

Health Claims Europe presents

Sustainable Food Supply, Processing & Products

Measuring Sustainability
Convincing New Consumers



Sheraton Brussels Hotel, Brussels, Belgium

Tuesday, 14 October 2014

In this **2nd International Workshop**, Health Claims Europe presents a new and exciting program **Sustainable Food Supply, Processing & Products** with special focus on **Measuring Sustainability** and **Convincing New Consumers**.

Sustainability may be covered by a wide array of definitions. This workshop wants to clarify in which directions Sustainable Food Supply, Processing & Products is developing. Target: people from Senior Management, Marketing and New Business Development as well as Sustainability, CSR and R&D specialists from Food and Drinks Industry.

Content: How can using "Sustainability" result in better sales and better products? What is sustainable food and how does the consumer understand this? What are the possible technologies to come to a sustainable food production? How to optimize the supply chain? What changes are needed in process technology to further reduce water and carbon footprint? How can the Food & Drinks industry develop strategies for building Sustainable Food Supply, Processing and Products? How to calculate the level of sustainability, including social aspects? How to communicate about this to consumers? How to convince new consumers about the value of buying sustainable foods and products?

All you always wanted to know about sustainability brought in a down to earth workshop with reviews from leading policy and research institutes, views from industry and retail.

www.sustainablefoods.eu

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Sustainable Food Supply, Processing & Products

Measuring Sustainability Convincing New Consumers

9:00	Welcome and Program Review
STATUS AND STRATEGY REVIEW	
9:10	How to feed the world in 2050? Sustainable Supply and Technology for Feeding 10 billion People, <i>ir. Toine Timmermans, Program Manager Sustainable Food Chains, Wageningen UR, the Netherlands</i>
9:50	Building Sustainable Business Partnerships, <i>Mrs. Bérange Magarinos-Ruchat, Vice President, Sustainability Partnerships, Firmenich, Switzerland</i>
10:30	Coffee Break & Networking
11:00	Driving Forces in Sustainable Agriculture Chains, <i>Mr. Ronald Hiel, Managing Partner, Schuttelaar & Partners, the Netherlands</i>
11:40	Sustainable Food Manufacturing, Integrating Sustainability in Agro-Industry, <i>Mr. Bruno Géhin, Market Development Senior Manager Food Business Unit, Roquette, France</i>
12:20	Lunch & Networking
MEASURING SUSTAINABILITY	
13:30	The uptake of due diligence along the value chain through life cycle sustainability assessment (LCSA), <i>Mr. Bernard Mazijn, Institute for Sustainable Development and Ghent University, Belgium</i>
14:10	Creating Sustainable Value for Businesses with the SMGP Organization and Product Environmental Footprint Initiative, <i>Mrs. Carole Dubois, Director Institutional Affairs, Quantis International, Switzerland</i>
14:45	Round-table discussion: Measuring Sustainability
15:00	Coffee/Tea Break & Networking
HOW TO WIN CONSUMERS WITH SUSTAINABILITY	
15:30	How to Promote Consumers' Responsible Consumption Decisions and Purchase Behaviour, <i>Dr. Terhi Latvala, Principal Research Scientist, MTT Agrifood Research Finland, Finland</i>
16:05	Integrated Brand Development Strategy Supported by Sustainable Processes, <i>Mrs. Aurore de Monclin, Consulting Partner, the Healthy Marketing Team, U.K.</i>
16:40	Consumer Behaviour, the Hard Nut to Crack on the Way to Sustainability, <i>Mr. Kristof Ampe, Independent Consultant and Founder, TripleA Services, Belgium</i>
17:15	Discussion and wrap-up
17:30	End of Program

The Sustainable Foods Workshop is designed as a Discussion Platform for Industry, Retail, Government as well as Consumer representatives and targeted at

- Senior Food, Food Ingredient and Retail Management
- Marketing, Public Relations
- New Business Development
- Sustainability and CSR experts
- R&D specialists from Food and Drinks Industry



Sheraton Brussels Hotel



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Health Claims Europe

Health Claims Europe VVZRL is the organizer of International Workshops such as **Nutrition & Health Claims Europe**, **Supplement Claims Europe**, **Pro- and Prebiotics Summit**, **Gut Health Summit**, and **Omega-3 Summit**.

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Hotels

Brussels has many hotels. Most downtown hotels are walking distance or just a short metro trip away from Sheraton Brussels

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2nd International Workshop <i>Sustainable Food Supply, Processing & Products</i> Sheraton Brussels Hotel, Brussels, Belgium - Tuesday, October 14, 2014		
First Name		
Surname		
Title		
Company		
Address		
City/State/Province		
Postal Code		
Country		
Business Phone		
Fax Number		
E-mail		
Reduction Code		
VAT registration (**)		
Registration Information (*)		
Registration Fees	Fee (**)	Total
EARLY BIRD registration (ON or BEFORE September 14, 2014) (Includes handouts, coffee & lunch breaks)	795.00 EUR	
REGULAR registration (AFTER September 14, 2014) (Includes handouts, coffee & lunch breaks)	945.00 EUR	
Government, NGOs, Independent & Academic registration	545.00 EUR	
(*) Full registration includes access to all presentations, short course manuals, lunch and coffee breaks Cancellations have to be sent by fax or e-mail to the organizers; please ask for confirmation. - Cancellations received up till 30 days before the event, will be refunded at full price minus bank costs and extra 50 EUR handling cost - Cancellations up till two weeks before the event, will be refunded at full cost minus bank costs and extra 100 EUR handling cost - No refund is possible later than two weeks before the event - Registrations are always fully transferable by sending a fax or e-mail indicating the name change (**)VAT: Non-Belgian registrations are exempt from VAT except if registered at private title. 21% VAT has to be charged for private registrations and for all registrations of participants affiliated to Belgium-registered companies or institutions. 21% VAT will be charged for registrations made on behalf of EU companies or institutions not mentioning the VAT registration number.		
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SEND THE FILLED FORM BY E-MAIL TO info@sustainablefoods.eu
<http://www.sustainablefoods.eu>

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