

Building a future-proof margarine sector

The contribution of the margarine and plant-based spreads sector to the sustainability and health goals of the EU



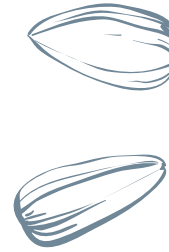
Who we are

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IMACE is the voice of the European margarine producers, both for retail and business-to-business. It represents more than 70% of the European sector. Committed to sustainable and healthy food systems, IMACE supports the creation of a favourable policy environment that lays the foundation for a responsible and innovative margarine and plant-based spreads sector. In this context, the association is proud to have driven the sectors' improvement in different areas, including sustainability, nutrition and health, since 1958.



What we stand for



IMACE is committed to playing its role in building more sustainable, healthier and just societies, by providing high-quality, nutritious and environmentally friendly food products. These principles are at the basis of the work of the margarine sector, which directly contributes to the **United Nations Sustainable Development Goals (SDGs)**.



By sourcing plant-based ingredients and producing margarine in a sustainable manner, producers help create sustainable food systems (SDG 2).



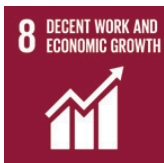
Using natural resources efficiently (SDG 12) contributes to a food system with low greenhouse gas emissions (SDG 13) which impacts food production positively.



Caring for our planet's biodiversity in this way helps protect life on land (SDG 15).



Using soft margarines and liquid cooking fats in your diet allows you to replace saturated fatty acids with healthy unsaturated fatty acids. This ensures good health and well-being (SDG 3) by reducing your risk of cardiovascular disease.



Your choice to consume responsibly (SDG 12) by selecting margarine products contributes to a sustainable planet where caring for your health and the environment stimulates economic growth (SDG 8) and helps create thriving communities (SDG 1).

What we stand for

IMACE strongly welcomes the **EU Green Deal** goal of reaching carbon-neutrality by 2050. As the food sector is a fundamental building block of the European economy, IMACE advocates for an ambitious implementation of the **Farm to Fork Strategy** and for a positive transformation of European food systems that involves the whole agri-food value chain. Representing the plant-based spreadable fat sector, IMACE strongly promotes the transition **towards more plant-based diets** and is a long-time advocate of the health and environmental benefits of plant-based foods.

The food sector plays a major role in realising the vision of sustainable, healthy and resilient food systems: On the one hand, food production has great impact on the overall global environmental footprint; on the other hand, food availability and affordability substantially influence consumer choice and behaviours. The margarine sector fully acknowledges this responsibility and has already taken decisive steps towards providing healthier and more environmentally friendly products to consumers. IMACE members are committed to continuing this virtuous path towards developing a **future-proof margarine sector**.



Our priorities

The margarine and plant-based spread sector contributes to:

1. Healthy, balanced and sustainable diets

Margarine is a healthy and sustainable plant-based source of fats, rich in good fats such as Omega 3 and Omega 6. The sector has been at the forefront of **product reformulation** to improve the nutritional profile of margarine and plant-based spreads over the last decades. Today, plant-based spreadable fat products have a negligible level of trans-fats (TFAs), are low in saturated fats (SAFAs) and high in unsaturated fats (UFAs). This comes with great health benefits: high consumption of SAFAs and trans-fatty acids (TFAs) is associated with increased risk of coronary heart disease and related mortality; when SAFAs are replaced with UFAs, this risk substantially decreases.

Margarine also acts as a carrier for vitamins A, D, E, and K, which help to protect essential fatty acids from oxidative damage, maintain normal bones, teeth, muscles, skin, and vision, and support immune system function. Furthermore, margarine and plant-based spreads contain **plant sterols**, which are commonly used for lowering cholesterol levels.

Margarine and plant-based spreads therefore play an important role in ensuring healthy and sustainable intake of dietary fats for the European population. They do so via **direct consumption**, but also via their use as an **ingredient** in other food products (e.g. bakery products). Margarine contributes to improving the nutritional profile of these products as well, being a source of healthier fats compared to butter.



Our priorities

The margarine and plant-based spread sector contributes to:

2. A resource-efficient food chain

Margarine is the most sustainable source of fats not only because of its plant-based nature, but also due to the **sector's efforts to minimise consumption of energy and natural resources** in the production process through the use of renewable energy, the reuse of by-products and the use of recyclable packaging.



Our priorities



The margarine and plant-based spread sector contributes to:

3. Sustainable and responsible sourcing

Being plant-based, margarine has a significantly **smaller ecological footprint than butter**. In margarine production, oil crops are used directly for food production purposes, while animal-based fats require the additional step of feeding animals. The latter comes with great environmental impacts due to higher natural resources and land use, as well as carbon emissions, and results in an inefficient conversion of feed into the final product. Moreover, the margarine sector is committed to **responsible sourcing** that refrains from the exploitation of people and the planet, and instead empowers vulnerable groups and smallholders, while protecting biodiversity and fighting climate change.



