

the European Potato Processors' Association in 2010

Board of directors in 2010 :



President: Kees Meijer



Secretary general:
Romain Cools



Vice president:
Ernst-Rainer Schnetkamp

EUPPA takes a new start with a new logo and new statutes

The European Potato Processors' Association, EUPPA, had already agreed on name and logo in 2009. In 2010 the new statutes of EUPPA as an international non profit association according to Belgian law have been approved by the general assembly and laid down at the notary in order to be published in the Belgian official journal.



At the time of the decision on the new name, logo and internal organisation structure, the EUPPA board and general assembly agreed to start up a process to define in which direction the trade association has to evolve in order to respond to the current needs of the members and their companies.

The role and impact of 'Europe' on the food sector in general, and to the potato sector in particular is without any doubt increasing. The sector and its companies are no longer linked to national borders in their activities, and this as well regarding the raw material as concerning the demands of the customers and consumers. The potato processing sector is confronted with new challenges, not in the least concerning food and environment related issues, but also trade barriers play an important role for our industry.

A working group with company CEO's has been set up in order to design a coherent vision for the future functioning and financing of EUPPA to the members and the companies with

the aim to better defend the interest of the sector on European level, taking in consideration the new political landscape since the coming into force of the 'Lisbon Treaty'. Another angle of their work focused the role of EUPPA to set up programs of common interest related to research, communication etc.

The 'EUPPA future' working group will present its first report to the board and the general assembly in 2011.

Launching of the EUPPA new name and website on 1 February 2010 in the European Parliament in Brussels

Under the slogan 'Bringing tradition on today's plate, all over the world', the new association's logo and website were launched during the first EUPPA event in the buildings of the European Parliament in Brussels. The event was hosted by the Dutch MEP *Ria Oomen-Ruijten*.



The EUPPA president K. Meijer took the opportunity to present the European Potato sector, which has been successful over the latest years and has contributed a lot to the European agricultural and economical welfare.

Also the important efforts of the industry to prevent the creation of acrylamide in fried potato products were highlighted in the presentation by Mr. Meijer.

The event proved to be an excellent opportunity for the sector and its members to meet some MEPs (6 were present), as well as some key persons of DG Sanco and DG Agri of the European Commission.

These contacts and the interest of the MEP's present have illustrated the need for European sector associations to intensify the contact with the European Parliament, certainly taking into consideration the growing importance of the EP since the Lisbon Treaty has come into force.

