute of Self-regulation of Advertisement (Istituto di Autodisciplina Pubblicitaria - IAP). In 2017 an overview of case law regarding self-disciplinary action in Italy showed that companies' advertisements for food product marketing are rarely in breach of Article 11 of the "Children and Adolescents" Code and even recently Guidelines have been amply implemented.

Finally Italian ice cream members have renewed their commitment to giving up direct sale of edible ices products through vending machines in primary school and first-degree secondary schools.

UNILEVER

Back in 2003, Unilever was one of the first companies to apply principles for the marketing of its foods and beverages to children, which were progressively updated over the years. In April 2022 Unilever published its latest evolved set of principles, in the context of the continued concern about childhood obesity, the impact of social media and the vast number of products to choose from. The key evolution being that it takes account of an increased age threshold to define a child of 16 years. Unilever will not direct any marketing or social media communications towards children under the age of 16, as of January 2023. Unilever will also not use any influencers, celebrities or social media stars who are under the age of 16 or primarily appeal to children under the age of 16.

Point of Sale Communications to children between the ages of 6 and 16 will be restricted to products that meet a) Unilever's Science-based Nutrition Criteria, b) any common industry criteria Unilever are committed to, such as in the EU Pledge, and c) any criteria set by public authorities (strictest applies). For ice cream, Unilever's Science-based Nutrition Criteria for children are: ≤110 kcal per serving; ≤3 g saturated fat per serving; ≤12 g total sugar per serving.

- b. *Good practice examples of concrete corporate and/or sector-specific commitments to improve the nutritional quality of ice cream products through product reformulation and innovation.*

FRONERI

FRONERI branded products offer a wide variety of tasty and healthy choices.

FRONERI has worked to have more than 90% of its branded ice cream portions below 250 Kcal.

worldwide and is committed to improving this step by step. European countries are already beyond this target.

FRONERI is paying special attention to its kids' products and since its inception Froneri has set a high nutritional policy for them (less than 110 Kcal, 12 g of sugar and 3,8g of SFA per portion). From 2022, all Froneri kids' products are compliant with this policy.

Private labels products are owned by retail companies who take full responsibility for formulation and final product under their brands. FRONERI acts as producer.

INCOM d.o.o.

INCOM will follow its internal policy with the main objectives:

- continue lowering sugar and fat levels across ice cream products.
- offering of smaller portions/servings.
- enrichment of products with healthy ingredients and nutrients (more protein and fibre).

UNIONE ITALIANA FOOD

Member companies of the Italian ice cream industry association, AIDEPI (now 'UNIONE ITALIANA FOOD'), signed the voluntary Code of the Ministry of Health "*Shared objectives for improving the nutritional characteristics of food products, with a particular focus on children (3-12 years)*".

This Code committed AIDEPI (now 'UNIONE ITALIANA FOOD') members to a gradual reduction until end of 2017 of the average levels of some nutrients (TFA, saturated fats, sugars and energy per portion) in "all family" edible ices generally consumed by children and edible ices designed for children.

The results of a monitoring exercise confirmed that the targets have been reached and, thanks to the voluntary reformulation initiatives carried out by the companies in order to meet the consumer needs, the average of the market goes beyond the objectives: industrial TFAs eliminated, the average content of sugars/100 g reduced by 34% (23 g/100 g), the average content of SAFA/100 g reduced by 33%(7,4 g/100 g).

