



European Food Forum and Europe Jacques Delors  
Event

**“Mirror measures:  
applying EU sustainability standards  
to imported agri-food products”**

24 June 2022  
(10h00-12h00 CET)

Hosting MEP: Mrs. Irene Tolleret

**Event description:**

Being the world’s biggest exporter and third biggest importer of agricultural products worldwide, the European Union plays a central role in international agri-food trade. Agri-food production within the EU cannot be thought of without considering the relationships and interlinkages with trading partners. The EU’s ambition to make its agri-food system more sustainable therefore necessarily includes the international dimension. The Farm-to-Fork Strategy sets out that “the EU will pursue the development of Green Alliances on sustainable food systems with all its partners in bilateral, regional and multilateral fora”. In addition to these two levers of action (bilateral and multilateral), recent discussions have increasingly focused on unilateral measures that the EU could take to ensure that imported products comply with the same or similar sustainability standards as products produced in the EU. The so-called “mirror measures” feature among the priorities of the ongoing French Presidency of the Council of the European Union. On 3 June, the European Commission published a report on the application of EU health and environmental standards to imported agricultural and agri-food products, addressing the different ways of action, including the unilateral approach. This approach, however, has important legal and political implications. It must be ensured that any unilateral measure complies with WTO rules.

Starting from the Commission’s report, the AGRIFISH Council discussions, and a report on the legal corridor for unilateral mirror measures published by think tank Europe Jacques Delors, this EFF event will bring together stakeholders from the agri-food production chain, political decision-makers, environmental organisations and research institutions to discuss the possibilities, advantages and arising challenges of applying mirror measures to EU agri-food imports.



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MEP Mrs. Irene Tolleret

**Moderator: Angelo di Mambro (Journalist ANSA)**

**PROGRAMME**

- 10:00 - 10:05      Opening remarks **EFF MEP Founder Mrs. Irene Tolleret**
- 10:05 – 10:10      Key note speech  
**Marc Fesneau**  
Minister of Agriculture and Food Sovereignty of France
- 10:10 – 10:15      **Marie-Pierre Vedrenne MEP**  
Vice-chair of the European Parliament’s International Trade Committee (INTA)
- 10:15 – 10:35      **Pascal Lamy**  
Vice President Europe Jacques Delors  
**Geneviève Pons**  
Director General and Vice President Europe Jacques Delors  
Presentation of Europe Jacques Delors paper on Mirror Measures
- 10:35 – 10:45      **John Clarke**  
Director International DG AGRI  
Presentation of the EU Commission Report: Application of EU health and environmental standards to imported agricultural and agri-food products
- 10:45 – 11:25      **Comments on the reports and Q&A**
- Luis Planas**  
Minister of Agriculture, Fisheries and Food of Spain.
- Lynn Fortin**  
Agriculture Counsellor at Mission of Canada to the EU
- Antoine Oger,**  
Interim Director of research - Institute for European Environmental Policy
- 11:25 – 11:55      **Panel discussion and Q&A**
- Christiane Lambert**  
President of the french farmer union, FNSEA,
- Federico Zerboni**  
Rappresentative MAIZALL - Vice President GRUPO ZERBONI
- Roxane Feller**  
HealthforAnimals Board Member
- 11:55– 12:00      Conclusions by MEP Irene Tolleret