

# THE POWER OF FRUIT & VEGETABLES

Boosting Health & Sustainability

FRESHFEL EUROPE & PROFEL JOINT CONFERENCE

9 APRIL 2025

09:00 > 09:30

Welcome Coffee and Light Breakfast

09:30 > 09:40

## Welcome

Jan **INGELBEEN** *President PROFEL*

Salvo **LAUDANI** *President Freshfel Europe*

Moderator **Jean-Paul JUDSON**

09:40 > 10:10

## Opening keynotes

Christophe **HANSEN** *Commissioner for Agriculture and Food - VIDEO MESSAGE*

Vytenis P. **ANDRIUKAITIS** *Member of the European Parliament, S&D Group*

10:10 > 11:25

## Session 1

### HEALTH AND CONSUMPTION: THE COSTS OF INACTION

*This session will focus on the vital role fruit and vegetables play in ensuring health globally and the efforts still to be made to reach the minimum consumption goals.*

#### Keynote speech

Hugues **BERNARD** *Research Officer, Climate & Environment, Institute Montaigne*

#### Testimonies

Hein **DEPREZ** *Founder & Executive Director, Greenyard*

#### PANEL DISCUSSION

Hein **DEPREZ** *Founder & Executive Director, Greenyard*

Anders **LIND** *Head of Procurement, COOP Trading*

Célia **NYSENS-JAMES** *Policy Manager for Agriculture and Food Systems, EEB European Environmental Bureau*

Betty **CHANG** *Research Area Lead, EUFIC European Food Information Council*

*Coffee break*

11:45 > 13:00

## Session 2

### PRODUCTION CHALLENGES IN TIMES OF CLIMATE CHANGE

*The discussion will turn to the disruption brought on production and food security by climate change and the tools at our sectors' disposal to address them.*

#### Keynote speech

Walter **ROSSI CERVI** *Research Associate, Wageningen University and Research*

#### Testimonies

François **LAFITTE** *Chairman, Primland*

Emmanuel **JADIN** *Group Agronomy Director, ARDO*

#### PANEL DISCUSSION

Pierre **BASCOU** *Deputy Director-General DG AGRI, European Commission*

Klaus **BEREND** *Director Food Safety, Sustainability, and Innovation DG SANTE.E, European Commission*

Herbert **DORFMANN** *Member of the European Parliament, EPP Group*

Nigel **THORGRIMSSON** *Director AgFood Assist, Vice Chair Agri Food Chain Round Table*

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## Boosting Health & Sustainability

### FRESHFEL EUROPE & PROFEL JOINT CONFERENCE

9 APRIL 2025

13:00 > 14:30

Lunch

14:30 > 15:45

Session 3

#### REPOSITIONING SUSTAINABILITY TO SECURE COMPETITIVENESS

This session will highlight the need to refocus on a new process to secure sustainable competitiveness, refocusing on the three pillars of sustainability and the central role fruit and vegetables have to play.

##### Keynote speech

Tessa AVERMAETE Agricultural Economist, Founder of Run and Harvest

##### Testimonies

José Antonio GARCÍA FERNÁNDEZ Director, Ailimpo

Alexandre GODIN Sustainable transition, external relationships and Communication Director, Andros

##### PANEL DISCUSSION

Olympia APOSTOLOU Programmes and Project Manager, DELCOF SA, Greek Fruit Canning Industries

Tessa AVERMAETE Agricultural Economist, Founder of Run and Harvest

Els BEDERT Director, Product Policy & Sustainability, EuroCommerce

Ricard RAMON Acting Head of Unit, Policy perspectives DG AGRI.A.1, European Commission

Luigi TOZZI Deputy Director, SAFE Safe Food Advocacy Europe

15:45 > 16:00

#### Wrap-up and Closing Remarks

Philippe BINARD General Delegate, Freshfel Europe

Susanne MEYER Secretary General, PROFEL

