5th Annual European Nutrition & Lifestyle Conference:
Taking the next steps towards a healthier Europe

Le Chatelain All Suite Hotel, Brussels
March 2nd & 3rd 2011

www.nutrition-lifestyle.eu

Set against the backdrop of the European Commission’s mid-term review of the EU Obesity Strategy and the renewed mandate of the EU Platform for Action on Diet, Physical Activity and Health, this event will provide an excellent opportunity to exchange views and experiences and assess the progress made to tackle obesity. The Conference will also explore the new priorities for the future of the EU obesity strategy, including actions on advertising and marketing to children, reformulation, nutrition and health claims, nutrient profiles and food labelling.

Day 1 – Wednesday 2nd March

Morning chair: Kate Trollope, Editor, EU Food Policy (confirmed)

09h00 – 10h30 Session 1: Keynote presentations

This opening session will set the scene for the two days of discussion and present key stakeholders’ views for addressing the complex issue of obesity and lifestyle-related diseases in Europe. What progress has been achieved so far under the EU Strategy on Diet, Physical Activity and Health? What should be the roadmap to sustain the momentum and achieve concrete results in the next two to three years? What is the role of policy makers and stakeholders in promoting healthier lifestyles?

09h00 View from the European Commission
Paola Testori Coggi, Director General, DG SANCO, European Commission (confirmed)

09h25 Priorities for the forthcoming EU Trio Presidency (Poland, Denmark & Cyprus)
Ewa Kopacz, Minister, Ministry of Health, Republic of Poland (tbc)

09h50 View from the European Parliament
Jo Leinen MEP, Chair of Committee on the Environment, Health and Food Safety, European Parliament (confirmed)

10h15 View from the food and drink industry
Mella Frewen, Director General, CIAA (confirmed)

10h40 – 11h00 Coffee Break

11h00 – 11h15 Introductory presentation: Objectives of the high level group on nutrition and physical activity: Despina Spanou, Principal Advisor, DG SANCO, European Commission (confirmed)

11h15 – 12h30 Session 2: Working on healthier food options: Reformulation and innovation

Building upon the EU Framework for National Salt Initiatives, the European Commission is exploring different scenarios for extending its reformulation framework to other nutrients such as saturated fat
and sugar. How can the EU support national actions? What nutrients should be prioritised? What are the regulatory and technical barriers to reformulation? What affect does consumer behaviour have on the reformulation challenge and how this can be addressed?

Panelists:
Susanne Logstrup, Director, European Heart Network (confirmed)
Representative, Barilla Group (tbc)
Ellis Vyth, Researcher, VU University Amsterdam (confirmed)
Philip Myers, Director, Public and Government Affairs EU, PepsiCo (tbc)

12h45 – 13h45  Lunch Break

Afternoon moderator: Jennifer Rankin, Journalist, European Voice (tbc)

13h45 – 15h15  Session 3: Responsible advertising and marketing to children

Commissioner for Health, John Dalli stated advertising restrictions are not necessary as long as the industry is committed to responsible advertising. In this perspective, has the industry succeeded in developing efficient codes of conduct? Are public authorities supportive of these initiatives? What assessment can be made of the advertising industry’s commitment to self-regulation? Are voluntary methods enough to help reduce obesity? Is the Digital Age an additional complexity to the monitoring of the commitments and what is the potential influence on the future work of the EU Platform?

Panelists:
Ana Maria Corazza Bildt, MEP, European Parliament (tbc)
Will Gilroy, Communications Director, World Federation of Advertisers (confirmed)
May Shelton, Project Officer for Food Marketing to Children, Consumers International (CI) (confirmed)
Representative, Industry: Participant to the EU Pledge (tbc)
Catie Thorburn, President, Generation Europe Foundation (confirmed)

15h15 – 15h45  Afternoon Break

15h45 – 17h20  Session 4: Nutrient profiling developments

The long awaited EU nutrient profiles should be finalised and adopted by the European Commission in the coming year. Could the EU profiling system find applications beyond the nutrition and health claims regulation? How can nutrient profiling achieve further improvements in food reformulation? Should the system compare all foods or judge them on a category-by-category basis? How will industry need to adapt to this? What impact will the EU system have on the model being developed by the World Health Organisation?