UNILEVER

As part of its contribution to the Code of Conduct, Unilever made the following commitments relevant to ice cream reformulation and innovation:

- Continue lowering calorie and sugar levels across products:
 - o 95% of Unilever's packaged ice cream will not contain more than 250 kcal per serving, by 2025.
 - o 95% of Unilever's packaged ice cream will not contain more than 22 g of total sugar per serving, by 2025.
 - o All children's ice creams must contain ≤ 110 kcal, ≤ 3 g saturated fat and ≤ 12 g total sugar per serving

- c. *Good practice examples of concrete corporate and/or sector-specific commitments to reduce portion sizes.*

UNIONE ITALIANA FOOD

Member companies of the Italian ice cream industry association, AIDEPI (now 'UNIONE ITALIANA FOOD'), signed the voluntary Code of the Ministry of Health "Shared objectives for improving the nutritional characteristics of food products, with a particular focus on children (3-12 years)". This Code committed AIDEPI (now 'UNIONE ITALIANA FOOD') members to a gradual reduction until end of 2017 of the average content of energy per portion in "all family" edible ices generally consumed by children and edible ices designed for children. The results of a monitoring exercise confirmed that the average content of energy/portion have been reduced by 22% (164 kcal/portion).

UNILEVER

To achieve its commitment that by 2025, 95% of packaged ice cream will contain no more than 250 kcal per serving, Unilever will work with reformulation and portion size reduction. Unilever also provides smaller portion options of many of its popular products, such as Cornetto Miniature, Cornetto Tips, Magnum Bites, Wall's Mini Bites, Mini Magnum ice creams and Ben & Jerry's Mini Cups.

- d. *Good practice examples of concrete corporate and/or sector-specific commitments to address specific nutritional needs for vulnerable groups.*

FRONERI

FRONERI branded products offer a wide variety of tasty and healthy choices including, for example, vegan, lactose free, low calories, no sugar added, all based on the local consumer demand.

In its portfolio, Froneri offers many fruit-based products being naturally suitable for vegan diets and with a much lower environmental impact than an average dairy ice cream.

SAMMONTANA

Since 2017 Sammontana has chosen to expand its portfolio with a new line of products (called "Amando") satisfying the growing need of consumers for good products, suitable for everyone, including the environment. The products were in fact conceived by observing, right from its design, all the categories of impact on the entire life cycle and addressing together also the specific nutritional need of some consumers (celiac and lactose intolerant people). In 2022, for example, the replacement of the Californian almond with the Sicilian one led to a significant reduction in the Water FootPrint. Furthermore, thanks to careful recipe choices, the product records a CO2 eq value of 28% lower than its equivalents made with cow's milk.

UNILEVER

Unilever's European ice cream portfolio brings an extensive variety of products to suit all lifestyles and dietary needs and continues to innovate bringing new products to market to meet consumer demands. As part of its contribution to the EU Code of Conduct, Unilever made a commitment to reach an annual global sales target of €1 billion from plant-based meat and dairy alternatives, by 2025-2027. This includes an ambition for more plant-based ice creams, with a target of around 20% of ice cream products being non-dairy by 2030.

- e. *Good practice examples of concrete corporate and/or sector-specific commitments to provide transparent portion-based nutritional information beyond legal obligations.*

FRONERI

The information on Froneri branded products helps consumers to make healthier choices. Internal Froneri communication policy ensures full transparency, easy to read flow and information beyond regulatory requirements. For instance, Froneri branded products supply nutrition information per portion and front of pack nutrition information, in GDA proposal (kcal per 100 g and portion) or Nutriscore.

FRONERI is one of the first ice cream branded companies to implement NutriScore on European kids' products (starting with Pirulo) following recommendations from local authorities. In 2023, further Froneri brands will implement the Nutriscore, including Mövenpick, La Laitière, Kit Kat and Smarties.

INCOM d.o.o

INCOM d.o.o transparently states fact-based nutrition information on its ice cream products:

- Back-of-pack: in addition to the mandatory (legally defined) labelling per 100 g/ml, all key nutrients on most products are also given per portion.
- Front-of-pack: energy content per 100 g and per portion as well as nutritional benefits (nutritional and/or health claims) on "healthier" brand LEONE AL! VE.

UNILEVER

Unilever provides transparent fact-based nutrition information on its ice creams in line with its nutrition labelling policy:

- 'Big 7' nutrients on back-of-pack; energy, fat, saturates, carbohydrate, sugars, protein and salt per 100 g/ml and per portion, along with the % contribution to the Reference Intake per portion.
- Front-of-pack icon showing energy content per portion and % contribution to the Reference Intake.

