



A European Public-Private Platform

The **Animal Task Force (ATF)** promotes a sustainable and competitive animal production in Europe. We are a public private partnership of experts

from knowledge institutes and industry representative organisations from across Europe. We work closely together with EAAP on setting the European agenda for research and innovation in the animal domain.

The outcomes of the Special Session will feed the **ATF seminar, October 26, 2017, in Brussels**, where a large panel of European stakeholders and policy makers will be invited.

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The **European Federation for Animal Science** or **EAAP** is an international non-governmental organization which aims to improve the knowledge and the dissemination of research results of domestic animals farming. Membership is open to scientists, animal breeders and administrators.



www.eaap.org



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Food integrity in the food chain: How can the animal production sector contribute?



Animal Task Force & EAAP Special Session
Monday 28th Aug. 2017 14:00h - 18:00h
 EAAP Annual Meeting 2017 - Tallinn, Estonia
 Nordea Concert Hall - Session 10 - Room Apollo 7

EAAP & ATF Special Session | Monday 28th Aug. 2017 EAAP Annual Meeting | Tallinn

The EAAP and Animal Task Force (ATF) Special Session during the EAAP Annual Meeting aims to bring together animal science with practice of animal production and connect researchers, policy-makers, industry representatives and societal organisations. Every year, a different topic is addressed in this half-day session.

Food integrity in the food chain: How can the animal production sector contribute?

The demand, consumption patterns, consumers' engagement and perceptions of food are **changing and diversifying**. A growing part of consumers become more interested in how their food is grown, processed and brought to market. The consumption of meat and dairy products per capita is decreasing in most European countries, with differences according to countries and species. This consumption may decrease even more as a consequence of the development of radically new technologies as affordable alternatives and new consumption patterns. Besides a main stream, we see an **increasing segmentation of the market**.

While safety issues remain a priority, the market needs products with new characteristics/qualities and products better suiting the requirements of specific populations. Beyond the nutritional and organoleptic qualities ("**intrinsic value of food**"), other criterion such as environmental footprint, animal welfare or the production of public goods are determining consumption choices. This is also called the "**extrinsic value of food**". Facing such new challenges and the necessity of attain added value from the export of animal products, food processing companies are now starting to develop husbandry guidelines for the supply chain.

More than ever, a greater **focus on animal derived food integrity (safety, authenticity and quality of products, but also their extrinsic value)** is needed to **secure Europe's role as a leading global provider for safe and healthy animal derived products and help European food systems earn consumer trust**. New efforts will require highly inter- and trans-disciplinary cooperation, systems and multi-actor approaches and major contribution by social sciences and humanities to find new tools and innovations along the food chain to improve quality and sustainability of the food systems, understand consumption patterns and consumer preferences.

Taking stock of the preparation of the EC-FOOD2030 strategy, during the year 2017, the Animal Task Force would like to engage a dialogue between farmers, industries, stakeholders from the primary sector and from the food chain, along with decision makers, scientists and citizens to provide input for public policies and contribute to dialogue and communication in order to support the construction of animal derived food integrity.

Programme Session 10 | room Apollo 7

14:00 **Welcome and introduction**
Jean-Louis Peyraud, ATF President & Matthias Gauly, President EAAP

Expectations from public policies

14:15 **Diversifying consumption patterns**
Ellen Goddard, Professor, University of Alberta, Canada

14:35 **Vision in human nutrition**
Nathalie Kerhoas, Director, Bleu-Blanc-Coeur

Followed by Questions & answers

Expectations from the industry as of intrinsic and extrinsic qualities of animal derived food

15:00 **Vision from the processing industry**
Frédéric Chausson, Director of Cooperative Development, SODIAAL

15:20 **Vision from the retail industry**
Benoît Rouyer, Economy & Territories Director, CNIEL

Followed by Questions & answers

15:45 *Coffee break*

16:15 **A farmer involved in intensive production under a partnership with industry**
Christian Fink Hansen, Sector Director, SEGES

Panel Discussion

16:30 Panel Discussion – moderated by *Vivi Nielsen-ATF Vice-President* with all speakers and audience
Are we moving to more differentiated products?
How can research and innovation help the livestock sector contribute to food integrity?
What are the business models and tools to improve food integrity and share added value in the food chain?
How do we see the production systems in EU in the future?

17:45 **Closing**
Jean-Louis Peyraud & Matthias Gauly