

**19 NOV**  
9.30 am - 5.30 pm  
BrusselsNI, Chaussée  
d'Etterbeek 180  
1040 Brussels

ANNUAL CONFERENCE

# Consumers come first: Defining Sustainable Food Systems



safefoodadvocacy.eu  
info@safefoodadvocacy.eu

- Panel discussions on:
- Natural claims
  - Food waste
  - NCDs
  - Acrylamide
  - Ultra-processed foods
  - Inclusion



## CONSUMERS COME FIRST: Defining Sustainable Food Systems

19 November 2024, 09:30–17:30

BrusselsNI, Chaussée d'Etterbeek 180, 1040 Brussels

SAFE - Safe Food Advocacy Europe is organising its **2024 CONSUMERS COME FIRST** conference, focusing on the overarching theme of food system sustainability and the importance of transparency in fostering informed decision-making for EU consumers. By addressing these topics, SAFE wishes to contribute to building safer, more sustainable, and transparent food systems across Europe. The conference will gather experts, policymakers, and stakeholders to discuss pressing issues in food safety: natural claims, food waste and inclusion, NCDs, acrylamide, and ultra-processed foods.

A key highlight will be the presentation of findings from SAFE's recent large survey, which explores European consumers' perceptions of food labelling, with a particular focus on the controversial use of the term "natural". The survey results will shed light on the challenges posed by the lack of a clear regulation around "natural" labelling and its impact on consumer trust.

As the European Commission previously announced it would publish two flagship initiatives as part of the Farm to Fork Strategy, namely the revision of the **Food Information to Consumers** regulation and the legislative **Framework for Sustainable Food Systems**, we believe the **health and inclusion** of vulnerable consumer groups also ought to remain central and drive future EU food policies.

### Draft agenda

Moderated by Mr. Tomas Miglierina (journalist)

09:30	Arrival & welcome of participants
10:00	Keynote opening speeches <ul style="list-style-type: none"><li>• MEP Antonella Sberna, European Parliament Vice-President</li><li>• MEP Marco Tarquinio, S&amp;D</li></ul>
10:15	Opening remarks <ul style="list-style-type: none"><li>• Floriana Cimmarusti, Secretary General, Safe Food Advocacy Europe</li></ul>
10:30	Transparency & labelling in the EU: lessons from the True Natural Report <ul style="list-style-type: none"><li>• Francisco de Araujo Vasquez, Project &amp; Policy Officer, Safe Food Advocacy Europe</li><li>• Bruno Viano, Ethica</li><li>• MEP Denis Nesci, ECR</li></ul> <p>Followed by Q&amp;A with the audience (15 mins)</p>
11:30	Panel: Ultra-processed foods <ul style="list-style-type: none"><li>• Marialaura Bonaccio, Deputy Manager Epidemiologist, IRCSS Neuromed</li><li>• Luigi Tozzi, Deputy Manager, Safe Food Advocacy Europe</li><li>• Sara Lamonaca, Director, Consumer Information, Nutrition &amp; Health - Food &amp; Drink Europe</li><li>• MEP Michele Picaro, ECR</li></ul>



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Followed by Q&A with the audience (15 mins)

13:00 Networking Lunch

14:00 Panel: EU policy on acrylamide

- **Dr. Carmen Breitling-Utzmann**, Head of central laboratory for process contaminants in food, CVUA Stuttgart
- **Frans Verstraete**, Food processing technologies and novel foods, DG SANTE
- **Xabier Collados**, Communications Coordinator, Safe Food Advocacy Europe
- **Chiara Manzi**, Founder, Cucina Evolution

Followed by Q&A with the audience (15 mins)

15:00 Panel: Food waste

- **Theresa Mörsen**, Zero Waste Europe
- **Bartosz Zambrzycki**, Food Waste Team, DG SANTE
- **Antonio De Carluccio & Daemon Ortega**, Project & Policy Officers, Safe Food Advocacy Europe

Followed by Q&A with the audience (15 mins)

16:00

Coffee Break

16:15 Panel: NCDs and social inclusion

- **Georgios Margetidis**, Head of Sector, HaDEA
- **Alessandro Gallina**, Policy Manager, EPHA
- **Cecilia D'Acunto**, Project & Policy Officer, Safe Food Advocacy Europe
- **Simona Pulbere**, Policy Assistant, DG EMPL

Followed by Q&A with the audience (15 mins)

17:15 Closing Remarks and end of conference

- **Floriana Cimmarusti**, Secretary General, Safe Food Advocacy Europe



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