

European **Voice**



2nd
Annual
Conference
on

Future Food Policy

25 & 26 November 2002
The Conrad Hotel, Brussels



KNOWLEDGE
PARTNERS



The backdrop to our 1st annual future food policy conference, “Farm to Fork”, held in November 2001, could not have been bleaker. In Europe BSE, Foot & Mouth and a number of localised food scares were headline news. In many EU member states the rural economy suffered badly and some blamed such crises on intensive farming practices encouraged by an outdated Common Agricultural Policy (CAP).

The debate surrounding GM and wider issues of food safety, animal welfare and the environment continued unabated. Organic food was still relatively new to consumers and came at a higher cost than many were prepared to pay. And for some, sustainable agriculture was a “buzz word” best left to industry insiders and government.

Now one year on the most radical revamp of the EU’s agricultural policy in its 41-year history is proposed. CAP currently eats up €40 billion - half the EU’s budget. Agriculture Commissioner Franz Fischler’s proposed reform would divert CAP subsidies away from direct production where 80% of subsidies go to 20% of the largest farms. In return, he proposes giving farmers a single direct payment, encouraging farmers to grow only what the market requires. Is it goodbye to food mountains? Commissioner Fischler would like to see the estimated savings of 20% on CAP over the next six years put towards rural development schemes and sustainable agriculture. Opposition to CAP reform inside the 15 current member states is varied, however few doubt the need for review before accession.

But what will the cost of CAP reform be to the EU and new member states? Who will gain and who will lose? And what of the relation between CAP and the WTO? How can the ethos of sustainable agriculture be compatible with the economic and social pressures for cheap, plentiful and diverse foodstuffs? How can CAP reform drive safety and quality measures?

Consumers are also driving change with demands for greater choice, transparency and safety. Many would like to see further changes to product labelling and information on the foods they eat. What is the impact on the food industry as it reacts to consumer pressure? What is the relationship between food, health and choice and are functional and fortified foods the way forward? And on the wider issue, what price are consumers prepared to pay for quality?

This major conference from European Voice will offer a timely insight into the CAP negotiations and current thinking from the farming community, industry and government. We will hear from independent think-tank, The Foreign Policy Centre, on a newly published report on EU-wide opinions on CAP and discuss CAP after accession. This conference will also discuss consumer confidence, choice and demands in a one-and-a-half-day programme that will include for the first time a series of roundtable discussions on current food-related issues and thinking.

DAY 1

- 13.30 – 14.15** Registration and refreshments
- 14.20 – 14.30** Introduction and opening remarks by the Conference Co-Chairs (Day 1), **Dennis Abbott**, Editor, *European Voice*, and **Christina Kaul**, Director Public Affairs, Food, Health and Consumer, Hill & Knowlton
Scene-setting one year on from our 'Farm to Fork' conference.
- 14.35 – 15.00** **"CAP mid-term review – reform and beyond"**
The case for reform.
Keynote speaker: José Manuel Silva Rodríguez, Director-General, DG Agriculture, European Commission
- 15.05 – 15.30** **"Can there ever be a truly 'common' policy on agriculture?"**
The farmers' perspective on CAP reform – potential benefits and risks.
Speaker: Caroline Trapp, President, Lantbrukarnas Riksförbund (Federation of Swedish Farmers)
- 15.35 – 16.00** **"CAP and the WTO: some reform is essential to ensure competitiveness"**
Speaker: Dietrich Oetzel, Chairman, Trade and Competitiveness Committee, CIAA (Confederation of food & drinks industries of the EU)
- 16.05 – 16.30** Refreshments
- 16.35 – 17.00** **"CAP and enlargement"**
What the reforms mean from a candidate country perspective.
Speaker: Dr Tibor Szanyi, Political Secretary of State, Ministry of Agriculture and Rural Development, Republic of Hungary
- 17.05 – 17.30** **"How to reform the CAP"**
The politics of European agriculture policy.
Speaker: Jack Thurston, The Foreign Policy Centre (London)
- 17.35 – 18.00** **"Food information and health claims"**
Striking the right balance between consumers' demands for accurate and reliable information and avoiding unnecessary data.
Keynote Speaker: David Byrne, Commissioner, DG Health & Consumer Protection, European Commission
- 18.05 – 18.25** Questions and discussion
- 18.30 – 19.30** Cocktail kindly sponsored by **TESCO**



