

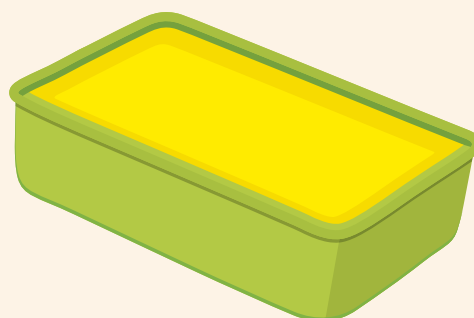
Annual Report 2025





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01

Looking back at 2024

#FoodFuture IDEAS FEST

Charting the future of the agri-food chain with farmers, food and drink makers, and consumers.

20
inspiring speakers

Taste The Future
innovation space

750+
attendees

Over
€2500
donated to the
Brussels Food Bank



The Foodies Awards 2024

Celebrating Europe's small food and drink makers for:

- a greener planet
- nutrition action
- next-gen innovation

3 winners | **5** MEPs engaged



EU engagement

FoodDrinkEurope engaged directly with hundreds of Brussels stakeholders to provide expertise, insight and advice.

Our engagement included:

100+

EU officials and other high-level policymakers

(MEPS, European Commission officials, Member State representatives, Ambassadors)



15

International organisations



200+

partners from NGOs, trade unions, and the wider agri-food chain



3

site visits with policymakers to:

- Fillers distillery – Deinze, Belgium
- Mars factory – Hagenuy, France
- Farm visit with Soil Capital – Perwez, Belgium



Digital activity



107,000
website views



12,784
followers (+22%)

135,000
views (+31%)



02

A message from the Director General



Dirk Jacobs
Director General

As we reflect on 2024, a year marked by increased geopolitical turbulence, EU elections, and another record-breaking year for global warming, FoodDrinkEurope has remained resolute in guiding Europe's food and drink industry through these complex challenges.

Despite the volatility, we are proud of our leadership in shaping key initiatives for the sector, such as our involvement in the Strategic Dialogue on the Future of Agriculture in the EU. This initiative lays the groundwork for the EU's Vision on Agriculture and Food, charting a clear trajectory for Europe's agri-food sector in the coming years.

The election of Henrik Samuelson as FoodDrinkEurope's new President has injected renewed energy into the organisation, enabling

us to advance our key priorities, including the call for an EU Food Investment and Resilience Plan. This has been instrumental in building strong and constructive relationships with incoming policymakers and stakeholders.

Looking ahead to 2025, we recognise the pivotal role we must play in securing the future of Europe's food systems. This is a crucial year for establishing long-term competitiveness and resilience in our food chain. As the voice of the largest manufacturing sector in Europe, FoodDrinkEurope is committed to working with policymakers to ensure that the food and drink industry is recognised for the essential, strategic role it plays in ensuring a stable and prosperous society.

Our team

Director General



Dirk Jacobs
Director General



Maryline Crooijmans
Executive Assistant to
the Director General

Operations



Régine Mynsberghe
Operations Director



Daria Kuzmina
Assistant, Operations
& Communications



Ekaterina Tsurkan
Assistant, Operations
& Communications



03

Consumer Information, Nutrition & Health

Policy topics

Claims

Consumer information

Food labelling

Health and nutrition

Highlights

01

Published a comprehensive toolkit to support food and drink makers in reducing salt and sodium in food and drink products.

02

Contributed to the 48th Codex Committee on Food Labelling session, shaping global standards on allergen labelling, digital consumer information, and alcoholic beverage labelling.

03

Hosted a series of public webinars on reformulation and digital labelling, highlighting innovation in the industry and hosting discussions with policymakers and experts to further empower consumers and enhance transparency.



Our team



Sara Lamonaca
Director, Consumer
Information,
Nutrition & Health



Caroline Bialek
Manager,
Consumer Information



Bo Dohmen
Senior Manager,
Nutrition & Health



Sophie Margetis
Assistant of
Consumer Information,
Nutrition & Health

Best achievement

FoodDrinkEurope successfully supported our sector member associations in the revision process of the 'Breakfast Directives', ensuring the final framework aligned with broader stakeholder considerations and maintained flexibility in labelling practices.



04

Economic Affairs

Policy topics

Agriculture

Competitiveness

Deforestation

Due diligence

Inflation and input costs

Food supply chain

Resilience

SMEs

Trade

Highlights



01

Organised a public event on the costs behind the transition to sustainable agriculture to explore how to bridge the €35bn funding gap for Europe's agri-food chain.

