



Annual Report

2023-24

ppauk.org

PPA UK Ltd
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PPA is the trade association for UK manufacturers of processed potato products.



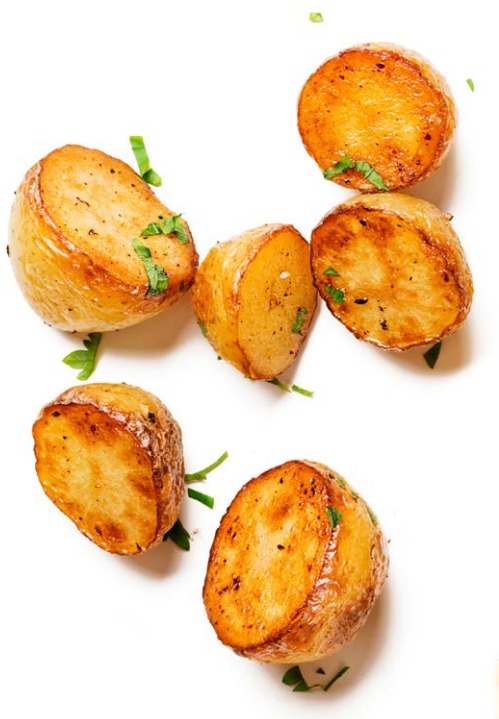
This includes frozen and chilled chips and fries, hash browns, waffles, baked potatoes, mashed potatoes, dehydrated potatoes, potato crisps, and potato-based snack products. Our membership includes the leading UK manufacturers in these sectors.

Many of our members also produce non-potato-based snacks and snack nuts. Through our trading alias, the 'Snack, Nut, and Crisp Manufacturers' Association' (SNACMA), we also represent these products and our members' interests in these areas.

Chair's message



Welcome to our Annual Report



It is my pleasure to introduce this document, the first Annual Report for PPA UK, covering its work from April 2023 to May 2024.

This is also my first report as Chair of PPA UK since taking over the role in March 2024, although I have had the pleasure of working closely with the organisation since 2016 (firstly as a member of the Primary Production Technical Committee, and more recently as a Board member).

I am more than aware that the secretariat and the technical committees undertake a significant amount of work on behalf of the sector every year, however, historically, this work has not really been communicated publicly nor fully acknowledged by stakeholders.

With a new UK Government elected in July 2024, and with a new European Parliament and Commission, we have an excellent opportunity to present our sector and help educate policymakers and stakeholders on the many opportunities for industry, as well as the many challenges.

My hope therefore is that this report will provide you with some insights into the work of the Association and, if you are not already a member, may go some way to persuade you of the benefits of membership.

John Sedgwick
Chair of PPA UK
August 2024

Year in review



2023-24 was a year in which inflation continued to cause problems for UK growers, manufacturers and consumers alike.

It was a year in which adverse weather once again caused havoc, with June 2023 confirmed as the hottest June on record for the UK, and Winter 2023/ Spring 2024 the wettest on record. The full impact of this extreme weather is still to be quantified, but we can already see that planting is down on previous years and that with the wet weather late blight issues on the continent have increased dramatically. New strains are showing resistance to existing actives, and the lack of potato seed trade between GB and the EU continues to exacerbate problems.

Despite these challenges, the processing sector has remained very resilient and as supply chain problems have eased, we have seen inflation fall. Government has been active promoting new technologies such as Precision Breeding, which may help develop new varieties in the future which are better suited to adverse climatic conditions, and which are less reliant on plant protection products.

Meanwhile, the narrative on Ultra-Processed Foods (UPF) continued to develop in 2023, fuelled by campaigners and NGOs. In June 2023, the Scientific Advisory Committee on Nutrition (SACN) developed a position which, whilst acknowledging the potential links between UPF and negative health outcomes, raised concerns about the lack of robust evidence underpinning the concerns. Despite this, policies on HFSS marketing and advertising restrictions have continued to develop across the UK nations. More recently, however, the UPF discourse and concerns around food industry power and influence have been slowly displacing the HFSS narrative amongst politicians and are issues that deserve consideration in 2024.



Key milestones

2023



May

Launch of the annual salt/sugar data collection from chipping and snacking members 2022-2023

Year 9 of the annual salt/sugar data collection carried out by PPA, which now incorporates crisps and savoury snacks, popcorn, flavoured nuts and processed potato products.

Food allergens

PPA responded to the FSA consultation on review of Technical Guidance on Food Allergens.

June

PPA feature article on Snacks Magazine

Feature article on UK snacks sector and post-Brexit challenges featuring PPA.

Co-ordination and submission of data to EFSA

Continuous monitoring of acrylamide levels in potato crisps: Via our membership of ESA, PPA formatted and submitted over 8,000 results for acrylamide in sliced potato crisps to the European Food Safety Agency (EFSA) as part of its annual call for data.

July

HSE completed its regulatory review of the Maximum Residue Limits for chlorpropham

Based upon data principally supplied by PPA members and colleagues at an EU level, HSE proposed that a temporary MRL (tMRL) of 0.35 mg/kg would be set for potatoes to address potential cross contamination from stores which have previously been used to treat potatoes with the active substance.

Return of the in-person FLC meeting

First post-pandemic FLC meeting held in London. Opportunity to meet with Defra government officials and the Advertising Standards Authority (ASA).