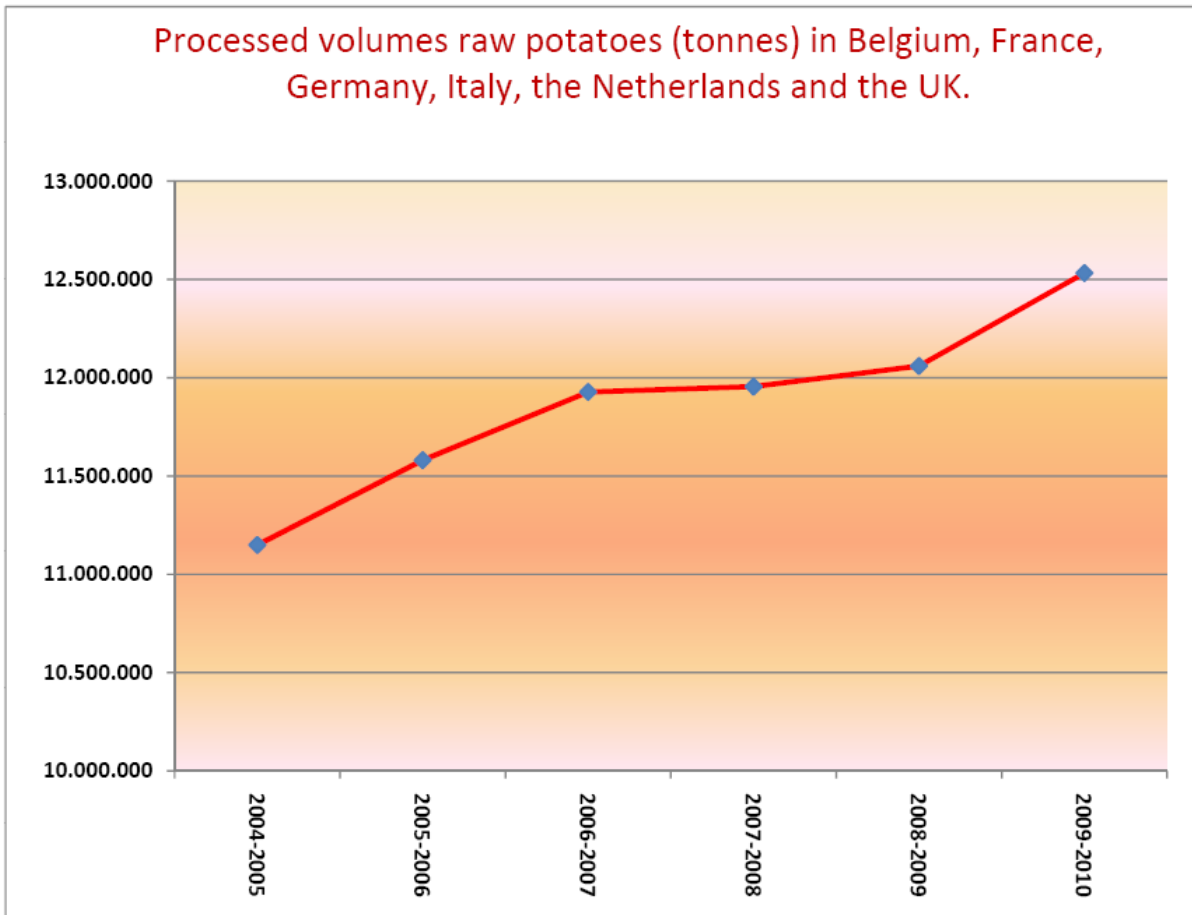
Continuous growth of the European potato processing sector in 2010

The European potato processing sector is majorly located in the big five production countries: Belgium, France, Germany, the Netherlands and the UK. Significant production of potato products is also taking place in Poland, Italy, Sweden and Austria. These countries are all represented in EUPPA, the European potato processors' association AISBL.

However, the finished products of Europe's potato processing industry are widely marketed, and this not only in Europe only, but a large percentage is also exported all over the world.

The growth of the European potato processing sector is also resulting in a growing potato surface in these countries. As such, the potato production is steadily playing a bigger role in Europe's agricultural activities.

The importance of the potato processing industry can be illustrated by the slide showing the processed volumes in raw equivalent in Belgium, France, Germany, Italy, the Netherlands and the UK. They have passed the 12,5 mio tonnes barrier. The total EU production of potatoes for human consumption is estimated at +/- 37 mio tonnes.



The European potato processing industry has as such responded to a worldwide demand for a nutritious staple food, which is easily accessible and affordable by modern consumers.



Bringing tradition on today's plate, all over the world



EUPPA as a member of CIAA:



CIAA coordinates various actions on a daily basis with its members, National Federations, European sector associations and major food and drink companies.

On more specific and technical subjects, CIAA also works in close collaboration with other public and private organisations that deal with matters of interest for the food and drink sector. These relations aim to exchange points of view, share objectives, coordinate actions and increase the overall impact of all of CIAA's actions, by making use of potential synergies.

CIAA has developed a partnership with the other links in the food chain, from the agricultural sector right through to consumers, at European and international level. CIAA aims to play a

leadership role in order to reinforce the links throughout this chain and develop a common awareness of the challenges that lie ahead.

CIAA's permanent secretariat, based in Brussels, is a major contact partner of/partner in consultations with the European and international institutions on food-related developments. It co-ordinates the work of more than 500 experts, grouped together in Committees and Expert Groups.

Through these Committees and Expert Groups, manufacturers from all EU countries provide broad and in-depth expertise. They contribute to establishing CIAA positions on key issues which, once approved, are then communicated to European and international decision makers.

