



## **THIRD MEETING OF THE OECD FOOD CHAIN ANALYSIS NETWORK**

### **MOBILISING THE FOOD CHAIN FOR HEALTH**

25-26 October 2012, OECD Conference Centre, Paris

### **DRAFT AGENDA**

Diet and health issues are rising in importance on the international policy agenda, with an increasing burden of chronic diseases in countries at all levels of income. The health and economic costs to individuals, society and the public purse are significant, but they are also avoidable - at least in part - through improved diets and nutrition. Health, education and wider development policy all have a role to play to ensure better health outcomes: but what is role of food and agricultural policies and of the food system more generally?

This meeting of the Food Chain Analysis Network, organised jointly with OECD's Health Committee, will bring together stakeholders from governments, international organisations, the private sector, and non-governmental organisations to discuss how together they might craft new approaches and partnerships to improve the food chain's contribution to improving health through better nutrition.

The meeting will address the nature and extent of nutrition-related health issues, differences across countries at different levels of income, the outcomes of public and private sector initiatives and what further actions and partnerships at different levels in the food chain might contribute to improving nutrition outcomes.

<b>Thursday 25 October</b>	
<b>10:00-10:15</b>	<b>Opening:</b> OECD Secretariat welcome
<b>10:15-10:30</b>	<b>Setting the scene: Nutrition, health and chronic diseases, issues and challenges</b> <i>Franco Sassi, OECD Secretariat (<a href="#">See presentation</a>)</i>
<b>10:30-11:00</b>	<b>The Nutrition Transition</b> <i>K.P. Shetty, Professor University of Southampton Medical School and Josef Schmidhuber, Deputy Director, Statistics Division, FAO (<a href="#">See presentation</a>)</i>
<b>11:00-11:15</b>	<b>Health, Nutrition and the US Food Chain: Trends and New Findings</b> <i>J.N. Variyam, Branch Chief, Food Economics Division, ERS-USDA (<a href="#">See presentation</a>)</i>
<b>11:15-12:00-</b>	<i>Open discussion</i>
<b>12:00-14:00</b>	<i>Lunch Break</i>
	<b>Moderator:</b> Anya Satiram, Director, Rockhopper TV
<b>14:00-15:45</b>	<p style="text-align: center;"><b>Panel session I: Aligning agro-food policies and initiatives with health and nutrition goals. How can agriculture contribute to achieving society's nutrition and health goals? Can farm level product innovations help achieve nutrition and health goals? What policy strategies might improve health outcomes?</b></p> <p><b>Speaker: Agricultural Policies and Food Supplies</b> <i>Linda Fulponi, OECD Secretariat (<a href="#">See presentation</a>)</i></p> <p><b>Panel:</b></p> <ul style="list-style-type: none"> <li>• Robert Pederson, Senior Advisor , European Public Health and Agriculture Consortium</li> <li>• Josef Schmidhuber, Deputy Director, ESS, FAO</li> <li>• Corrado Finardi, Economist, Coldiretti, Italy</li> <li>• Michel Nischan, CEO, Wholesomewave Org. US</li> <li>• Anne Haikonen, Ministerial Counsellor, Ministry of Agriculture and Forestry, Finland</li> </ul>
<b>15:45-16:15</b>	<i>Break</i>
<b>16:15-18:00</b>	<p style="text-align: center;"><b>Panel session II: What public and private initiatives for the production and marketing of healthy foods? What innovations and reformulations of foods are underway to increase the healthy food options? Is there a role for governments in promoting the production of healthy foods.</b></p> <p><b>Speaker: Healthy foods, Reformulation initiatives and the role of Government</b> <i>Francesco Branca, Director of Nutrition, WHO (<a href="#">See presentation</a>)</i></p> <p><b>Panel:</b></p> <p><b>Industry perspectives:</b></p> <ul style="list-style-type: none"> <li>• Roberto Ciati, Scientific Relations Director, Barilla (<a href="#">See presentation</a>)</li> <li>• Janet Voute, Nestlé</li> <li>• Sue Davies, Chief Policy Advisor, Which? And Consumers International</li> <li>• Christine Grit, Manager Food and Health, Dutch Federation of Food Industries</li> <li>• Corinne Vaughan, Department of Health, United Kingdom</li> </ul>