Our priorities



The margarine and plant-based spread sector contributes to:

4. Healthier and more sustainable communities

The margarine sector is also active in promoting initiatives aimed to develop sustainable, healthy and resilient food systems, beyond the sector itself. The sector financially supports research in improving the **sustainability and health of national and local communities**, as well as in **advancing education, knowledge and innovation** to accelerate the development of margarine and plant-based spreads which can increasingly meet today's challenges and demands.



What Imace Members do

1. Healthy, balanced and sustainable diets

Vandemoortele

To contribute to the fight against common health problems such as obesity or cardiovascular diseases, Vandemoortele has been investing in product reformulation over the past decades to improve the nutritional profile of its products. The company's margarines for professional application from the LowFat and LowSat's ranges contain respectively **20% less total fat and saturated fats than standard margarines**. Vandemoortele continuously strives to develop a more nutritious portfolio also when it comes to fat spreads and margarines for direct consumption, for instance by optimising the recipe or by creating more products with health or nutrition claims (e.g. rich in/source of omega 3).

In line with the current discussion on consumers transparent information and on the use of food labelling schemes such as the Nutri-Score, Vandemoortele aims to **improve the Nutri- Score of 7% of its spreading and cooking margarines by 2025**.



Puratos

Puratos aims to provide consumers with nutritious and convenient food that can help them take up healthier dietary patterns. Puratos intends to do so by investing in product reformulation to lower the fat and salt content of its products.



What Imace Members do

2. A resource-efficient food chain

Aigremont

Aigremont invested in an energy-saving project focused on: installing photovoltaic panel on the roof of the company's storage facility; replacing all building lighting in the production and storage facilities with LED fixtures and bulbs, combined with motion detectors. These two main actions have led to a substantial decrease in the use and consumption of energy in the production process.



sa. Aigremont n.v.
Fabrique de Margarine - Margarinefabriek

CSM

CSM installed a combined heat and power (CHP) plant at one of its factories based in Crema, Italy. The CHP process allows a plant to source electricity and generate thermal energy more efficiently. The CHP plant led to a reduction in manufacturing emissions by about 65% by the end of 2017 as well as a 35% decrease in net utility costs.



Puratos

The company has identified ambitious goals to make its production process **climate- neutral by 2025** by focusing on improving energy efficiency; using renewable energy produced on and off-site; compensating the remaining emissions by planting trees in its cocoa supply chain. Puratos also aims to reduce and optimise its water consumption by 2030.

Puratos is also acting on the sustainability of its packaging, with a specific focus on materials and their recyclability.

Packaging will in fact be **fully recyclable or reusable by 2025. Cardboard and wooden** packaging will be **sourced 100% from sustainable forestry**, complying with FSC® or PEFC® certifications.

Puratos will keep track of the sustainability progresses in its production process via **regular PEF assessments** carried out by an independent, third party organisation.



Reliable partners in innovation

What Imace Members do

3. Sustainable and responsible sourcing

Upfield

IMACE members source certified sustainable oils to protect biodiversity and the livelihoods of people. In the case of Upfield, this is done through a comprehensive sustainable sourcing framework that guides the company's business relations. The policy reflects the sector's strive to end with deforestation and the destruction of peat as well as with the exploitation of local communities, promoting reforestation and the empowerment of smallholders and women.



Puratos

Puratos already sources 100% RSPO certified palm ingredients. As from 2024, all palm oil purchased by the Puratos Group will be RSPO certified under the supply chain model RSPO Mass Balance, if not Segregated in Europe.



What Imace Members do

4. Sustainable and responsible sourcing

Mills

Mills supported the creation of a funding scheme called 'en kr til Hjertesaken'. The scheme is designed to support disease prevention activities and research, prioritising projects focusing on diets promoting healthy hearts. To receive funding, researchers or grassroots projects need to contribute to helping people live healthier lives, as well as following nutritional guidelines established by the Norwegian authorities.



Vandemoortele

The Belgium-based company established the Vandemoortele Centre for Lipid Science and Technology in 2012. The Centre aims to increase understanding of edible soft matter systems and translate research findings into practical applications. It does so by involving university and young researchers: Master's students interested in the topic have the chance to carry out their thesis in the Vandemoortele's facilities. The company also supports PhD grants to further develop research and knowledge to keep on providing nutritionally optimal and environmentally friendly products.



Contact us!

Do you want to know more about the commitments
of the margarine sector? **Contact us!**



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IMACE - EUROPEAN MARGARINE ASSOCIATION

The logo for IMACE, featuring the word 'imace' in a stylized, lowercase, yellow font. Above the 'i' is a small green leaf icon.