Since a couple of years EUPPA has intensified its role in and participation with the CIAA. Different meetings of committees and working groups have been attended by EUPPA representatives and EUPPA positions have been taken up in CIAA documents and statements.

<i>Overview of the EUPPA participation in the CIAA meetings/working groups:</i>	
CDG/sector meetings	R. Cools
Process contaminants	P. Gondé, N. Cattoor and J. Soons
Food and Consumer Policy	N. Cattoor
Competitiveness (ERA / CORE)	R. Cools

EUPPA is also considering to participate in the work of the Environmental committee, especially the work of the European Sustainable Consumption and Production round table has been followed up by the EUPPA secretariat. This issue was also scheduled at the EUPPA general assembly in Potsdam.

The EUPPA-secretariat have assisted on 18 & 19 November 2010 to the CIAA congress in Brussels. This event took place under the title : "The European food and industry's vision for 2020: people, planet, partnership".

The successful CIAA 2010 Congress brought together high-level participants from the International and European policy-maker arena and civil society, together with senior business representatives to discuss the vision for 2020 of Europe's food and drink industry. The discussions focused around the key themes of 'People, Planet, Partnership' and in all three areas, innovation is seen as a vital element to stimulate the future competitiveness of Europe's first manufacturing industry to help meet the challenges of tomorrow.



The main topics followed up by EUPPA at CIAA level :

Nutrition:

1. Nutrition Labelling: Food Information to Consumers (FIC)

CIAA is committed to improving the nutrition information provided to consumers. Many companies across Europe are already providing nutrition information on product labels, over and above legislative requirements. By encouraging the wider provision of nutrition



information in a consistent manner, CIAA can make an important contribution to helping people make informed dietary choices.

The work, started in 2007 has continued in 2008, 2009 and 2010. The information scheme is already applied by a lot of actors in the food industry on their labels. In most European countries this initiative has been welcomed by the national/regional authorities and the other partners in the food chain. However in some countries national authorities or retailers stick to their own initiatives. CIAA continues its efforts to convince them to make use of the nutrition information scheme proposed by the European food industry and its members.

Lobbying took place in 2010 on a number of proposed amendments which could have an important impact on our industry, e.g. origin labelling, national schemes, place of production,... It is very important for our industry to provide the European Parliament and the Council (at member state level) with correct information on the consequences of the proposed legislation. Especially the labelling of the origin of raw material is a central issue, as the industry is collecting potatoes majorly all over Europe's potato production area, regardless country borders. Labelling this information creates no added value for the consumers and is resulting in a high production cost, especially for SME's in the sector.

2. Nutritional profiles:

The Regulation on Nutrition and Health Claims on Foods requires that foods bearing nutrition and health claims must meet certain nutritional requirements or so-called "nutrient profiles." The setting of nutrient profiles is the responsibility of EU risk managers and ultimately, not all foods will be eligible to carry nutrition and health claims.

This dossier is political very difficult and has abruptly changed course in March 2009. During the ENVI voting of February 2010, the members voted against the profiles.

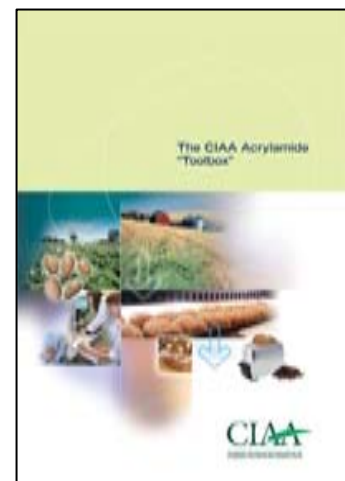
However, if the Parliament decides to taken this amendment on board again, the dossier will re-open.

3. Process contaminants:

The food industry, in close co-operation with the national authorities and the European Commission, has developed a 'toolbox' to highlight ways to lower levels of acrylamide in food. Short extracts of the toolbox have been developed in form of sector specific brochures.