DAY 2

08.30 – 09.00

Refreshments

09.05 – 09.15

Opening remarks by the Conference Co-Chairs (Day 2), **Dennis Abbott**, Editor, *European Voice*, and **Lord Haskins**, former chairman, Northern Foods and Express Dairies

09.20 – 09.45

“Food, health and choice”

What is the relationship between food, health and choice? Are functional and fortified foods the way forward?

Speaker: Professor Mike Gibney, Associate Professor of Nutrition, Department of Clinical Medicine, University of Dublin; and Director, Institute of European Food Studies

09.50 – 10.15

“The importance of proper enforcement of legislation to restore consumer confidence in food safety”

The role of the European Parliament.

Speaker: Member, Committee on the Environment, Health & Consumer Protection, European Parliament

10.20 – 10.45

“Are consumers prepared to pay for quality?”

Should consumers accept that they must pay extra to ensure better quality food?

Speaker: Dr Anna Bartolini, Member, Consumer Council of the EU, and Transatlantic Consumer Dialogue

10.50 – 11.15

“Helping to promote healthy diets and lifestyles”

The role of the food industry.

Speaker: Toine Hulshof, Corporate Affairs Manager, Kellogg's Benelux

11.20 – 11.45

“The work of the European Food Safety Authority”

Speaker: to be confirmed

11.50 – 12.10

Questions and discussion

12.15 – 13.45

Lunch



14.00 – 16.00**ROUNDTABLE SERIES**

This conference will introduce four roundtable “break out” sessions. The format and the topics chosen for discussion are designed to promote lively debates. All comments will be non-attributable to encourage delegates to speak freely. Each table will represent a broad cross-section of professional interests among the delegates. Each session will last 30 minutes and each group will discuss all four topics in turn. The chairs will present the findings at the end of the roundtable sessions.

Table 1

Discussion theme:

Risk management: who can you trust in a food safety crisis to give you correct information?

Chair/Facilitator: Dr Vanja Markovic, Director European Affairs, Kraft Foods

Table 2

Discussion theme:

Can CAP be scrapped and what could replace it?

Chair/Facilitator: Lucy Neville-Rolfe, Group Corporate Affairs Director, Tesco

Table 3

Discussion theme:

Is environmental protection a threat or an opportunity for farmers and food producers?

Chair/Facilitator: Christina Kaul, Director Public Affairs, Food, Health & Consumer, Hill & Knowlton

Table 4

Discussion theme:

Labelling: what do we want – and need – to know about the food we’re eating and how do we want the information?

Chair/Facilitator: Phil Rothwell, Head of Countryside Policy, RSPB (BirdLife)

16.00 – 16.20

Refreshments

16.25 – 17.05**Roundtable conclusions**

Speakers: Dr Vanja Markovic, Lucy Neville-Rolfe, Christina Kaul and Phil Rothwell

17.10 – 17.30

Questions and conclusions from the Co-Chairs

17.30

Conference closing cocktail



European[☆]Voice

European Voice is the Brussels-based weekly newspaper with an independent view of the EU. **European Voice's** mission is to promote informed debate, openness and progress in the EU. The newspaper has become essential reading for the decision-makers in the 'Capital of Europe' and the EU regulatory and political affairs communities.

