



## European Food Forum Event “Food Reformulation and Marketing to kids”

Event Hosted by:

14 October 2020

MEP Cristina Maestre Martín de Almagro  
MEP Christine Schneider

Draft **PROGRAMME**

**Moderator: Gerardo Fortuna - Journalist Euractiv**

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|---------------|---|
| 10:00 - 10:10 | Opening Remarks: <b>MEP Schneider</b>   |
| 10:10 – 10:20 | <b>Dr. Lorenz Franken – Federal Ministry of Food and Agriculture, Germany (Head of the Directorate-General for consumer health protection, food, product safety)</b><br>“EU Presidency Perspectives on Food Reformulation and Marketing to kids”                      |
| 10:20 – 10:30 | <b>João Joaquim Rodrigues da Silva Breda – Head WHO European Office for Prevention and Control of Noncommunicable Diseases &amp; a.i. Programme Manager Nutrition, Physical Activity and Obesity</b><br>“Food reformulation and Marketing policies: WHO perspectives” |
| 10:30 – 10:40 | <b>Rocco Renaldi - Secretary-General of International Food &amp; Beverage Alliance (IFBA) and EU Pledge</b><br>“The industry commitments to reformulation and marketing”  |
| 10:40 – 10:50 | <b>Evangelia Grammatikaki - JRC Scientific / Technical Project Officer EC JRC. Joint Research Centre</b><br>“Restricting marketing of food and beverages to children: appropriate tools for comprehensive codes”  |
| 10:50 – 11:00 | <b>Emma Calvert - Food Policy Officer – BEUC</b><br>“The consumer view on Food Reformulation and Marketing to kids”   |
| 11:00 – 11:50 | Q&A   |
| 11:50 – 12:00 | Conclusions by <b>MEP Maestre</b>   |