



European Food Forum Event

**"The Journey Toward Harmonized
Front of Pack Labelling and Its Impact on
Sustainable Food Labelling"**

European Parliament Room P1A002 (PHS building)

18 May 2022

Event Hosted by:

MEP Clara AGUILERA
MEP Biljana BORZAN
MEP Pietro FIOCCHI
MEP Petros KOKKALIS
MEP Alessandra MORETTI
MEP Michaela ŠOJDROVÁ
MEP Irene TOLLERET
MEP Adrian VÁZQUEZ LÁZARA

Event description

“The debate around front-of-pack nutrition labelling (FOPL) and the form it should take across Europe is intensifying and becoming increasingly polarised, in some cases between inherently different schemes. Any workable solution will require a stronger alignment on the “mission” of an EU harmonized front-of-pack nutrition label as part of Food Information to Consumers Regulation.

Is the intent of an EU harmonized FOPL to help people make informed choices based on nutrient content or to change people’s diets? Where does the role of front of pack labelling end and where does the role of dietary guidelines begin? How do we factor the diverse cultural habits and traditions of our EU citizens?

With just one year remaining before the Commission unveils its proposal for a mandatory harmonised FOPL, the EFF is looking forward to a constructive discussion with diverse stakeholder perspectives to further inform the debate. The event will also be an opportunity to reflect on the learnings and consumer insights we can gain from front-of-pack nutrition labelling and how these could be applied to the broader sustainable labelling framework to bring consistency and easy access to the nutrition and sustainability information that EU consumers receive in the coming years.”



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Moderator: Basil Mathioudakis - Basil Mathioudakis Consulting

Draft PROGRAMME

- 09:30 - 09:40 **Opening remarks: MEPs Petros Kokkalis, Alessandra Moretti**
- 09:40– 09:50 **Key Note Speaker**
Tom Heilandt
Secretary of the FAO/WHO Codex Alimentarius Commission
“Codex Guidelines to create an harmonized FOPNL system”
- 09:50– 10:10 **Sabine PELSSER**
Head of Unit ‘Food information and composition’, Directorate for food and feed safety, innovation, DG SANTE, European Commission.
“Nutrition Labelling - How to move forward for a harmonized EU approach. Status and next steps”
- Comments by Ms. Clara AGUILERA, MEP**
- Q&A
- 10:10– 10:55 **PANEL 1: Nutritional and Behavioral aspects of Nutrition labelling**
- **prof. dr. sc. Sanja Musić Milanović,**
Epidemiologist, Head of Health Promotion Division, Reference Center of the Ministry of Health for Health Promotion Croatian Institute of Public Health (CIPH) and Professor at School of Medicine, University of Zagreb
 - **prof. dr. Antonio Escibano**
Professor of Sports Nutrition at the Catholic University of Murcia (UCAM) and professor of the Degree in Human Nutrition and Dietetics at the University of Navarra [1] and professor of Physiology at the University of Seville and Head of the Nutrition Department of the Spain National Football Team.
 - **Dr ir Stefanie Vandevijvere**
Senior scientist, Public health nutrition, Epidemiology and public health - Sciensano
- Comments by Adrian VÁZQUEZ LÁZARA, MEP**
- Q&A



10:55 – 11:35

PANEL 2 - “Consumer perspective and responsible consumer communication”

- **Juan Moreno Rodriguez**
Secretary General of CAUCE, Confederation of Associations and Unions of Consumers of Spain.
- **Laura Fernández Celemín.**
Director General EUFIC

Comments by Irene TOLLERET MEP
Q&A

11:35 – 12:25

PANEL 3 - Nutrition labelling –Agri Food, Industry and Retailers perspective

- **Flavio Innocenzi**
Director Consorzio Tutela Formaggio Asiago
- **Aldo Cristiano**
President of Caobisco and Vice President BDSI
- **Nicholas Hodac**
Director General UNESDA – Soft Drinks Europe
- **Sandra Mendas**
Canned Food Expert Global Quality Assurance Management METRO
- **Nina Peacock**
Head of Public Policy and Government Relations Kellogg Europe

Comments by Pietro FIOCCHI MEP

Q&A

12:25 – 12:30

Conclusions by MEP **Ms. Biljana BORZAN and Ms. Michaela ŠOJDROVÁ**