

# ESSA & Freshfel Europe

## FOOD CRISIS MANAGEMENT EVENT

ANALYSIS OF FORMER FOOD CRISIS SITUATIONS, LESSONS LEARNT & BEST CRISIS RESPONSE APPROACHES

2 SEPTEMBER 2020, 12:30 - 16:50

ONLINE EVENT

ESSA, the European Sprouted Seeds Association, in conjunction with Freshfel Europe, the European Fresh Produce Association, are organising a free public event on food crisis management on the 2 September 2020 in Brussels. The event will analyse former as well as hypothetical food crisis situations, the lessons learnt from them and best crisis response approaches.

### WHY FOOD CRISIS MANAGEMENT?

Despite the European Union having the strictest regulatory framework in place, food crises still occur and could occur in the future (either due to mismanagement or unexpected risks, such as new pathogens) and good management of such crises is key to protecting consumers and agri-food sectors Europe-wide.

The objective of the event is to provide a platform for agri-associations, food business operators, European Commission officials, representatives of EU national authorities and other stakeholders to gain knowledge through interaction and dialogue on how to respond to European food crises.

### THE BEGINNING OF BETTER COLLABORATION

The insights gained from this event will create a starting point for further development structures and coordination within private companies and sectorial associations. ESSA's and Freshfel Europe's long-term vision is to foster cooperation between stakeholders to better manage potential future crises in the agri-food sector with a view to further developing effective crisis strategies and raising awareness of crisis management good practices. .

### PARTICIPANTS

Participants to the Food Crisis Management Event will include:

- Stakeholders directly involved in the management of food crisis situations
- National authorities
- European Commission officials
- Academia
- Business operators directly involved in food production and trade
- National agri-food associations
- International associations
- Crisis management consultants

### REGISTER ONLINE

To attend the Food Crisis Management Event, please register using the online registration form. Places are limited, so get your registration in early! Please note that ESSA and Freshfel Europe reserve the right to cancel your registration in the event that registration exceeds the venue capacity.

### CONTACT

For further information, please contact [e.baecke@freshfel.org](mailto:e.baecke@freshfel.org), [n.pisano@freshfel.org](mailto:n.pisano@freshfel.org), or [g.kaufman@freshfel.org](mailto:g.kaufman@freshfel.org).

# DRAFT PROGRAMME

12:30 - 12:55 ROOM OPEN FOR PARTICIPANTS TO CONNECT

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12:55 - 13:00 OFFICIAL OPENING

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13:00 - 13:30 WELCOME BY THE EUROPEAN COMMISSION

Claire Bury, Deputy Director General for Food Safety, European Commission, DG SANTE

INTRODUCTION TO FOOD CRISIS MANAGEMENT

Jelle Kuijper, ESSA Crisis Management Working Group Chair

Philippe Binard, Freshfel Europe General Delegate

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13:30 - 14:10 PANEL DISCUSSION 1: FOOD HYGIENE RELATED CRISES AND HOW THEY WERE MANAGED

- EHEC CRISIS

Jelle Kuijper, Managing Director at Evers Specials, NL

- FROZEN CORN CRISIS

Olivier Galard, Group Quality & Food Safety Director at Greenyards, BE

- NATIONAL AUTHORITY REPRESENTATIVE

Dr. Petra Lubber, Head of Unit "Crisis Unit Office, Foodborne Outbreaks, Prevention" at Federal Office of Consumer Protection and Food Safety (BVL), DE

- EUROPEAN COMMISSION

Kris De Smet, European Commission, DG SANTE - G4 Food Hygiene Unit

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14:10 - 14:15 BREAK

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14:15 - 14:55 PANEL DISCUSSION 2: REPUTATION-DAMAGING CRISES AND HOW THEY WERE MANAGED

- FOOD FRAUD CRISIS SCENARIO 1

TBC

- FOOD FRAUD CRISIS SCENARIO 2

TBC

- NATIONAL AUTHORITY REPRESENTATIVES

Inge Stoelhorst, Ministry of Health, Welfare and Sport, Policy Coordinator Food Safety and Nutrition, NL

