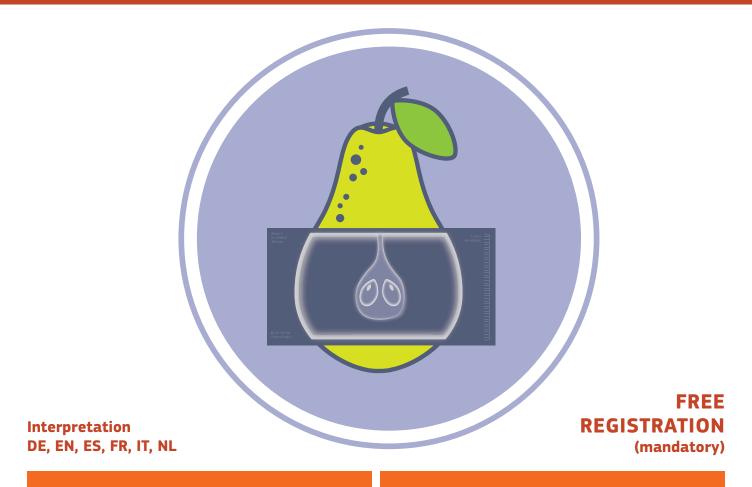
High level conference on FOOD AUTHENTICITY AND INTEGRITY

24 June 2016, Brussels - Charlemagne Building **Jenkins Room, Rue de la Loi 170**



Interested in learning about best practices?

Interested in learning more about food traceability and authenticity?

Would you like to understand the EU regulatory context?

Interested in networking with business operators, regulators, consumers and experts from laboratories and research centers?









High level conference on **FOOD AUTHENTICITY AND INTEGRITY**

24 June 2016, Brussels - Charlemagne Building Jenkins Room, Rue de la Loi 170

PROGRAMME

8:30-9:30 - Registration Chairman/Moderator:

Mr. Hoogeveen - Director General Agro ministry of Economic Affairs, NL

9:30 WELCOME AND OPENING **SPEECHES**

Mr. Prats Monne - Director General DG SANTE, European Commission

Euro Coop President

9:45 - SESSION I

TARGETING COUNTERFEIT AND **SUBSTANDARDFOODSTUFFS**

The results of Operation OPSON Mr. Sincovich **EUROPOL**

SESSION II

EU AND MEMBER STATES POLICY

Action plan and outcomes of the anti-food fraud team work

Mr. Marin - Deputy Head of Unit DG SANTE, European Commission

The Dutch experience

Mr. Paul - Inspector General **Director General Agro Ministry** of Economic Affairs, NL

COFFEE/TEA BREAK

The British experience

Mr. Morling - Director Food fraud agency - UK

EU Food Integrity Project

Prof. Elliott - Queen's University, UK

Session III **CONSUMERS' EXPECTATIONS**

Consumers' attitudes towards labellina

Mr. Gumbel - Deputy Head of Unit DG SANTE, European Commission

Safeguarding food chain authenticity: The role of consumer co-operatives Ms. Schmidt - Policy officer for food, Euro Coop

12:30/14:00 LUNCH (sponsored by CELCAA, Euro Coop, **UECBV**)

14:00 - SESSION IV THE FOOD AUTHENTICITY/ INTEGRITY

ANALYSIS TECHNIQUES

Mr. Ulberth - JRC-IRMM, European Commission

Mr. Renaville - Scientific staff PROGENUS - BE

SESSION V

FBOS ACTION PLAN (TRACEABILITY, TRANSPARENCY, TRUST)

Coop Italy and food fraud A closer look at the case of extra virain olive oil

Ms. Scaramagli - Head of the Coop IT laboratory

The case study of meat

Mr. Urlings VION - NL

Best case scenario (TBC)

ROUND TABLE

Prof. Elliott, Mr. Barbanera, CELCAA, Mr. Urlings

16:30 - RECOMMENDATIONS