II. Euroglaces' Actions for aspirational objective 4 'An optimised circular and resource-efficient food chain in Europe'

Euroglaces calls upon the European ice cream industry to support the packaging circular economy through increased recycling, increased recycled content, better design and clear consumer information wherever possible.

a) Recognising the diverse scale of our member companies and to support the European Ice Cream Industry, in 2021 Euroglaces committed to the creation of the Packaging Committee (PAC) to prepare Euroglaces' positions and propose policy options to the Board of Directors on developments in ice cream packaging materials & regulations, especially those focussing on improving circular economy of packaging.

The PAC team is composed of experts in packaging materials/regulations, from companies and national/regional associations, willing to actively work together to align on creating a systematic change in ice cream packaging materials and make a positive difference to the circular economy.

b) To support ice cream companies in developing their role as awareness-creators towards European ice cream consumers, and to be a strong influencer and advocate for the best disposal route for actual collection for recyclability of ice cream packaging materials Euroglaces has developed a recycling matrix.

The recycling matrix is a tool for the benefit of and potential voluntary use by ice cream companies. Due to the complexity and variety of waste collection and processing across Europe, it provides an overview of how ice cream packaging materials are commonly collected, possibly recycled, and labelled across European selling markets. The overview is based on existing local rules and/or practices which aim to achieve helping consumers sort ice cream packaging materials, encouraging more ice cream packaging materials to be correctly sorted and not to enter the landfill or energy recovery waste streams if can be recycled, avoiding contamination of the recycling stream.

Euroglaces will regularly review and update the recycling matrix for new packaging materials or changes in recycling rules and/or practices and share the updated matrix with its membership.

Good practice examples of concrete corporate and/or sector-specific commitments

UNILEVER

Magnum Ice Cream packaging is recyclable – logo now on all packs



INCOM

LEONE

All sales packaging is marked with material identification



HENNIG-OLSEN

To help prevent the ice paper ending up elsewhere than for recycling, Henning Olsen tested a pay-back system on all ice cream packaging in collaboration with a customer during the summer of 2022. Consumers used an app to scan the product codes and registered that they were located near a recycling bin where they got rid of the packaging. In return they received 0.40 NOK per packaging scanned. It was a success, receiving very positive feedback. 4,000 consumers used the app and recycled 16,000 ice cream packaging during the two-month long test period.

- c) *To support companies in improving the circulatory of packaging, ice cream packaging should be made from recycled or renewable materials whenever possible,*

Good practice examples of concrete corporate and/or sector-specific commitments

UNILEVER

Magnum:

- Magnum sticks are made from certified sustainable wood.
- Magnum Cartons are made from recycled paper and board.
- Magnum Tubs are made with recycled polypropylene plastic.

Swedish Glace/Choice:

- Tubs are made with recycled plastic.



HENNIG-OLSEN

- 30% recycled plastic is used in the shrink film.
- The thickness of the shrink film around both outers and pallets has been decreased, resulting in a reduced use of plastic per litre ice cream produced.

INCOM

LEONE

- Wooden sticks and paper-based packaging use Forest Stewardship Council (FSC) or Programme for the Endorsement of Forest Certification (PEFC) certificated materials
- Wooden sticks are certified compostable.
- Leone branded tubs contain 90% bio-based polypropylene plastic material – International Sustainability and Carbon Certification (ISSC EU) certified (mass balance)
- Solid and corrugated paper board, used for sales packaging contain $\geq 80\%$ of recycled material.
- Transport corrugated cases contain 80-100% recycled material.
- 70% recycled content in polyethylene terephthalate (PET) materials
- 100% recycled content in blisters

- d) *To support companies in improving the circulatory of packaging, Ice cream packaging should be designed for recyclability.*

Good practice examples of concrete corporate and/or sector-specific commitments

DIPLOM-IS

A goal for Diplom-Is is 100% recyclable packaging by 2025, and by signing "The Plastic Pledge" established by Grønt Punkt Norge, the company commits to contributing to a more circular plastic economy and motivate itself to reach its goal by 2025.

