



Conference on Food Product Improvement: make the healthy choice easy

PROGRAMME

Sunday 21 February 2016

17:00 – 18:00 Welcome drinks at the Wyndham Apollo Hotel

Monday 22 February 2016

08.30 - 09.30 Arrival and registration at the conference venue, MEA Amsterdam

Chair *Professor Louise O. Fresco,
President Executive Board Wageningen UR*

Moderator *Donatello Piras*

09.30 - 10.00 Opening (Open for press)

Welcome by Ministers Edith Schippers

Personal story

Introduction of chair professor Louise O. Fresco

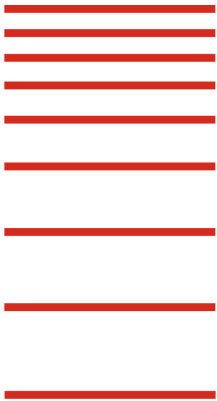
10.00 - 10.45 *Food product improvement in the EU* (Open for press)

A discussion with:

- Vytenis Andriukaitis (European Commissioner Health & Food Safety)
- Edith Schippers (Minister of Health, Welfare and Sport)
- Martijn van Dam (Minister for Agriculture)
- Antti Peltomäki (Deputy Director General, DG Internal Market, Industry, Entrepreneurship and SMEs)
- Gauden Galea (WHO Europe Director of the Division of Noncommunicable Diseases)

10.45 - 11.30 Coffee break with 'improved products'

11.30 - 12.15 Pitches session *'What's happening already?'*



- Johannes Brug (Dean and member of the Executive Board at VUmc, professor of Epidemiology)
- Dick Boer (CEO, Ahold)
- Susanne Logstrup (Director, European Heart Network)
- Gilles Morel (President FoodDrink Europe and CEO Mars)

12.15 – 12.45

Sven-Erik Bucht, Swedish Minister for Rural Affairs / Ministry of Enterprise and Innovation

Christopher Fearne, Maltese Parliamentary Secretary of Health

Reflection on morning segment by the chair



12.45 - 13.55

Lunch

13.45 – 13.55

Return to plenary room



13.55 - 14.05

Opening and introduction afternoon programme



14.05 – 15.10

Theme sessions

- *Consumer: 'to eat or not to eat'*
- *Innovation power of food businesses*

Each theme is introduced by a movie followed by a debate with panel and participants



15.10 - 15.45

Coffee break with 'improved products'



15.45 - 16.45

Theme sessions

- *The visible healthy choice*
- *Public-private cooperation*

Each theme is introduced by a movie followed by a debate with panel and participants



16.45 - 17.20

Presentation Roadmap for Action & Commitments, Formal closing by Minister Edith Schippers



17.30 – 18.00

Meeting with the press (Minister Schippers)

17.45 - 19.00

Transport by boat to the dinner venue

19.00 – 22.00

Dinner, prepared by top-chefs from Dutch Cuisine within theme Product Improvement

22.00 - 22.30

Transportation by boat to hotels, Central Station and/or MEA venue



Tuesday 23 February 2016

This second day of the Conference is focussed on sharing experiences around food product improvement.

08.30 - 09.30	Arrival and registration at the conference venue, MEA Amsterdam
09.30 - 10.00	Plenary opening session by Marije Beens, director Nutrition, Health Protection and Prevention, Ministry of Health, Welfare and Sport, The Netherlands
10.00 - 10.40	Parallel workshops, session 1 <ul style="list-style-type: none">• Innovation, research and 'best practices' of product improvement<ul style="list-style-type: none">- Cor Wever• Public private partnership on food product improvement – the Dutch example<ul style="list-style-type: none">- Christine Grit, Henrieke Crielaard• Sensory aspects and consumer behavior<ul style="list-style-type: none">- Kees de Graaf, Victoire de Wild• Consumer education on healthy diets<ul style="list-style-type: none">- Valerie Klostermann, Gerda Feunekes• Front of pack labeling<ul style="list-style-type: none">- Rutger Schipzand
10.50 - 11.30	Parallel workshops, session 2
11.40 - 12.20	Parallel workshops, session 3
12.30 - 13:00	Plenary reflection
	Closing by Marije Beens
13.00	Lunch
	Departure of the delegates