02

Conducted a workshop on supply chain resilience, market risks, and mitigation strategies in an increasingly geopolitical world, to facilitate collaboration with policymakers on securing agri-food competitiveness.

03

Organised a farm visit with Soil Capital in September 2024 with policymakers to explore the need for a food systems approach to the agricultural transition.

04

Took a delegation of industry representatives to meet with the WTO Deputy Director-General, WTO Facilitator on Dispute Settlement Reform, EU Delegation, and several country missions to the WTO at the 2024 WTO Public Forum in Geneva, Switzerland.

Our team



Evelyne Dollet
Director,
Economic Affairs



Louis Hinzen
Senior Manager,
Economic Affairs,
Trade & Market
Access Lead



Léna Girard
Manager,
Agriculture &
Economic Affairs



Donata Nickel
Assistant, Economic
Affairs & Financial
Management of EU
Research Projects

Best achievement

FoodDrinkEurope joined the Strategic Dialogue on the Future of Agriculture, as one of 29 members from the agri-food chain and the only representative from the food and drink industry. Our contribution emphasised recognising agriculture and food as a strategic sector, fostering investment, and reducing regulatory burdens to ensure resilience, sustainability, and competitiveness across the entire agri-food chain.



05

Environment & Sustainability

Policy topics

Climate

Deforestation

Due Diligence

Food waste

Green claims

Industrial emissions

Packaging

Sustainable food systems

Highlights



01

In March 2024, we hosted a policy Q&A session with 26 EU and Member State policymakers to exchange ideas on facilitating environmental claims on food and drink products and supporting transparency for consumers.

02

Spoke at several high-level conferences including a European Parliament debate on food waste and a conference on the future of Net-Zero – exchanging views with over 40 influential organisations.

03

Published a decarbonisation toolkit, as part of FoodDrinkEurope's [Learning Zone](#), to help food and drink makers, especially SMEs, reduce their carbon emissions.

Our team



Katrin Heeren
Director, Environment
& Sustainability



Agnese Ruggiero
Senior Manager,
Climate & Food



Federica Dolce
Senior Manager,
Environment



Maryline Crooijmans
Assistant, Environment
& Sustainability

Best achievement

Developed FoodDrinkEurope’s Sustainable Packaging Pathway with 10 case-studies in packaging innovation from Europe’s food and drink makers and 18 core recommendations for policymakers on recyclability, reuse, and recycled content.



06

Food Safety, Research & Innovation

Policy topics

Contaminants

Food contact materials

Food hygiene

Food improvement agents

Food science

Novel food

Official controls

Research and innovation

Skills & Social Dialogue

Highlights

01

Represented the industry in the Management Board of the European Food Safety Authority.

02

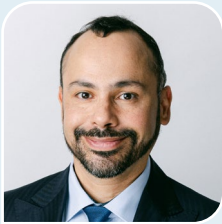
Opened the Annual Conference of the European Partnership for Alternative Approaches to Animal Testing, reiterating FoodDrinkEurope's support of the EU ambition to phase out unnecessary animal testing for the safety assessment of chemicals.

03

Updated the Strategic Research and Innovation Agenda of the European Technology Platform 'Food for Life' and contributed to the discussions on the design of the future 10th EU Framework Programme for Research and Innovation for a future-looking research programme that invigorates Europe's agri-food chain.



Our team



Alejandro Rodarte
Senior Manager, Food
Safety, Research
& Innovation



Ricard Celorio i Sardà
Manager, Food
Safety and Research
& Innovation



Luca Terzi
Senior Manager, Food
Safety, Research
& Innovation



Sophie Margetis
Assistant of Food
Safety, Research
& Innovation



Lorenza Lirosi
Manager, Food
Safety, Research &
Innovation, ETP 'Food
For Life' secretariat

Best achievement

The European Commission is evaluating the performance of the European Food Safety Authority (EFSA), with a report to the European Parliament and to the Council in March 2026. At the EFSA Stakeholder Forum in November 2024, FoodDrinkEurope emphasised the need for clear, predictable and fast procedures and more dialogue between EFSA and industry to unleash the potential of food innovation and boost competitiveness.



07

Strategic Communications, Public Affairs & ESG

Highlights



01

Delivered the third edition of The Foodies Awards in 2024 to celebrate the achievements of Europe's small food and drink makers in their work towards a greener planet, in nutrition action, and next-gen innovation – culminating in three worthy winners.