Launched by **The Economist Group** in 1995, **European Voice** has established a reputation for quality news and perceptive analysis of EU issues. Every Thursday, both the newspaper and the web-site, www.europeanvoice.com bring independent, authoritative and balanced coverage of the latest EU news and analysis. In particular, there is comprehensive weekly coverage of developments within the key European Union institutions – the European Commission, European Parliament and Council of Ministers. **European Voice** is the insider's guide to understanding the complexity of the EU, the policy developments and how business and industry are affected.

EV[☆]enterprises

European Voice Enterprises was created in 2000 as a dedicated offshoot of **European Voice**. We develop conference and knowledge-related events for and about the EU political and regulatory affairs arena. In creating our conference programmes, we draw on the expertise of our in-house journalists and their contacts in the EU institutions, national parliaments, industry, consumer and interest groups.

As well as establishing a series of high-profile annual conference events, **European Voice Enterprises** also participates in smaller seminars. In addition, we have developed a successful contract publishing business for our well established and growing customer base.



Hill and Knowlton (H&K) Brussels has three decades of experience in national, European and international government relations, media relations and communications. H&K specialises in guiding clients through the European Union decision-making process, from intelligence-gathering services through to communications and lobbying campaigns. We understand the political context in which public policies are formulated and are adept at finding political solutions and innovative communication strategies that add value. We work closely with our network – 67 offices in 34 countries, including all EU Member States and applicant states – to offer a localised global approach and maximum outreach. Hill and Knowlton Brussels is the network's European hub for public affairs.

Hill and Knowlton Brussels's Food, Agriculture and Consumer Policy Practice advises on inter-related issues and anticipates businesses' needs in various areas including: Common Agricultural Policy, food law and food safety standards, consumer protection, animal health, biotechnology and GMOs, food labelling, functional foods, nutrition policy, advertising and sales promotion, corporate social responsibility, EU and third-country trade. The practice brings together 12 members from differing but complementary backgrounds (political scientists, lawyers, economists and communication specialists). Several have previously worked in the European institutions or in private companies and all have a considerable network of contacts. H&K Brussels leads and co-ordinates the Hill and Knowlton pan-European and Global BSE Taskforce. This group has dedicated contact points in various Hill and Knowlton offices, allowing us to serve clients on BSE issues world-wide.



Kraft Foods is the second largest food and beverage company in the world with a turnover of roughly 34 billion US dollars and sales in over 140 countries. It has 117,000 employees in 63 countries which means it is not just an international company but a diverse, global community.

The business spans five core sectors: snacks, beverages, cheese, grocery and convenience meals. Seven of the brands have annual sales of more than one billion US dollars, and a total of 61 brands have sales of more than 100 million dollars. Even though **Kraft Foods** has many global brand families such as **Philadelphia** cream cheese and **Maxwell House** coffee it remains sensitive to local tastes and preferences. In Europe, **Kraft Foods** has grown through acquisitions of highly reputable companies established by food pioneers such as **Johan Jacobs** (coffee) and **Philippe Suchard** (confectionery).

These businesses and many others have been developed by taking careful note of consumers' changing tastes and demands for quality, and by working to bring innovative solutions to meet customers' needs, with brands such as **Milka**, **Toblerone**, **Côte d'Or**, **Carte Noire**, **Gevalia**, **Kenco** and many others. **Kraft Foods** recognises that in the communities where it operates it has a responsibility to help make a difference on the important issues facing society.

Through its corporate programmes it is deeply involved in the fight against hunger, and in addressing a variety of other social and environmental needs.



Tesco is Europe's second largest retailer, operating in 10 markets across Europe and Asia. In the EU, **Tesco** is the leading retailer in the UK and the Republic of Ireland. Tesco is also the leading hypermarket retailer in Central Europe.

Tesco has expanded from its traditional UK supermarket base into new countries, products and services.

All aspects of our strategy reflect our core purpose "to create value for customers to earn their lifetime loyalty" and we ensure that we are constantly listening and responding to our customers.

