



European Food Forum
Event

“Digitalization in Food Environment”

EP Room ASP 1E1
20 February 2024
(15h00-16h30 CET)

Hosting MEP
Mr. Brando Benifei
EFF Founder

EFF Founder and co-Rapporteur of the Artificial Intelligence Act

Event Description

Digitalization is disrupting the agri-food sector all along the value chain from farm to fork, from production, to processing, distribution and consumption. At the same time, the EU Green Deal recognized the potential of the digital transformation as a key enabler for reaching its climate and environmental objectives.

The event will explore the role of digital technologies, including the internet and AI, in shaping how agri-food players and stakeholders can collect, use and share information and data to redefine food production, processing, distribution and consumption in multiple but interconnected ways, to promote the transition to sustainable food systems:

- The role of digital technology in agriculture, to improve the performance and sustainability of farming practices, and support the livelihood of farmers.
- The collection of data to monitor and measure the environmental and climate footprint of food products, and the use of digital solutions to ensure transparency and traceability along the supply chain
- The role of digital technology in the transformation of the retail sector
- Internet and social media as a source of information and advice influencing consumer behaviours, diets and choices connected with food (purchase, consumption, waste)

Key Questions:

- Is the EU ready to reap the benefits of digitalization in the agri-food sector, and manage the potential risks and trade-offs? Are Europeans ready to embrace the digital future of food?
- How can the use of digital tools improve transparency, traceability, responsible production and consumption in the agri-food sector?
- What is the impact of the internet and social media on consumer behaviour, in the context of the transition to sustainable food systems? What are the key factors to ensure that they have a positive impact?



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Moderator: Giovanni Colombo Global Public Affairs Lead dsm-firmenich

AGENDA

15h00-15h10 Opening remarks hosting MEP Brando Benifei

15h10-15h45 **Panel 1: Overview of the role and impact of the digitalization in the food environment**

- **Giacomo Mattino'** HoU Food, Retail, Health DG Growth EU Commission: **Transition pathway for a more resilient, sustainable and digital agri-food ecosystem:**
- **Antonello Bonfante**, Senior researcher ISAFOM di Portici (NA).
- **Heinz Flatnitzer**, Head of Emissions Value Management, dsm-firmenich, Sustell™ Use of data to simplify the complexity of measuring, validating and improving the environmental sustainability.
- **Claude Heyman** – Aktina – Food scanner
- **Dr. Basak Babaoglu De Bruyne**, Manager – EU Affairs, Corporate Responsibility & Public Policy, Metro AG: Dish Digital Solutions for the Gastronomy Sector

Q&A

15h45-16h25 **Panel 2: Digitalisation in Food Consumption & Service**

- **Diego Viarengo** - Giallo Zafferano – Gastronomy in the Internet
- **Pietro Paganini** – “iFood” The future of food with digitalization
- **Marco Pierani** – Euroconsumers

Q&A

16h25-16h30 Wrap up and conclusions: **Brando Benifei**