These Acrylamide Pamphlets are targeted at SMEs and provide tools successfully tested on an industrial scale as well as a step-by-step approach on how to implement them. Both toolbox and pamphlets will be updated in 2011.

P. Gondé, N. Cattoor and J. Soons have attended the meetings of the Process Contaminants WG of CIAA. They are also member of the EUPPA – ESA working group on nutrition and contaminants (wherein issues are treated such as acrylamide, 3-MCPD esters, heavy metals,..).



On 7 July 2010 EUPPA has been represented on the 2nd CIAA Process Contaminants Mitigation Workshop: Progress and Way forward. Enrolment was on invitation only and comprised out of academics, representatives of the European Commission (DG Sanco),

national experts and sector representatives. Two EUPPA posters were presented during lunch. Good comments on the efforts done by the potato processors were received.

4. Additives:

EUPPA collaborated with CIAA on the EC request to supply data for the purpose of refining the dietary intake of food additives.

The EC is filling in the annexes for the new Additives Regulation 1333/2008 which means all additives are under review.

This work continued in 2010.

Environment:

Sustainability

CIAA has launched an initiative called the European Food Sustainable Consumption and Production (SCP) Round Table, which is co-chaired by the European Commission and food supply chain partners and supported by the UN Environment Programme (UNEP) and European Environment Agency. There are 24 [member organisations](#) representing the European food supply chain. Participation in the European Food SCP Round Table is also open to consumer representative organisations and environmental/nature conservation NGOs.



More information is available at the website www.food-scp.eu/

On 13/07/2010 the European Food Sustainable Consumption and Production Round Table announced that it has formally adopted Guiding Principles on voluntary environmental assessment and communication of environmental information along the food chain, including to consumers.

The guiding principles are formulated with the aim to promote a coherent way to assess and communicate on a voluntary basis the environmental performance of food and drink products taking a life cycle approach. To this end, the document identifies 10 Guiding Principles that will underpin the development of a harmonised framework methodology for the environmental assessment of food and drink products, which the Round Table aims to complete by 2011. The Principles also provide a basis for identifying suitable voluntary business-to-business (B2B) and business-to-consumer (B2C) communications tools. The Round Table is also promoting concrete actions for continuous environmental improvement from farm to fork and end-of-life.

Taking in consideration the importance of this approach and the demand from consumers and retailers to provide information and communicate, the outcome of this round table can contribute to the practical approach by the sector and the companies.

General issues :

General issues related to the food industry and the functioning of CIAA are discussed at the CDG meetings of this organisation. Since CIAA has voted its new statutes and internal rules, the role of the CDG (committee of directors general) has increased significantly as an intermediate between the CIAA board and EXCOM and the national and sector organisations. This is also a platform for EUPPA to have contacts with food industry associations of the EU member states in which the potato industry is not represented. National dossiers such as the 'fat tax' in Denmark, Hungary and Romania can be followed up by EUPPA thanks to these contacts.

R. Cools has assisted to the following CDG meetings, which are also linked when possible to the member state chairing the EU :



- 22/01/2010 in Brussels
- 5 & 6/05/2010 in Brussels (Belgian presidency)
- 1/09/2010 in Brussels
- 9/11/2010 in Budapest (Hungarian presidency)

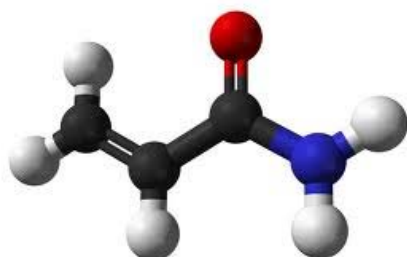
The following issues have been treated at these meetings in 2010, which are fully reported to the EUPPA members :

- Transition to new CIAA / draft revised statutes
- Nutrient profiles
- High level forum (relations in the food chain)
- Social dialogue
- Food and industry Policy: EU platform for action on Diet, Physical activity and Health; Food information to consumers; GMO's; food taxes; nutrition & health claims;...
- Competitiveness
- Environment

Specific EUPPA activities :

Contaminants :

Acrylamide



Since the early notification of this contaminant resulting from the heating process of starchy food stuffs, such as potatoes, cereals, coffee, etc., EUPPA has taken the initiative to contribute to studies, gather information and even set up projects to prevent the creation of acrylamide in its products. The efforts by the European potato industry have been largely recognised by the authorities, clients etc.

