

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

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** Public Policy 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 **NYSSSENS-JAMES** Policy Manager for Agriculture and Food Systems, EBB

Panellist from European Parliament TBC

Panellist public health expert TBC

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** Vice Chair Agri Food Chain RT & Chair of GLOBALG.A.P. ESWG

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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