02

In June 2024, we welcomed over 750 participants to our Ideas Fest to chart the future of the agri-food chain from the perspective of farmers, food and drink makers, and consumers. We also showcased new industry innovations at our 'Taste the Future' innovation space and raised over €2500 for the Brussels Food Bank.

03

Engaged with new policymakers at the beginning of the new legislative mandate to highlight the strategic role of the EU food and drink industry for our agri-food chain and society, including 3 site visits with 37 representatives from the Member States, European Commission, and European Parliament.



Our team



Will Surman
Deputy Director General,
Director, Communications
& Public Affairs



Silvia Lofrese
Senior Manager,
Public Affairs



Rafael Sampson
Manager, Public
Relations &
Public Affairs

Best achievement

Ahead of the EU elections in June 2024, FoodDrinkEurope called for food and drink to be included in the Commissioner portfolios and we were pleased to see it added to the Agriculture Commissioner's role, with Christophe Hansen taking the new position of Commissioner for Agriculture and Food.



08

Governance and structure

General Assembly

The General Assembly is composed of all FoodDrinkEurope members (national federations, European sector associations and individual food and drink companies). It approves the budget and annual accounts, adopts the Roadmap, establishes internal rules of procedure and elects Board members and the FoodDrinkEurope President.

Board

The Board of Directors is composed of 17 Directors, all of whom are CEOs of food and drink companies operating in Europe. The Board defines FoodDrinkEurope's vision, policies and priorities in accordance with the Roadmap, which it submits to the General Assembly for approval.

Liaison Committee

The Liaison Committee is composed of high-level representatives from each direct food and drink company member. It ensures smooth communication between the secretariat and its members.

Committee of Directors General

The Committee of Directors General is composed of representatives from each national federation and European sector association. It also ensures smooth communication between the secretariat and its members.

Communications and Public Affairs Committee

The Communications & Public Affairs Committee supports the work of FoodDrinkEurope on reputation, coordinates and disseminates key messages and operates as a structure for exchange of information and best practices on strategic issues.

Economic Affairs Committee

The Economic Affairs Committee deals with issues related to competitiveness, commercial relations, trade, agricultural policies, SMEs, and economics of the food chain.

Environment & Sustainability Committee

The Environment & Sustainability Committee addresses issues such as sustainable production and consumption, circular economy and packaging, food waste, climate and energy, industrial emissions, and water.

Food Safety Committee

The Food Safety Committee deals with issues related to food safety, research and innovation (including the European Technology Platform “Food for Life”).

Health and Consumers Committee

The Health & Consumers Committee deals with issues related to consumer information, nutrition and health.

09

Board of Directors



FoodDrinkEurope President

Henrik Samuelson

Senior Vice President for Customer Brands, Paulig



FoodDrinkEurope Vice-President & Treasurer

Jan Vander Stichele

President of the Board of Directors, Lotus Bakeries



FoodDrinkEurope Vice-President

Marc Carena

Regional President for Mars Wrigley Europe, Central Eurasia & Turkey, Mars



FoodDrinkEurope Vice-President

Niels Pörksen

CEO, Südzucker



David Lawlor
President Europe,
Kellanova



Louis-Philippe Michielssen
CEO, Vleeswaren
Michielssen



Daniel Poturnay
President, Food
Chamber of Slovakia



Gerard Gilles
CEO,
Luxlait



Ioannis Yiotis
President,
Yiotis S. A.



Pablo Perversi
Europe Zone
President, Danone



Cybelle Buyck
Vice-President, Legal
& Corporate Affairs
Europe,
AB InBev



Nicola Levoni
President, Levoni
S.p.a.