This issue remains a high priority for EUPPA and its members, which is illustrated by the following initiatives :

Cooperation with ESA, the European Snack Association

A technical working group consisting out of representatives of both EUPPA and ESA are meeting on a regularly basis to discuss the newest developments in acrylamide research, the update of the CIAA toolbox and pamphlets and other contaminants which may form a threat to the sector.

The chair of these joined meetings is Mrs. Rachel Ward, PepsiCo.

Database

On suggestion of CIAA EUPPA has taken the initiative to start up a database with results of acrylamide analyses on potato products, so companies can benchmark their results with similar companies. This database has proven to be a very important tool in backing up discussions with other stakeholders and authorities based on numerical data.

The database currently has 489 data points, stretching from 2002 to 2010.

The CIAA acrylamide toolbox

This toolbox reflects the results of several years of industry cooperation to understand acrylamide formation and potential intervention steps. Its aim is to provide brief descriptions

of the intervention steps evaluated and, in many cases, already implemented by food manufacturers and other partners in the food chain. This approach is intended to assist individual manufacturers, including small and medium size enterprises with limited R&D resources, to assess and evaluate which of the intervention steps identified so far may be helpful to reduce acrylamide formation in their specific manufacturing processes and products. It is important that they assess the suitability of proposed mitigation steps in the light of the actual composition of their products, their manufacturing equipment, and their need to continue to provide consumers with quality products consistent with their brand image and consumer expectations.



It is anticipated that some of the tools and parameters will also be helpful within the context of domestic food preparation and in food service establishments, where stringent control of cooking conditions may be more difficult.

(http://www.ciaa.eu/asp/documents/brochures_form.asp?doc_id=65)

EUPPA and ESA took care of the CIAA toolbox for processed potato products and snacks. This toolbox, including the acrylamide pamphlets, will be revised in 2011. In the update, reference is made to the UGent project.

The relevant website of the European Commission on contaminants provides a link to the CIAA acrylamide toolbox :

(http://ec.europa.eu/food/food/chemicalsafety/contaminants/acrylamide_en.htm).

EFSA monitoring

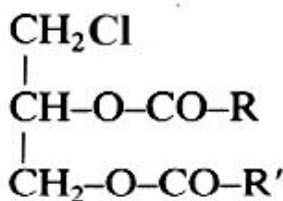
EFSA, the European Food Safety Authority, provides independent scientific advice to risk managers on acrylamide. In particular, at the request of the European Commission, EFSA compiles data on acrylamide levels in a range of foods across Europe. Data submitted by Member States are assessed and compiled into annual reports.



Following a recommendation from the European Commission in 2007, Member States were requested to perform a three-year monitoring of acrylamide levels and submit data to EFSA. The monitoring report for 2008 was published in May 2010. French fries and fried potato products for home cooking showed statistically significantly lower levels of acrylamide in 2008 data compared to 2007 data. There were no statistically significant differences in acrylamide level for most of the other food groups.

In 2010, the Commission recommended that Member States should continue annual monitoring.

3 MCPD esters



3-MCPD-esters

3-MCPD esters are related to frying oil and regarding these 3-monochloropropane-1,2-diol esters further data on their toxicity and occurrence in different foodstuffs is needed.

EFSA has requested Member States to start data collection. The data collected will be used for risk assessment at a later stage. Up to now a lot of questions regarding the sampling and analysis method still need to be answered. However EUPPA is prepared to contribute to any further research.

RUCIP :

EUPPA is a member of the European RUCIP committee, together with Europatat and Intercoop. This committee is organising the RUCIP rules and usages for the international potato trade, and includes also an expertise & arbitration system for the potato trade.

