



**A decade of  
Charlemagne Building, Brussels  
20 September 2011**

Time	Session
8.45	Refreshments & Registration <i>Engagement area open</i>
9.15 - 9.30	<b>A Decade of Progress in Food Traceability 2000-2010</b> <i>Slides on a loop: photo with 1 line captions To be shown in main room, top up room &amp; in foyer as delegates enter and are seated</i>
9.30 - 9.35	<b>Food Nation video: supermarket trip</b> <i>Poses the 5 key questions of the Conference: origin, safety, quality, gmo, food chain integrity</i>
9.35 – 9.45	<b>Welcome &amp; Introduction</b> <i>Why are we here? To disseminate results of significant programme of work etc. ‘The book’ – slide with project logos. Pulls out key facts that landscape changed beyond recognition from 2000 – EC imports so much more; EC Consumer demand via Parliamentarians to ‘make matters better’ via research and importantly implementation and application; ERA leading the way in FT. Outline of day - how this meeting will demonstrate worth of that investment</i>
9.45 – 10.00	<b>Confidence &amp; Commerce</b> Ensuring safe quality food produce is good for EU agribusiness – investment in research essential <i>Title/content yet to be agreed</i>
10.00 – 10.30	<b>Food Traceability – EC funded research making a difference across the globe</b> <b>Perspectives of stakeholders from around the world</b> <i>The advantages of working with EC funding &amp; projects</i> <ul style="list-style-type: none"> <li>• <b>Chinese delegate – in person</b></li> <li>• Christophe Cotillion: Actia: French trade organisation/ agri &amp; research - <i>in person</i></li> <li>• US – James Lindsay (confirmed) – <i>prerecord video</i></li> <li>• Brazil (confirmed) – <i>prerecord video</i></li> </ul>
10.30 - 10.40	<b>MEP response – putting global response into EU context</b>
10.40 – 11.25	<b>ORIGIN</b> <b>How can I be sure this food/drink really comes from here?</b> <i>Determining the geographic origin of food &amp; drinks</i>
11.25 – 12.10	<b>SAFETY</b> <b>How can I be sure this food is safe?</b> <i>Detecting, predicting &amp; addressing safety issues in the food chain</i>
12.10 – 12.20	<b>Capacity development through research : PhD student presents ‘softer outcomes’ of research programme; broadening the ERA</b> <b>Dr. Sol Schwartzman</b> (ex Moorepark Ireland)
12.20 – 12.30	<b>Importance of Disseminating Research Outputs: Maeve Rute</b>

12.30 – 12.45	<b>Exhibit and Network time</b>
12.45 – 13.45	<b>Lunch – Buffet &amp; Networking</b>
13.45 – 14.00	<b>Repeat of ‘Decade slide set’ and Food Nation video</b>
14.00 – 14.15	<b>Perspective from the European Parliament – <i>research into food traceability: a worthwhile investment?</i></b>
14.15 – 15.00	<b>QUALITY</b> <b>Is this food really what it says it is? How can I be sure?</b> <i>Determining variety &amp; quality of the foods on sale</i>
15.00 – 15.15	<b>Is this food GMO free? How can I be sure?</b> <i>Measures to monitor and assure</i>
15.15 – 16.00	<b>The Food Chain – is it secure?</b> <i>Determining/demonstrating safety from farm to fork</i>
16.00 – 16.30	<b>Implementation &amp; Innovation</b> <i>How to ensure research outputs become outcomes to the benefit of ERA and EU citizens</i>
16.30 – 16.40	<b>What research funding can do for me now and in the future?</b> <i>Response from an SME</i>
16.40 – 16.45	<b>Conference summary and close</b>
16.45 – 17.30	<b>Refreshments and Networking</b>
17.30	<b>Exhibits/refreshments close</b>