

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.

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 on fostering knowledge development & innovation in the whole animal production chain.

www.animaltaskforce.eu

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Free participation

Registration: mail@animaltaskforce.eu

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Animal Task Force 7th Seminar
Thursday 26th Oct. 2017 09:00h - 18:00h
University Foundation - Rue d'Egmont 11 - 1000 Brussels

ATF annual Seminar - Programme

Thursday 26th October 2017

09:00 **Opening and Welcome coffee**

09:30 **Welcome and introduction**

Jean-Louis Peyraud, ATF President

[@AnimalTaskFrc](#)

Session 1: Visions from public policies and the civil society

09:45 **Role of animal primary production in products quality, how can research contribute?**

Jean-Charles Cavitte, Research Programme Officer

European Commission—DG AGRI

[@EU_Agri](#)

10:05 **Vision from the consumers' perspective**

Camille Perrin, Senior Food Policy Officer

BEUC - the European Consumer Organisation

[@Perrin_Cam](#)

[@beuc](#)

10:25 **Vision from a scientist in human nutrition**

Philippe Legrand, Director of the Human Nutrition Biochemistry Unit

Agrocampus INRA

[@agrocampusouest](#)

10:45 **Vision from a public health perspective on sustainable healthy diets**

Nikolai Pushkarev, Policy Coordinator for Food, Drink and Agriculture

EPHA - European Public Health Alliance

[@EPHA_EU](#)

11:05 **Coffee Break**

11:25 **Panel discussion**

moderated by Martin Scholten

WUR, Wageningen University & Research

With all speakers and audience

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13:00 **Lunch**

Session 2: Visions from the private sector

14:00 **Retail industry**

Intrinsic and extrinsic qualities of animal-derived food – the consumer co-operative take

Silvia Schmidt, Food Policy Officer

Euro Coop

[@89SilviaSchmidt](#)

[@EuroCoopTeam](#)

Meat industry

14:20 *Egbert Klokkers, Director of beef sector*

Tönnies

14:40 *Marijke Everts, Sr. Corporate Affairs Advisor*

VanDrie Group

[@MarijkeEverts](#)

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15:00 **Dairy industry**

Hanne Bang Bligaard, Senior Specialist, Sustainability

Arla Foods

[@arla](#)

15:20 **Farmers' approaches: available levers at farm to support differentiation strategies**

Seán Finan, Farmer from Ireland

CEJA Vice-President

[@finan_sean](#)

[@_CEJA_](#)

15:40 **Portuguese pig farmers launch their own brand**

António Tavares, Farmer from Portugal

Chairman of the COPA-COGECA Working Group for pork and pig meat

16:00 **Panel discussion**

moderated by Martin Scholten

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17:30 **Closing**