Our customer-focused strategy has four parts: to continue to grow our strong UK core business; to become as strong in non-food as in food; to continue the long-term organic growth internationally and to follow the customer into new retailing services. An example of a new service is internet shopping, the success of which has led **Tesco** to become the world's largest on-line grocer.

Wherever we operate, the way we do things is defined by our values: no one tries harder for customers and we treat people how we like to be treated.

Tesco tries to apply these values to our people, our customers, our suppliers and partners.



The Confederation of the food and drink industries of the EU (**CIAA**) is the voice of European food and drink industry, the first industrial sector, a major employer and exporter in the European Union.

The **CIAA** represents the interests of the European food and drink industry at the level of European and international institutions, with the aim of contributing to the development of a European and international regulatory and economic framework addressing industry's competitiveness, food quality and safety, consumer protection and respect for the environment.

The **CIAA's** members include the industry's National Federations in Member States and candidate countries of the EU, European sector associations and major food and drink companies established in the European Union.

The **CIAA** is a major interlocutor of the European institutions for all developments in European policies with respect to food hygiene, food safety, health and foodstuffs, labelling, the environment, the Common Agricultural Policy, as well as issues linked to international trade and enlargement.



BirdLife International is a worldwide partnership of organisations working for the conservation of wild birds and their habitats and, through this, for the diversity of all life. The partners in **BirdLife International** are like-minded national conservation organisations.

BirdLife International is represented in all EU countries and in a number of Central and Eastern European countries.

Farming has a major impact on birds and other wildlife throughout Europe; campaigning for sustainable food and farming policies is a priority issue for the **BirdLife International** partnership.



just-food.com is an online business magazine and research store providing food professionals with industry specific research, features and news. The site provides a single point of reference for those seeking food business information covering functional food, organics, bakery, nutraceuticals, dairy, snacks, ready meals and confectionery. Access is via the web, visit **www.just-food.com**.



Why you should attend 2nd Annual Conference on Future Food Policy

- Hear from EU leaders shaping future food policy
- Be part of a major debate on food with government, industry and interest group speakers and conference delegates
- Gain an industry-wide perspective on future food policy
- Benchmark your organisation's progress on current thinking inside the food industry
- Network with delegates inside food sector related industries

Who should attend this conference

- National government & EU food regulatory departments
- Agricultural attachés in Missions to the EU
- Trade associations representing food and drink manufacturers
- Policy advisors & senior management in food processing, manufacturing and retailing sectors
- Quality Control and Quality Assurance management in raw materials, food processing, manufacturing, distribution and retail trades
- Risk analysis personnel in major food industry organisations
- Consumer and interest groups
- NGOs
- Legal and consultancy personnel with food sector clients

REGISTRATION INFORMATION

2nd Annual Conference on **Future Food Policy**

Date: 25 & 26 November 2002

Day 1: Registration and coffee from 13.30
Conference opening remarks: 14.20

Day 2: Coffee from 08.30
Conference opening remarks: 09.05

Conference reservations:

Tel: + 32 (0)2 540 9077/85

Fax: + 32 (0)2 540 9070/71

Email: deeosullivan@economist.com

www.europeanvoice.com/enterprises/conferences

Venue:

The Conrad Hotel Brussels

71 Avenue Louise • B-1050 Brussels, Belgium

Tel: +32 (0)2 542 4242 Fax: +32 (0)2 542 4200

Email: www.brussels.conradinternational.com

Fee per delegate: €750 + €157,50 Belgium VAT

The fee for this event covers your attendance, full conference documentation, lunch (day 2) and all refreshment breaks. You will also be invited to the conference cocktail (after final session day 1) and departure cocktail (day 2). You will receive a letter of confirmation and details on how to reach the conference venue. All payments must be received before the start of the conference. We accept all major credit cards, bank transfers and cheques in €.

Accommodation

We have secured preferential accommodation rates at the conference hotel for all delegates.