The EUPPA representative in this committee is R. Cools. In 2009 C. van Arendonk (Europatat) has been elected as president, succeeding the retired J. Stet.

Also the financial framework for the European RUCIP secretariat in Paris has been approved as well as the creation of a working group to modernise and simplify the current edition of RUCIP 2006.

More information on the website www.europatat.eu/asp/RUCIP/page.asp?doc_id=499.

DG AGRI Potato forecast group :



On demand of Copa Cogeca DG Agri has created a potato forecast group, bringing together the stakeholders of the European potato chain (Copa Cogeca (producers and cooperatives), Europatat (seed and ware potato trade) and EUPPA (processing industry)) and the collaborators of DG Agri of the European Commission.

The EUPPA delegation is composed out of Mr. K. Meijer and Mr. B. Hornecker. R. Cools is also participating as an observer.

At the meeting on 30/11/2009 the following issues have been discussed at the meeting of this forecast group, which has reduced its numbers of meetings from 2 to 1 per year :

- The functioning of the food supply chain in Europe
- Cereals market evolution
- EU agricultural product quality policy
- Potato market situation
 - Summary of the statistical working document
 - Tour de table and discussion
- Import of Egyptian ware potatoes.

As the Commission has reduced the number of meetings to one a year it is clear that the role of this forecast group is not as some expected. However EUPPA has been contributing to the work of this group when possible. The potato forecast group is also a tool for the sector to draw the attention of DG Agri on the interests of the potato sector, which seems often been forgotten because of the lack of a market regime or specific measures.

FNK :

EUPPA has worked out a collaboration with the FNK (Forschungsvereinigung der Hersteller von Nahrungsmittel aus Kartoffeln). In 2006 the board of FNK has asked EUPPA to take over the activities of this association, which had been created by the European potato processing industry.

The activities of FNK have now been integrated within EUPPA, as the actual board of both organisations is the same.

A technical seminar, organised by FNK and EUPPA, has been added to the EUPPA general assembly since then. This year the attention has gone to the sustainability issue, with contributions by CIAA and KPMG.



General Assembly 13 – 15/05/2010 in Potsdam (Germany)



The German federation BOGK hosted the 49th General Assembly of EUPPA. 22 delegates this event in Hotel Resort Schwielowsee (Germany).

The future of EUPPA as the voice of the European Potato Processors has been discussed more in depth, as well as the specific role of our European trade association.

Also different technical issues, such as contaminants, additives, healthy food, environmental issues and the discussion on the trial fields of GMP potatoes were highlighted. The account and balance sheet of 2009, as well as the budget en contributions for 2010 were presented and approved.

The joined FNK/EUPPA seminar on sustainability in the potato sector, with a.o. Mella Frewen, director of CIAA as a speaker, concluded the official part of this successful EUPPA general assembly.

During the social program a visit of Potsdam and the castle Sanssouci had been programmed.



Board meetings of EUPPA in 2010 :

The EUPPA board has gathered twice in the Brussels' seat of the association in 2010 on the following subjects :