- Removal of "carbon black from the black ice boxes used for the high-quality ice cream Royal "Carbon black" is a challenge for sorting machines to sort, and which has led to the ice boxes being used to produce energy. Through a series of tests at Diplom-Is, packaging supplier and recycling facility, it is now possible to produce black ice boxes that can be sorted and recycled.

INCOM

LEONE

- Removal of Black masterbatch in blisters and trays and converting to transparent material
- Move to monolayer polypropylene films and avoid metallisation.
- Use of water-based inks and varnishes on cartons and transport cartons to improve recycling.

- e) *To support companies in reducing the amounts of plastic packaging being used end to end in the supply chain without compromising safety and functionality.*

Good practice examples of concrete corporate and/or sector-specific commitments

HENNIG-OLSEN

- Decreased the thickness of the shrink film around both outers and pallets. Resulting in a reduced use of plastic per litre ice cream produced.

INCOM

LEONE

- A reduction of shrink film thickness, used in logistics, by 15% in 2022.
- A reduction of stretch film thickness by 30%
- Paper cups: polyethylene coating reduced to <5% to improve recyclability in the paper industry.

III. EUROGLACES' ACTIONS FOR ASPIRATIONAL OBJECTIVE 7 'SUSTAINABLE SOURCING IN FOOD SUPPLY CHAINS'

Euroglaces calls upon the European ice cream industry to support sustainable sourcing of ingredients such as vanilla, cocoa, vegetable oils, fruits, etc. whenever possible.

Euroglaces recognises and promotes the importance of moving to responsible and sustainable sourcing models across the ice cream supply chain. Major ice cream companies are investing in the sustainable sourcing of cocoa, fruit, vanilla, and vegetable oils, among others, and in building strong, long-term relationships with their suppliers.

To support smaller and medium-sized ice cream companies in achieving a conscious shift to responsible sourcing of the key flavour used in many ice creams, vanilla, Euroglaces has developed a guidance on sustainability and security of the vanilla supply chain which companies can build on to set their own concrete corporate actions to make the vanilla supply chain more sustainable going forward, environmentally, and ethically.

In this guidance Euroglaces calls upon the ice cream industry to contribute to making the vanilla supply chain more sustainable going forward and to

- Step up industry activities to ensure commercial vanilla security of supply by improving the livelihoods of vanilla farmers and supporting initiatives to drive vanilla biodiversity (join existing initiatives or set up something new)
- Identify the risks of human right exploitation and environmental challenges for farmers' incomes and the crop (i.e. gap analysis/risk assessment) that may threaten the sustainability of vanilla in your own supply chain to understand how to mitigate risk
- Develop a sustainable vanilla procurement policy – which states a company position on certification schemes/only allowing certain regions/vendors/ driving supplier accountability further down the chain
- Ensure use of appropriate vanilla internal traceability systems which will allow you to sign up to a responsible sourcing scheme to evidence the procurement of sustainably sourced vanilla – mapping supply chains understanding of where vanilla is being purchased and address any gaps in visibility of procurement and documentation.
- Consider using some certification schemes for sustainable vanilla – see annex for some examples.

Good practice examples of concrete corporate and/or sector-specific commitments, [can be found here](#).

ANNEX TO EUROGLACES' ACTIONS FOR ASPIRATIONAL OBJECTIVE 7
'SUSTAINABLE SOURCING IN FOOD SUPPLY CHAINS'

Good practice examples of concrete corporate and/or sector-specific commitments on sustainable sourcing

FRONERI:

Froneri brands use only sustainable vanilla and palm oil. The implementation of sustainable cocoa is 97% in Europe and progressing in other markets.

UNILEVER:

As part of its contribution to the Code of Conduct, Unilever made a commitment to achieve a deforestation-free supply chain in palm oil, paper and board, tea, soy and cocoa by 2023.