5th Annual European Nutrition & Lifestyle Conference

Taking the next steps towards a healthier Europe

www.nutrition-lifestyle.eu

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2nd & 3rd March 2011
Le Chatelain All Suite Hotel . Brussels

Speakers Include
Paola Testori Coggi - Director General, DG SANCO, European Commission
Jo Leinen MEP - Chair of ENVI Committee, European Parliament
Mella Frewen - Director General, CIAA
Riitta Maijala - Director of Risk Assessment, European Food Safety Authority (EFSA)
Markwart Kunz - President, Federation of European Speciality Ingredients Industries
Josephine Wills - Director General, EUFIC
5th Annual European Nutrition & Lifestyle Conference
Taking the next steps towards a healthier Europe

Set against the backdrop of the European Commission’s mid-term review of the EU Obesity Strategy and the renewed mandate of the EU Platform for Action on Diet, Physical Activity and Health, this event will provide an excellent opportunity to exchange views and experiences and assess the progress made to tackle obesity. The Conference will also explore the new priorities for the future of the EU obesity strategy, including actions on advertising and marketing to children, reformulation, nutrition and health claims, nutrient profiles and food labelling.

Day 1 - 2nd March

Morning chair
Kate Trollope - Editor, EU Food Policy

Session 1

Keynote Presentations:
This opening session will set the scene for the two days of discussion and present key stakeholders’ views for addressing the complex issue of obesity and lifestyle-related diseases in Europe. What progress has been achieved so far under the EU Strategy on Diet, Physical Activity and Health? What should be the roadmap to sustain the momentum and achieve concrete results in the next two to three years? What is the role of policy makers and stakeholders in promoting healthier lifestyles?

09:00
View from the European Commission
Paola Testori Coggi - Director General, DG SANCO, European Commission

09:25
View from the European Parliament
Jo Leinen MEP - Chair of Committee on the Environment, Health and Food Safety, European Parliament

09:50
Priorities for the forthcoming Hungarian EU Presidency
Adrienn Barna - Second Secretary in charge of the Food Information dossier, Permanent Representation of Hungary to the EU (tbc)

10:15
View from the food and drink industry
Mella Frewen - Director General, CIAA

10.40
Coffee Break

Session 2

Working on healthier food options: Reformulation and innovation
Building upon the EU Framework for National Salt Initiatives, the European Commission is exploring different scenarios for extending its reformulation framework to other nutrients such as saturated fat and sugar. How can the EU support national actions? What nutrients should be prioritised? What are the regulatory and technical barriers to reformulation? What effect does consumer behaviour have on the reformulation challenge and how this can be addressed?

11:00
Introduction
Despina Spanou - Principal Advisor, DG SANCO, European Commission

11:15
Panelists:
Susanne Logstrup - Director, European Heart Network
Philip Myers - Director, Public and Government Affairs EU, PepsiCo (tbc)
Ellis Vyth - Researcher, VU University Amsterdam
Representative - Barilla Group (tbc)

12.45
Lunch Break

Session 3

Responsible advertising and marketing to children
Commissioner for Health, John Dalli stated advertising restrictions are not necessary as long as the industry is committed to responsible advertising. In this perspective, has the industry succeeded in developing efficient codes of conduct? Are public authorities supportive of these initiatives? What assessment

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Nutrient profiling developments

The long awaited EU nutrient profiles should be finalised and adopted by the European Commission in the coming year. Could the EU profiling system find applications beyond the nutrition and health claims regulation? How can nutrient profiling achieve further improvements in food reformulation? Should the system compare all foods or judge them on a category-by-category basis? How will industry need to adapt to this? What impact will the EU system have on the model being developed by the World Health Organisation?

13:45
Panelists:
Ana Maria Corazza Bildt - MEP, European Parliament (tbc)
Will Gilroy - Communications Director, World Federation of Advertisers
May Shelton - Project Officer for Food Marketing to Children, Consumers International (CI)
Representative - Industry : Participant to the EU Pledge (tbc)
Catie Thorburn - President, Generation Europe Foundation

15:15
Afternoon Break

Session 4

Health Claims – the next steps

EFSA recently published the third batch of Article 13 health claims, in which most claims were given negative scientific opinions. With the delays in the process of the Commission to adopt the first list before the end of 2010, is there a lack of transparency about the scientific criteria required for the substantiation of claims? How can the difficulties over the legal use of the claims be overcome? What are the exact next steps as part of the controversial application of the health claims regulation? Will the role of EFSA remain the same? How will industry be guided along the way?

09:00
Keynote Address
Riitta Maijala - Director of Risk Assessment, European Food Safety Authority (EFSA)

09:25
Panelists:
Markwart Kunz - President, the Federation of European Speciality Food Ingredients Industries (ELC)
Basil Mathioudakis - Head of Unit, Food Law, Nutrition and Labelling, DG SANCO, European Commission (tbc)
Monique Goyens - Director General, BEUC
Anne Heughan - External Affairs Director, Unilever

10.40
Coffee Break

Session 6

Developments in front of pack food labelling

Following the Parliament’s first reading vote in June 2010, and the political agreement to be reached by Member States by the end of 2010, will clearer and more consistent food labelling rules start emerging as a consensus between the two institutions? With a numbers issues to be settled at the second reading in 2011, can an agreement be reached? Should national governments be allowed to decide on visual support systems for nutrition labelling?
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11:00
Panelists:
Antonyia Parvanova - MEP, European Parliament (tbc)
Chiara Tomalino - Food Policy Officer, EURO COOP
Josephine Wills - Director General, The European Food Information Council (EUFIC)
Marta Baffigo - Director Global Public and Regulatory Affairs, Kellogg Company
Annelies Rotteveel - Lecturer in Nutrition, The Hague University (on behalf of EFAD)

12.30
Lunch Break

Session 7
The effectiveness of taxation as a tool to tackle obesity
An increasing number of European Governments have implemented or are considering taxation of foods high in salt, sugar and saturated fat as a way to tackle the obesity pandemic. Can food taxes and subsidies potentially contribute to healthier consumption patterns? Has the effectiveness of taxation tools been proven? To which extent does it open the door to discrimination against some categories of foods?

13:30
Panelists:
Salvatore Gabola - Chairman, Marketing and Communications, Union of European Beverages Association (UNESDA)
Liza Bara - Director of Policy and Strategy, European Public Health Alliance (EPHA)
Thorbjørn Christensen - Consultant, Danish Ministry of Taxation (tbc)
Franco Sassi - Senior Health Economist, OECD (tbc)
Olivier Allais - Academic, INRA-ALISS, France (tbc)

15:00
Afternoon Break

Session 8
Wrap-up and challenges for the future
This interactive session will summarise what has been seen from the 2 days’ proceedings and will discuss the future roadmap for addressing the complex issue of obesity and lifestyle-related diseases in Europe, with questions invited from the floor.

15:30
Speakers:
Delphine Millot - Director, Grayling
Kate Trollope - Editor, EU Food Policy

17.15
End of conference

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