- EUROPEAN COMMISSION

Eric Marin, European Commission, DG SANTE – G5 Alerts, Traceability and Committees

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14:55 - 15:05 BREAK

15:05 - 15:50

## FUTURE AGRI-FOOD CRISIS SCENARIOS AND BEST PRACTICE RESPONSES AND MANAGEMENT

*Open panel discussions on two possible future crisis scenarios and how they should be managed by stakeholders across the supply chain in conjunction with national authorities and the European Commission.*

### CRISIS SCENARIO 1 - FOOD HYGIENE RELATED CRISIS

- **BUSINESS OPERATORS**

Jelle Kuijper, Managing Director at Evers Specials, NL

Nigel Thorgrimsson, Chair of Technical and Legislative Committee at Profel Association & Group Technical and Quality Director at ARDO, BE

- **RETAILER**

Anni Mikkelsen, Quality Manager at COOP Trading, DK

- **NATIONAL AUTHORITY REPRESENTATIVE**

Herman Diricks, Chief Executive Officer at Federal Agency for the Safety of the Food Chain, BE

- **EUROPEAN COMMISSION**

Martial Plantady, European Commission, DG SANTE - G4 Food Hygiene Unit

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15:50 - 15:55

## BREAK

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15:55 - 16:40

## FUTURE AGRI-FOOD CRISIS SCENARIOS AND BEST PRACTICE RESPONSES AND MANAGEMENT

*Open panel discussions on two possible future crisis scenarios and how they should be managed by stakeholders across the supply chain in conjunction with national authorities and the European Commission.*

### CRISIS SCENARIO 2 - REPUTATIONAL DAMAGE DUE TO MISINFORMATION (CRISIS SCENARIO INSPIRED BY COVID-19 CRISIS)

- **BUSINESS REPRESENTATIVE**

Richard Schouten, Director at The Fresh Produce Centre, NL

- **PROMOTION AND MARKETING CENTRE**

Filip Fontaine, General Director at VLAM, Flemish Centre for Promotion and Marketing of Agro Produce, BE

- **RETAILER**

Miriam Schneider, Head of EU-office at German Food Retail Association (BVLH), BE

- **EUROPEAN COMMISSION**

Frédéric Vincent, European Commission, DG SANTE - 02 Communication

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16.40 - 16:50

## CLOSING REMARKS

# INFORMATION ABOUT THE ORGANISERS



## ESSA

### THE EUROPEAN SPROUTED SEEDS ASSOCIATION

The European Sprouted Seeds Association (ESSA) brings together European producers of sprouted seeds and traders of seeds for sprouting. ESSA promotes the interests of the European sprouted seed growers, provides a forum to discuss issues affecting the European sprouted seeds sector and gives opportunities to discuss common issues. ESSA was created after the EHEC crisis in 2011 with the goal to facilitate exchange on food safety practices and the implementation of new EU rules for the sector.



## FRESHFEL EUROPE

### THE EUROPEAN FRESH PRODUCE ASSOCIATION

Freshfel Europe, the European Fresh Produce Association, is the forum for the fresh fruit and vegetable supply chain in Europe and beyond. It is the single representative association of the sector at EU level. Freshfel Europe is a membership association, where its members and associated members are national associations, organisations and companies with an interest in the European fresh fruit and vegetable sector. Freshfel Europe's members are from across Europe and along the whole supply chain from producers to wholesalers, traders, logistics and retailers.

## OUR SPONSOR



## EVERS SPECIALS

Evers Specials is the largest mung bean sprout specialist in Europe. Based in the Netherlands, Evers Specials delivers mung bean sprouts to retail, industry and food service across Europe. Evers Specials was one of the co-founders of ESSA after the 2011 EHEC crisis. The assurance of maximum food safety and the development of the sector is an integral part of Evers Specials' business operations and strategy. Since effective crisis management throughout the European fruit and vegetables sector is key to its development, sponsoring this event is a perfect fit for the company.