

SUSTAINABLE EATING- HOW CAN WE MAKE THE RIGHT FOOD CHOICES?



WEDNESDAY, 8 SEPTEMBER, 10 AM CET (60 MIN)
@WEBCAST

HOSTED BY CHRISTINE SCHNEIDER MEP

ENVI & AGRI COMMITTEES

EPP SHADOW RAPporteur FARM TO FORK STRATEGY

CHAIR OF SME CONNECT HEALTH & NUTRITION WORKING GROUP



AGENDA

WELCOME & OPENING

CHRISTINE SCHNEIDER MEP

ENVI & AGRI Committees, EPP Shadow Rapporteur Farm to Fork Strategy, Chair of SME Connect Working Group Health & Nutrition

KEYNOTES

EMMANUELLE MAIRE (TBC)

Head of Unit Sustainable Production, Products and Consumption (ENV.B.1) European Commission

DEBATE PARTNERS

SILVIA SCHMIDT (TBC)

Food Policy Officer, IFOAM Organics Europe

ELS BEDERT (TBC)

Director Product Policy, EuroCommerce

JUDITH LIDDELL (TBC)

Executive Director, EFAD; Board Director
EUFIC

HERBERT DORFMAN (TBC)

AGRI Committee, Rapporteur on the Farm to
Fork Strategy, Board Member SME Connect

Q&A

MODERATION

DR. HORST HEITZ

Chair SME Connect Steering Committee

ABOUT THIS WEBINAR

With the Farm to Fork Strategy presented on 20 May 2020, the European Commission aims to create a sustainable EU food system that safeguards food security and protects people and the natural world. It intends to ensure affordable, healthy and sustainable food for consumers. Thus, it responds to increasing demands for healthy and environmentally friendly products. According to a Eurobarometer survey from April 2019, the most important factors for Europeans when buying food are origin (53%), price (51%), food safety (50%) and taste (49%). In addition, two thirds of respondents (66%) said they had changed their habits after finding out information on food risks.

But how do we define sustainability? Is it achieving food security within environmental limits, by addressing food waste and dietary choices for example, or should we consider additional aspects such as inequalities in access to food, viability of local producers or the maintenance of regional specific foods? How do we frame the question of sustainable eating and how can we achieve this objective? What role do lifestyle changes play? What should be the best approach to support EU consumers to eat sustainably?

This webcast will bring together decision-makers, organizations and other stakeholders to discuss how sustainable eating can be defined, addressed and achieved to ensure consumers can make the right food choices.

ABOUT SME CONNECT & WORKING GROUP HEALTH & NUTRITION

[SME Connect](#), founded in 2017, is a vast network and an umbrella organization for SMEs and their supporters seeking to maximise the impact of SMEs on European and national levels. SME Connect is non-political but advised by a non-profit board of politicians made up of all constructive political groups.

The [Working Group on Health & Nutrition](#) was established to bring together SME actors of the food sector, stakeholders and policymakers to raise the awareness of the role of nutrition in tackling health challenges as well as the need for more significant investments in innovation to promote sustainable agri-food production systems, whilst also ensuring our food safety systems work for SMEs.