- **01/02/2010 :**
 - 'Health' technical commission of EUPPA

- Acrylamide.
 - Presentation by a delegation from McCain Canada of a new tool to reduce the acrylamide content in french fries (in presence of B. Kettlitz (CIAA)).
 - State of play of the Flanders' Food project on acrylamide and invitation to the workshop resulting from the project of 17/3/2010 in Ghent.
 - EUPPA questionnaire 2010.
 - Databank from individual companies : status.
 - Reaction by Novozymes on the EUPPA letter.
 - Nutritional labelling (FIC).
 - Food information to consumers :
 - Timing discussions for the European Parliament on the new directive.
 - Country of origin labelling.
 - Pyrophosphate labelling on potato products :
 - Outcome of the BOGK/EUPPA meeting with the Commission
 - Position of EUPPA.
 - **'Environment' technical commission of EUPPA**
 - European SCP round table.
 - FNK/EUPPA conference in Potsdam.
 - Update of the EU catalogue feed materials : potato by products.
 - Revision of the European Sludge Directive ([Directive 86/278/EEC](#)).
 - **Raw material status**
 - **Trade issues**
 - **Internal matters**
 - Publication status of the statutes of EUPPA.
 - Finances
 - CIAA : Report of the CDG meeting on 18-19/11/2009 in Madrid & 18/1/2010 in Brussels.
 - EUPPA initiative in the European Parliament : 1/2/2010.
 - EUPPA general assembly 2010 : Potsdam Germany 13-15/5/2010.
 - Future better functioning of EUPPA.
 - EUPPA website (www.euppa.eu)
 - European RUCIP commission.
- **05/10/2010 :**
 - **Future functioning of EUPPA**
 - Discussion based upon the report of the activities of the EUPPA 'future' working group.
 - **'Health' technical commission of EUPPA**
 - Report joint EUPPA/ESA meeting d.d. 21/09/2010
 - Acrylamide :
 - Short report CIAA contaminants workshop d.d. 07/07/2010
 - Databank from individual companies : status.
 - Guidance levels: action taken by EUPPA members.
 - 3-MCPD esters :
 - New information regarding Weißhaar-analysis and consequences monitoring.

- Nutrition :
 - Labelling: Food Information to Consumers
 - Country of origin labelling.
 - Pyrophosphate labelling on potato products :
 - EUPPA document on prefried whole, sliced and cut potato products
 - Extension to non-prefried potato products
 - Food Additives Regulation 1333/2008
 - Nutrient profiles
- **‘Environment’ technical commission of EUPPA**
 - European SCP round table.
 - FNK/EUPPA conference in Potsdam.
 - Update of the EU catalogue feed materials : potato by-products.
- **Raw material status**
- **Trade issues**
 - Discussion on the future work of EUPPA in collaboration with DG trade on bilateral trade relations discussions.
- **Internal matters**
 - Publication status of the statutes of EUPPA : status & timing.
- CIAA :
 - Report of the CDG meeting on 1/9/2010 in Brussels and agenda of the CDG-meeting of 8-9/11/2010 in Budapest.
 - Report of ERA/CORE meeting of 15/9/2010.
 - Membership fee proposal related to revision of the statutes.
 - CIAA seminar on the post Lisbon treaty decision process.
 - CIAA EP evening 5/10/2010

The board meeting of 05/10/2010 was followed by a **seminar on GMO potatoes:** Presentation by R. Custers (VIB).

Working groups active in EUPPA in 2010 :

Technical Commission Health legislation: P. Gondé (chairman), J. Soons, H.-P. Karos, J.-C. Van Ceunenbroeck, S. van Gerwen, M. van Hoof, K. Hennemann, H. Leerssen and N. Cattoor.

A lot of the work is done by telephone conference and e-mail.

Meetings on : 9/10/2009 and 3/11/2009.

Technical Commission Environment: Chr. Freitag, and N. Cattoor

The work has been coordinated by telephone conference and e-mails.



The EUPPA-secretariat :

The secretariat of EUPPA is located in the offices in the *Kerkstraat 72, Lokeren* in **BELGIUM** (tel. +32 9/339.12.52, fax +32 9/339.12.51, e-mail : euppa@fvphouse.be, <http://www.euppa.eu/en/>)

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EUPPA
European Potato Processors' Association

Welcome

Welcome at the new website of the European Potato Processors' Association (EUPPA).

This association with a tradition that goes back to the 60's has decided in 2009 to provide a platform for the European potato processors to participate in a more active way in the European decision making process.

The change of the name and statutes of the former 'Union européenne des industries de pommes de terre (UEITP)' has been the first step.

EUPPA plans to play a proactive role on a number of issues as food safety, environment and sustainability and health.

In order to realise these goals a more active collaboration with the European food processing industry association (CIAA) can be an important tool, as well as the continuous interaction with the national associations and the companies.

This website is a first step to increase the communication with all partners in this process.

The new name of EUPPA has been launched during a European Parliament event on 1 February 2010.

The CIAA Acrylamide "Toolbox"

Factors that affect fat uptake during french fries production

CIAA