Panelists:
Christophe Didion, Nutrition and Dietetics - Nutrition and health claims, DG SANCO, European Commission (tbc)
Joao Breda, Senior Technical Officer (Nutrition), WHO Regional Office for Europe - Division of Health Programmes (tbc)
Representative, Industry (tbc)
Margherita Caroli, President, European Childhood Obesity Group (ECOG) (confirmed)
Representative, US Food and Drug Administration (FDA) (tbc)

17h20 - End of Day 1

17h30 – 18h30 Networking cocktail reception
**Day 2 – Thursday 3rd March**

Morning moderator: David Byrne, Former European Commissioner for Health and Consumer Protection, European Commission (tbc)

**09h00 – 10h40 Session 5: Health Claims – the next steps**

EFSA recently published the third batch of Article 13 health claims, in which most claims were given negative scientific opinions. With the delays in the process of the Commission to adopt the first list before the end of 2010, is there a lack of transparency about the scientific criteria required for the substantiation of claims? How can the difficulties over the legal use of the claims be overcome? What are the exact next steps as part of the controversial application of the health claims regulation? Will the role of EFSA remain the same? How will industry be guided along the way?

**09h00 – 09h25 Keynote Address**

Riitta Maijala, Director of Risk Assessment, European Food Safety Authority (EFSA) (confirmed)

Panelists:
- Markwart Kunz, President, the Federation of European Speciality Food Ingredients Industries (ELC) (confirmed)
- Basil Mathioudakis, Head of Unit, Food Law, Nutrition and Labelling, DG SANCO, European Commission (tbc)
- Monique Goyens, Director General, BEUC (confirmed)
- Anne Heughan, External Affairs Director, Unilever (confirmed)

**10h40 – 11h00 Coffee Break**

**11h00 – 12h30 Session 6: Revision of the PARNUTS Directive**

The European Commission is currently working on the best way to revise (or repeal) the Framework Directive on Foods for Particular Nutritional Uses (PARNUTS), and is expected to publish its proposal around spring 2011. Which policy scenario is the best option for consumers? How will the European Commission take into account the borderline issues and the impact of changes in the PARNUTS Directive on other EU food Regulation?

Panelists:
- Ariane Vander Stappen, Administrator - Food Policy, DG SANCO, European Commission (tbc)
- Elena Cogalniceanu, Executive Director, Association of the Food Industries for Particular Nutritional Uses (IDACE) (tbc)
- Estrella Bengio, Director Regulatory Affairs, Abbott Nutrition (tbc)
- Representative, Committee on Nutrition and Foods for Special Dietary Uses (Codex) (tbc)

**12h30 – 13h30 Lunch Break**

Afternoon moderator: Delphine Millot, Director, Grayling (confirmed)
13h30 – 15h00 Session 7: Developments in front of pack food labelling

Following the Parliament’s first reading vote in June 2010, and the political agreement to be reached by Member States by the end of 2010, will clearer and more consistent food labelling rules start emerging as a consensus between the two institutions? With a numbers issues to be settled at the second reading in 2011, can an agreement be reached? Should national governments be allowed to decide on visual support systems for nutrition labelling?

Panelists:

Antonyia Parvanova, MEP, European Parliament (tbc)
Chiara Tomalino, Food Policy Officer, EURO COOP (confirmed)
Josephine Wills, Director General, The European Food Information Council (EUFIC) (confirmed)
Marta Baffigo, Director Global Public and Regulatory Affairs, Kellogg Company (confirmed)
Annelies Rotteveel, Lecturer in Nutrition, The Hague University (on behalf of EFAD) (confirmed)

15h00 – 15h30 Afternoon Break

15h30 – 17h15 Session 8: The effectiveness of taxation as a tool to tackle obesity

An increasing number of European Governments have implemented or are considering taxation of foods high in salt, sugar and saturated fat as a way to tackle the obesity pandemic. Can food taxes and subsidies potentially contribute to healthier consumption patterns? Has the effectiveness of taxation tools been proven? To which extent does it open the door to discrimination against some categories of foods?

Panelists:

Salvatore Gabola, Chairman, Marketing and Communications, Union of European Beverages Association (UNESDA) (confirmed)
Luiza Bara, Director of Policy and Strategy, European Public Health Alliance (EPHA) (confirmed)
Amalia Canton, Deputy General Director, Ministry of Public Health, Romania (tbc)
Representative, OECD, Paris (tbc)

17h15 End of conference