

# Let's shape our FOODure

## Metrology as a tool to provide high value food products and services and respond to consumers' demand

**Espace Banca Monte Paschi Belgio, Brussels**  
**Avenue d'Auderghem 22-28**  
**19<sup>th</sup> December 2017 – 15h00-18h30**

The role of consumers in food systems is getting more and more important. Despite consumers are well informed and can choose and afford healthy, nutritious, safe and (possibly) sustainable food, confusing and often conflicting information on food origins, content and properties may hamper their trust and confidence. Furthermore, alongside 'traditional' food, novel, reformulated, personalized, functional or alternative food products available on the market have increased so far.

Metrology gives the opportunity to objectively demonstrate food quality and safety, as well as the authenticity of raw materials and products through chemical and biological markers and fingerprints. In order to develop a reliable system to determine the quality of locally or internationally traded food products, a common structure for measurements and testing is needed. Besides favoring the quality and safety of the entire food chain and helping to meet consumers' desires and expectation, metrology fosters innovation and sustainability in food production and allows the development of research in various disciplines related to the food system, with important impacts on the entire food value chain.

In line with the current policy initiatives, where the development of food authenticity and safety systems is among the priorities of FOOD 2030 and helps to support some targets of the SDGs 2, 3 and 12, and taking into account other debates such as that on traffic light labeling, the proposed workshop is an opportunity to discuss how the metrological tools could effectively strengthen the agrofood sector and the role of METROFOOD-RI in designing and implementing future scenarios of food traceability in Europe.

## AGENDA

**14:30 Registration**

**15:00 Welcome** *Valerio Abbadessa, ENEA Brussels Liaison Office*  
**Opening** *Giovanna Zappa, METROFOOD-RI Coordinator*

**15:10 Keynote speech: Research & Innovation for tomorrow's nutrition and food systems**  
*Barend Verachtert, EC DG RTD, Directorate F, Head of Unit Agri-Food Chain*

**15:25 Research Infrastructure in H2020 WP2018-2020**  
*Costanza Giulia Conte, EC DG RTD, Directorate B4, Research infrastructure*

**15:35 Panel discussion: Do we know what we eat or do we eat what we know?**  
**Moderator:** *Nastasia Belc, Director of the National Institute of Research and Development for Food Bioresources - IBA Bucarest (Romania)*

- *Beate Kettlitz, Director Food Policy, Science and R&D, FOODDRINK EUROPE (industry)*
- *Teresa Babuscio, Secretary General COCERAL, European association of cereals, rice, feedstuffs, oilseeds, olive oil, oils and fats and agrosupply trade (trade)*
- *Daniele Rossi, Chairman of the Research & Innovation WP - COPA-COGECA (farmers and cooperatives)*
- *Hélène Simonin, Director Food Environment, European Dairy Association (tbc)*

**16:15 Panel discussion: Research Infrastructures as a chance of cohesion and convergence**  
**Moderator:** *Costanza Giulia Conte, EC DG RTD, Directorate B4, Research infrastructure*  
*With the participation of Representatives from the European Inter-Ministerial Group of METROFOOD-RI*

**17:00 Panel Discussion: Synergies and Complementarities between Research Infrastructures**  
**Moderator:** *Jana Hajslova, Head of Department of Food Analysis and Nutrition, University of Chemistry and Technology, Prague (Czech Republic)*  
*Claudia Zoani - METROFOOD-RI*  
*Roland Pieruschka - EMPHASYS*  
*Karin Zimmermann - FNH-RI*  
*Martin Muller - InRoad Project*

**17.40 Concluding remarks**  
*Massimo Iannetta, Head of ENEA-SSPT-BIOAG Division*

**17.50 – 18.30 Poster Exhibition and Networking cocktail**

Organised by the ENEA Brussels Liaison Office – for registration: [sandra.poleggi@enea.it](mailto:sandra.poleggi@enea.it)