Food allergens

PPA responded to the Food Standards Scotland's consultation on the Technical Guidance on food allergen labelling and information requirements.

September

New PPA materials published

Publication of the latest update of the ever popular 'Celebrating UK Snacks' brochure. Includes an overview of the contribution of the snacks sector to 'UK PLC'.

Establishment of the CIPC Residues Management Group

A cross-industry body was established, with PPA providing the secretariat, to monitor CIPC residues in potato stores.

October

PPA presentation at ESA Savoury Snacks course

PPA delivered a presentation on Nutrition and Health Claims legislation in Vienna, Austria, for the European Snacks Association (ESA) Savoury Snacks Part II course.

Publication of PPA members salt/sugar analysis 2022-2023

PPA 2022-2023 salt monitoring report published, showing good progress of salt reduction towards 2024 targets.

Nutrition and Health Claims

PPA responds to the OHID consultation on Nutrition and health claims on food: proposed legislative reforms

November

Storeguard gains regulatory approval in GB

HSE granted authorisation for the product 'Storeguard' to be used on stored potatoes to reduce ethylene induced starch conversion and the occurrence of dark fry colour. The application was supported by PPA.

PPA at BP2023

Members of the PPTC participated in a panel debate on storage as part of the biennial Harrogate event.

December

PPA meeting with Action on Salt

PPA organised a meeting with Action on Salt to discuss upcoming plans and activities.

Key milestones

2024

January

NI Obesity Strategy
PPA responded to the consultation of the Northern Ireland Department of Health on their proposed new Obesity Strategy: 'Healthy Futures' - A Strategic Framework to Prevent the Harm caused by Obesity, and Improve Diets and Levels of Physical Activity in Northern Ireland.

Smarter Regulation
PPA responded to the DBT call for evidence on Smarter Regulation and the Regulatory Landscape.

February

Contractual relationships
PPA responded to the Defra consultation on contractual relationships in the UK fresh produce industry.

'Not for EU' labelling
PPA responded to the Defra consultation on The Marking of Retail Goods, which proposed to implement 'Not for EU' labelling for products placed on the GB market.

March

FLC meets with FSA and FDF
FSA and FDF joined the March meeting to update members on the FSA Hypersensitivity Programme and the Windsor Framework, respectively.

PPTC meeting with CUPGRA and NIAB
As part of its Spring meeting, members met with representatives of the research bodies CUPGRA and NIAB to discuss their programme of work and how we can better interact.

May

SNACMA in Speciality Food Magazine
SNACMA quotes featured in May 24 edition of Speciality Food Magazine on article on snacking trends.

Launch of the annual salt/sugar data collection from chipping and snacking members 2023-2024
Year 10 of the annual salt/sugar data collection carried out by PPA, which now incorporates crisps and savoury snacks, popcorn, flavoured nuts and processed potato products.

Consultation response: Restricting promotions
PPA submitted a response to the Scottish Government's consultation on restricting promotions of food and drink high in fat, sugar or salt.



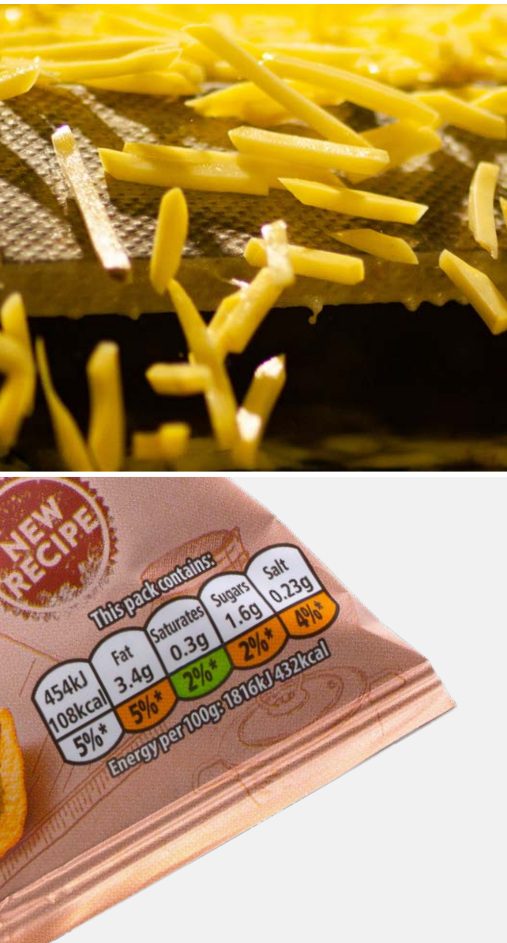
Working groups

FLC

Food Law and Consumer Committee

The FLC focuses on production and post-production related topics, such as food safety and contaminants, labelling, ingredient compliance, diet and nutrition, trade and other regulatory and policy developments relevant to the sector.

FLC keeps a close eye on all relevant UK and EU developments, and assesses their likely impact upon R&D, supply chain, marketing operations and compliance, including divergence between UK and EU law, and issues with devolved administrations within the UK.



Working groups



PPTC

Primary Production Technical Committee

The PPTC works to identify the priorities for research and innovation in all aspects of potato growing, handling, storage and processing, with the aim of optimising marketable yields of raw material for the potato processing industry. Improved efficiency in the supply chain and reduced inputs and costs, must be allied with an emphasis on the current high-level of health and safety of the products.