



AGENDA

Healthy and Sustainable Lifestyles

The response of the savoury snacks industry

Tuesday, 1 June 2010



- 09:00-13:00** **ESA Salt Workshop**
(Key note speech by Stephanie Bodenbach, *DG Sanco, European Commission – CIAA Offices*)*
- 13:45-16:45** **ESA Board meeting** (Renaissance Hotel)*
- 17:00-18:00** **AGM** (Renaissance Hotel)*
- 18:00-20:00** **Cocktail Reception hosted by MEP Pilar Ayuso** (Renaissance Hotel)
- 18:00-18:30** Registration of guests
- 18:30-18:40** Speech by Pilar Ayuso, *MEP*
- 18:40-18:50** Speech by Santiago Bellmunt Molins, *R&D Director Food PepsiCo Iberia and Western Europe*

Wednesday, 2 June 2010 Conference, Renaissance Hotel

- 09:00-09:30** **Registration and Welcome Coffee**
- 09:30-09:45** Welcome speech by Despina Spanou, *Principal Adviser, DG Sanco, European Commission*
- 09:45-10:00** Introduction by Nick Stuart, *ESA President*
- 10:00-11:15** **CONSUMER INFORMATION**
Crunch time for consumer information – how can information on pack improve the food literacy of consumers?
Gaëlle Powis, *Attaché Food, Animal Health and Welfare & Plant Health, Permanent Representation of Belgium to EU*
Philip Myers, *Public and Government Affairs Director – Europe, PepsiCo International*
Anna Maria Corazza Bildt, *MEP*
Andrea Martinez-Inchausti, *Assistant Food Director, British Retail Consortium*
Moderator: Sabine Seggelke, ESA Public Affairs & Policy Director
- 11:15-11:30** Coffee Break
- 11:30-12:30** **SUSTAINABILITY**
Green drivers of snacks production – how has industry addressed environmental sustainability?
Richard Perkins, *Senior Commodities Adviser, WWF International and WWF UK*
Mary Envall, *Environment Manager, Estrella*
Moderator: Steve Chandler, ESA Secretary General
- 12:30-13:30** Lunch
- 13:30-14:30** **FOOD SAFETY & INNOVATION**



Bringing food safety into sharp focus – how are ESA members stepping up innovation and working with regulators?

Veronika Jezso, *Policy Officer, Unit E: Enforcement, DG Sanco, European Commission*
Nico van Belzen, *Executive director, ILSI*
Katrin Schutte, *Group Head in Product Safety & Regulatory Affairs, Procter & Gamble*
Moderator: Sofia Morais, ESA Regulatory & Scientific Affairs Manager

14:30-14:45 Coffee break

14:45-15:45 **FOOD MARKETING & PRODUCT RENOVATION**

Playing a responsible role– how can the savoury snacks sector promote healthier options?

Nick Stuart, *United Biscuits / ESA President:*
Presentation of the results of the ESA salt reduction workshop
Rocco Renaldi, *Managing Director, Landmark Europe*
Sofie Randby, *Technical Officer "Surveillance and Population-based Prevention Unit", World Health Organisation*
Chiara Tomalino, *Food Policy Adviser, Eurocoop*
Moderator: Mathias Adank, CEO, Zweifel - Pomy - Chips

15:45-16:00 **Final discussions and end of conference**



* Only for ESA members.

