



EUROPEAN MARGARINE ASSOCIATION

One strong voice for  
Europe's margarine  
and spreads industry

# Why join IMACE?

IMACE is widely acknowledged as **the leading expert and reference point on margarines, spreads, and plant-based fats**, championing their contribution to healthier diets, sustainable food systems, and technological innovation.

Membership ensures your company has a **seat at the table where decisions are made**, both in Brussels and internationally.

IMACE is the **only European association dedicated exclusively** to representing the interests of the margarine and spreads sector, B2B and B2C, without competing agendas or conflicting priorities.

By joining, your company becomes part of a **strong, recognized voice** that shapes the future of plant-based fats in Europe.



# We pursue our mission through 4 key objectives.

## **1. Upholding high standards of ethical conduct**

Ensuring transparency, sustainability, and social responsibility across production, marketing, and consumption of margarine and related products.

## **2. Fostering a responsible industry culture**

Prioritizing consumer health and safety, environmental stewardship, and fair-trade practices through close collaboration with stakeholders, regulatory bodies, consumers, and supply chain partners.

## **3. Advancing knowledge**

Enhancing awareness of margarine's role in a balanced diet through research, education, and science-based information.

## **4. Shaping policy**

Advocating for a fair and supportive regulatory environment that enables the sector to grow and thrive.



# The benefits for IMACE members

## A united voice for your interests

- Advocating for a fair and supportive regulatory environment for margarines and spreads.
- Engaging in proactive advocacy with EU policymakers (European Commission, Parliament, and national representations).
- Representing members within FoodDrinkEurope, the European Alliance for Plant-Based Foods (EAPF), RSPO, and as an observer in CODEX (WHO-FAO).

## Expert guidance & Knowledge sharing

- Guidance to support compliance with the latest scientific and regulatory requirements, including Codes of Practice and industry guidelines.
- Continuous monitoring of EFSA opinions, RASFF alerts, and key scientific developments relevant to the sector.
- Permanent updates and monthly issue trackers to keep members ahead of policy and market trends.

## Networking & Visibility

- A trusted platform to exchange with peers, experts, and stakeholders across the plant-based value chain.
- Opportunities for introductions and networking through IMACE's well-established channels.
- Sector-wide visibility through IMACE's communications on LinkedIn and beyond.

## Support when it matters most

- Tailored advice and ad hoc support to address members' specific needs.
- Acting as the spokesperson for the industry on critical or sensitive issues, ensuring your company's reputation and interests are protected.

Our work is shaped around 5 key policy areas:





# The IMACE advantage

By joining IMACE, your company is not just keeping up with change. It is helping **lead the transformation** towards healthier, more sustainable diets and a level playing field for plant-based fats. Membership means **stronger influence, better insights, and access to a powerful European network** that supports your business every step of the way.

*“Together, we make margarine and spreads part of Europe’s competitive food future.”*

# Become a member.

**Siska Pottie,**  
IMACE's Managing Director,  
would be happy to hear from you.

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## IMACE

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[IMACE – European Margarine Association](#)

