

Session 1 : From a Public Standpoint



Gap between Consumers versus Producers; or New Alliances of Consumers with Producers?

- Food Integrity is a Consumer's Choice demanded from Producers
 - ✓ Can Producers (farmers) fulfil the whole bunch of various individual demands of the Consumers?
 - ✓ What if a consumer demand leads to a less efficient, and thus lower sustainable production?
 - ✓ Will there remain a role for multinational retailers and food processors in connecting consumers with farmers?

The Narrative of Animal Based Food Integrity: balancing the goodies and baddies

- What are the key intrinsic or extrinsic values of meat, dairy and eggs?
 - ✓ Nutritious Food Products or Healthy Diets?
 - ✓ Healthy Consumption versus Fair Production?
 - ✓ For Citizen or Consumer?

Science based Food Integrity

- How can science and research provide a sound basis for Animal Based Food Integrity?
 - What science and research is needed for a fair narrative?
 - How can research develop and showcase good practices?