Pieraldo Oldano
Chief Global Brands
Officer,
Ferrero



Ismael Roig
President EMEA,
ADM



Iñaki Soroa Echave
CEO,
EVA Group

10

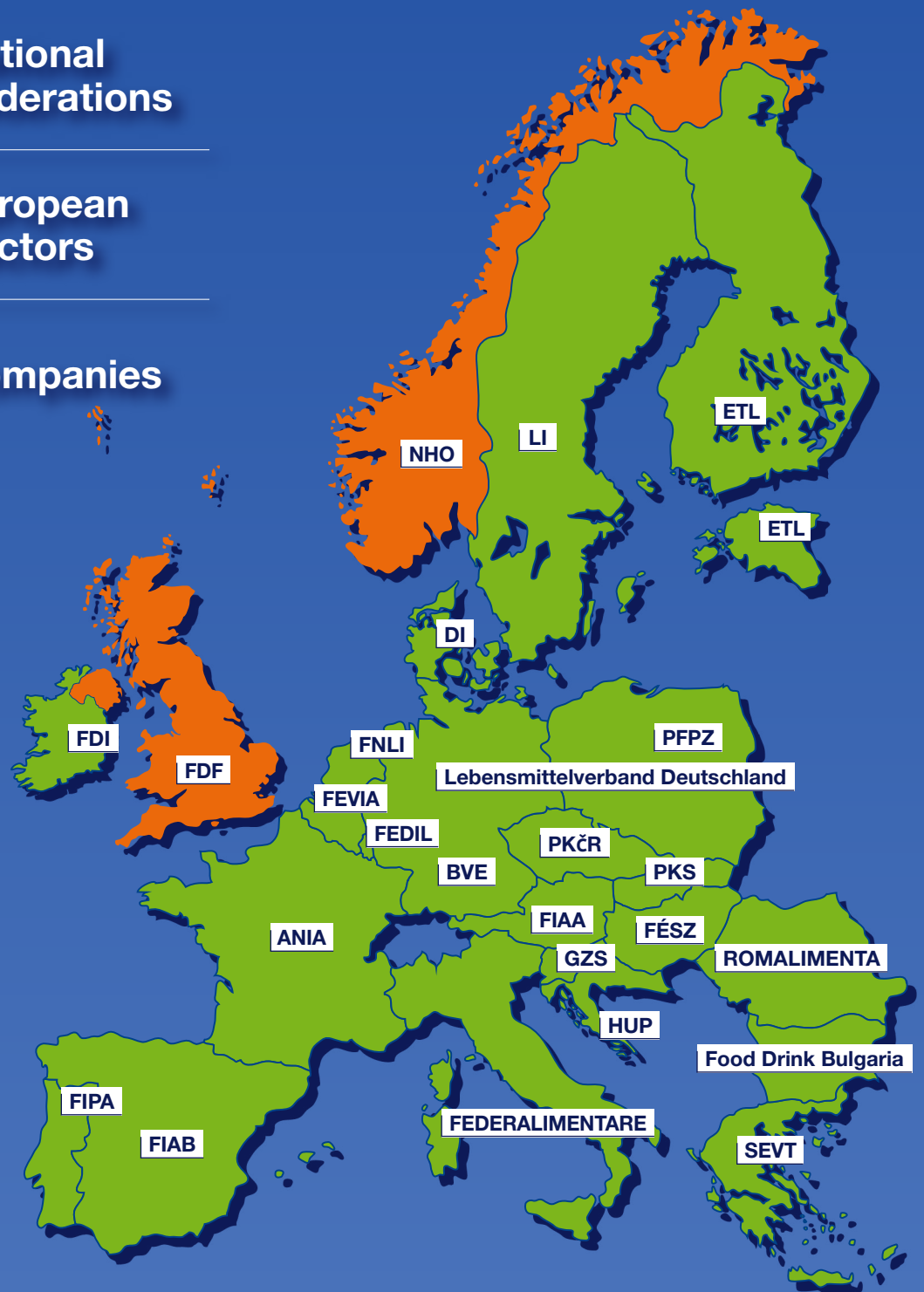
Members

as of February 2025

26 National Federations

28 European Sectors

28 Companies



National Federations

Austria FIAA – Fachverband der Nahrungs- und Genussmittelindustrie www.dielebensmittel.at	Germany Lebensmittelverband Deutschland www.lebensmittelverband.de BVE – Bundesvereinigung der Deutschen Ernährungsindustrie www.bve-online.de	Poland PFPZ – Polska Federacja Producentów Żywności Związek Pracodawców www.pfpz.pl
Belgium FEVIA – Fédération de l'Industrie Alimentaire/Federatie Voedingsindustrie www.fevia.be	Greece SEVT – Σύνδεσμος Ελληνικών Βιομηχανιών Τροφίμων Federation of Hellenic Food Industries www.sevt.gr	Portugal FIPA – Federação das Indústrias Portuguesas Agro-Alimentares www.fipa.pt
Bulgaria Food Drink Bulgaria www.fooddrink.bg	Hungary Felelős Élelmiszergyártók Szövetsége elelmiszeripar.hu	Romania ROMALIMENTA – Federația Patronală din Industria Alimentară www.romalimenta.ro
Croatia HUP – Hrvatska Udruga Poslodavaca www.hup.hr	Ireland FDI – Food Drink Ireland www.fooddrinkireland.ie	Slovakia PKS – Potravinárska Komora Slovenska www.potravinari.sk
Czech Republic PKČR – Potravinářská Komora České Republiky www.foodnet.cz	Italy FEDERALIMENTARE – Federazione Italiana dell'Industria Alimentare www.federalimentare.it	Slovenia GZS – Gospodarska zbornica Slovenije www.gzs.si
Denmark DI – DI Fødevarerindustrien www.danskindustri.dk/brancher/di-foedevarer/	Luxembourg FEDIL – Fédération des Industries Agro-Alimentaires Luxembourgeoises www.fedil.lu	Spain FIAB – Federación Española de Industrias de la Alimentación y Bebidas www.fiab.es
Estonia ETL – Eesti Toiduainetööstuse Liit www.toiduliit.ee	The Netherlands FNLI – Federatie Nederlandse Levensmiddelen Industrie www.fnli.nl	Sweden LI – Livsmedelsföretagen www.li.se
Finland ETL – Elintarviketeollisuusliitto www.etl.fi	Norway (Associate) NHO – Mat og Drikke www.nhomatogdrikke.no	United Kingdom (Associate) FDF – Food & Drink Federation www.fdf.org.uk
France ANIA – Association Nationale des Industries Alimentaires www.ania.net		

European Sectors

Bakery & confectionery ingredients

FEDIMA – Federation of EU Manufacturers and Suppliers of Ingredients to the Bakery, Confectionery and Patisserie Industries

www.fedima.org

Beer

The Brewers of Europe

www.brewersofeurope.org

Breakfast cereals

