



## European Food Forum Event

### **"Mandatory indication of origin: challenges, opportunities and myths"**

#### Event Hosted by:

2 March 2021

MEP Clara AGUILERA  
MEP Brando BENIFEI  
MEP Biljana BORZAN  
MEP Alessandra MORETTI  
MEP Simone SCHMIEDTBAUER  
MEP Christine SCHNEIDER

Moderator: Giorgio dell'Orefice - Journalist Il Sole 24Ore

#### Draft PROGRAMME

14:00 - 14:15

**Opening remarks: MEPs Mr. Benifei, Ms. Moretti, Ms. Schmiedtbauer**

14:15 – 15:55

**Sabine JUELICHER**

**Director Food and feed safety, innovation – DG SANTE**

*"Country of Origin Labelling - How to move forward for an harmonized EU approach. Status and next steps"*

Comments from **MEP Ms. Aguilera, Ms. Schneider**

Q&A

#### **Country of Origin labelling –Eat Original: the European Citizen Initiative for the consumers perspective"**

**Arnold Puech d'Alissac** 'EatORIGINAL' European Citizens' Initiative - *Farmer, president of FRSEA Normandi, bureau member of FNSEA (National Federation of Farmers Unions) and Eat Original Ecl member*

Q&A

#### **Country of Origin labelling –The food supply chain perspective**

**Lionel Léonard** - Director "Markets" at SNFS (French association of sugar producers) on behalf of Primary Food Processors

Q&A

**Christophe Baert** – Chef De Blommerie and Vice President of Euro-Toques Belgium

Q&A

**Peter Loosen** - Director and Head of Brussels office Food Federation Germany

Q&A

#### **Country of Origin labelling from a Member State and third country perspective**

**Daniela Nowotny** - Director - Division Food Safety Federal Ministry of Agriculture, Regions and Tourism – Austria

Q&A

**Joanna Grainger** - Minister Counsellor Agriculture Australian Mission to the EU

*"Australia's approach to Country of Origin Labelling"*

Q&A

15:55 – 16:00

Conclusions by **MEP Ms. Borzan**