These are €219 inclusive of all taxes (breakfast €21).

Please reserve your room directly with

The Conrad Hotel quoting EVFOOD

Telephone: + 32 (0)2 542 4800

Fax: + 32 (0)2 542 4200

Email: yves_vandekerckhove@hilton.com

Website: www.brussels.conradinternational.com

Other Conference dates for your diary

Consumer Confidence & Protection
The challenges for e-commerce
January 2003

EU-US Relations II: "Brussels Matters"
March 2003

Telephone: + 32 (0)2 540 9085

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We are currently looking at a multi-pass that would allow companies or organisations to purchase reduced rate and name flexible places on all future European Voice conferences.

If you wish to know more, please tick this box ☐

Future sponsorship opportunities

We would be happy to discuss the opportunities available to organisations at this and other European Voice Enterprises conferences.

Please contact: Adrian Scally

Tel: +32 (0)2 540 9077

Email: adrianscally@economist.com

Conference documentation

All attending delegates will receive full conference documentation upon registering on the day. If you are unable to attend this conference, you may purchase the conference documentation including full programme, all available speaker presentations and speaker biographies.

The price per pack is €200 + €42 VAT
(incl. postage and packing)

European Voice Enterprises forms part of **European Voice**, an **Economist Group business**. We would like to keep you informed of Economist Group products and occasionally to allow other reputable companies to contact you. Choices regarding such communication are on the registration form with this brochure.

European Voice and its suppliers process customer data for the purpose of customer analysis and product development. The Economist Group operates from offices worldwide. Steps have been taken to ensure that consistently high standards of data protection are used in our regional offices.

REGISTRATION FORM

A. Delegate details

(Please photocopy this form to register more than one delegate)

☐ Dr ☐ Mr ☐ Mrs ☐ Ms ☐ Miss ☐ Other _____

Surname: _____

First Name: _____

Job Title: _____

Telephone: _____ Fax: _____

E-mail: _____

B. Organisation details

Organisation name: _____

Nature of business: _____

Address: _____

Town/City: _____ Postcode: _____

Country: _____

C. Pricing details

Standard conference fee: €750 + €157,50 Belgium VAT per person

Special group booking discount:

Register 2 or more delegates at the same time and save €100 on the full registration fee: Pay €650 + €136,50 VAT per person

D. Payment details

☐ I wish to register _____ delegates

Total Amount: € _____

E. Payment methods (delegate fee(s) strictly payable in advance)

- Cheques drawn in € payable to The Economist Newspaper Ltd
- Bank transfer to Citibank, 27 avenue des Arts, B-1040 Brussels, Belgium
Account name: The Economist Newspaper Ltd
Account number: 953-0148147-94 / swift code: CTBK BEBX
Please quote ref: EVEFOOD02
- Invoice (only for bookings made before 15 November 2002)
- Credit Card (tick as appropriate) ☐ Amex ☐ Visa ☐ Mastercard ☐ Diners

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Expiry Date ☐☐ / ☐☐

Signature _____ Date _____

Register today by any of these methods:

ONLINE

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deesullivan@economist.com

FAX

Complete the details on this form (please photocopy if registering additional delegates)

Fax the completed form(s) to:
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TELEPHONE

+32 (0)2 540 9077/85
We can take all your details and confirm your registration with all major credit cards

POST

Send the completed form with your payment (cheques in € only) to:

Dee O'Sullivan
European Voice
17/19 rue Montoyer
B-1000 Brussels, Belgium

Note. Delegate fee(s) must be paid in full prior to the event.

Substitution/Cancellation Policy

Please remember: if you cancel at any time up until 18th October 2002, we will refund your fee less a 20% cancellation charge. After this date there will be no refund.

This will also apply to delegates who are unable to attend on the day although they will receive conference documentation. If you are unable to attend for any reason, you may make substitutions at no extra charge but we would appreciate prior notification.

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