CEEREAL – European Breakfast Cereal Association

www.ceereal.eu

Broths & soups

CULINARIA EUROPE – Federation of Associations and Enterprises of Industrial Culinary Product Producers in Europe

www.culinaria-europe.eu

Chocolate, biscuits & confectionery

CAOBISCO – Association of Chocolate, Biscuit and Confectionery Industries of the European Union

www.caobisco.eu

Coffee

ECF – European Coffee Federation

www.ecf-coffee.org

Dairy

EDA – European Dairy Association

www.euomilk.org

Fruit & vegetable juices

AIJN- European Fruit Juice Association

www.aijn.org

Fruit & vegetable products

PROFEL – European Association of Fruit & Vegetable Processors

www.profel-europe.eu

Ice cream

EUROGLACES – European Ice Cream Association

www.euroglaces.eu

Margarine

IMACE – European Margarine Association

www.imace.org

Meat products

CLITRAVI – Liaison Centre for the Meat Processing Industry in the European Union

www.clitravi.eu

Mineral waters

Natural Mineral Waters Europe

www.naturalmineralwaterseurope.org

Pasta

UNAFPA – Union of Organisations of Manufacturers of Pasta Products of the EU

www.pasta-unafpa.org

Pet food

FEDIAF – European Pet Food Industry Federation

www.fedif.org

Plant-based foods

Plant-Based Foods Europe

<https://plantbasedfoodseurope.eu>

Potato products

EUPPA – European Potato Processors' Association

www.euppa.eu

Salt

EUsalt

www.eusalt.com

Snacks

ESA – European Snacks Association

www.esasnacks.eu

Soft drinks

UNESDA – Soft Drinks Europe

www.unesda.eu

Specialised nutrition

SNE – Specialised Nutrition Europe
www.specialisednutritioneurope.eu

Spices

ESA – European Spice Association
www.esa-spices.org

Spirits

spiritsEUROPE
www.spirits.eu

Starch

Starch Europe
www.starch.eu

Sugar

CEFS – European Association of Sugar Manufacturers
www.cefs.org

Supplements

EHPM – European Federation of Associations of Health Product Manufacturers
www.hpm.org

Tea & herbal infusion

THIE – Tea & Herbal Infusions Europe
www.thie-online.eu

Yeast

COFALEC – Confederation of EU Yeast Producers
www.cofalec.com

Companies

ABInBev



Cargill

THE
Coca-Cola
COMPANY



DIAGEO

dsm-firmenich

FERRERO

GB FOODS



KraftHeinz

iff



Kellanova

KERRY

MARS



Mondelēz International



Nomad Foods

PAULIG
For a life full of flavour.

PEPSICO

Pernod Ricard
Créateurs de convivialité

ROQUETTE
Offering the best of nature™



TATE & LYLE

ÜLKER





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