<b>Friday 26 October</b>	
	<b>Moderator:</b> Kate Trollope, Editor, Food Policy
<b>9:00-9:15</b>	<b>Variations in Purchasing Trends</b> Karen Watson, Managing Director of Nielsen Government and Public Sector LLC ( <a href="#">See presentation</a> )
<b>9:15-11:15</b>	<p><b>Panel session III: The consumer choice dilemma: how can the food environment facilitate healthy food choices? What are the impacts of relative prices on consumer food choice? How and what information provision can help consumers make healthy food choices?</b></p> <p><b>Speaker: The Food Environment: How Does It Influence the Dietary Transition?</b> <i>Laurian Unnevehr, Senior Research Fellow IFPRI</i> (<a href="#">See presentation</a>)</p> <p><b>Panel:</b></p> <ul style="list-style-type: none"> <li>• Horatio Gonzalez Alemán, Managing Director, Spanish Food and Drink Federation</li> <li>• Mariellen Chisholm, Director, Food Assurance Systems Policy, Agriculture and Agri-Food Canada</li> <li>• Yael Lehmann, The Food Trust , US</li> <li>• Sue Davies, Chief Policy Advisor, Which</li> </ul>
<b>11:15-11:30</b>	<i>Coffee Break</i>
<b>11:30-12:45</b>	<p><b>Panel session IV: Measuring impacts of moving towards a healthy diet. -Is a healthy diet economically sustainable? The health effects of prevention policies.</b> <i>Michele Cecchini, OECD Health Division, ELS</i> (<a href="#">See presentation</a>)</p> <p><b>-Impacts on the agricultural sector of moving towards a healthy diet.</b> <i>Gaëlle Gouarin, OECD Agriculture Trade and Markets, TAD</i> (<a href="#">See presentation</a>)</p> <p><b>-Increasing Fruit and Vegetable Consumption: A cost effectiveness analysis of public policy</b> <i>Louis Georges Soler, Director for research, ALISS-INRA, France</i> (<a href="#">See presentation</a>)</p> <p><b>-Tackling the Unhealthy Diet, Discussant</b></p> <ul style="list-style-type: none"> <li>• <i>Olivier Allais, ALISS-INRA, France</i> (<a href="#">See presentation</a>)</li> </ul>
<b>12:45: 14:15</b>	<i>Lunch</i>
<b>14:15-14:45</b>	<b>Keynote Address</b> <b>Food Matters: An integrative approach to food Policy</b> Tim Lang, Professor Food Policy, Centre for Food Policy, City University, London ( <a href="#">See presentation</a> )
<b>14:45-16:00</b>	<p><b>Concluding Session: Governing the agro-food sector for health: What strategies to maximise the benefits and minimise costs?</b></p> <p><b>Moderator: Mark Pearson</b>, Head, Health Division, OECD</p> <ul style="list-style-type: none"> <li>• Francesco Branca, Director Nutrition, WHO</li> <li>• Josef Schmidhuber, Deputy Director, Statistics Division, FAO</li> <li>• J. N. Variyam, Chief, Diet, Safety &amp; Health Economics Branch, ERS, USDA</li> <li>• Philippe Roux, Deputy Head of Unit, Health Determinants, DG SANCO, EU</li> <li>• Arila Pochet, Head of Office, Nutrition and Health, French Ministry of Health (tbc)</li> </ul>

	<ul style="list-style-type: none"><li>• Anne Haikonen, Ministerial Counsellor, Ministry of Agriculture and Forestry, Finland</li></ul>
<b>16:00-16:15</b>	<i>Future Food Chain Network meeting announcement</i> Morvarid Bagherzadeh, OECD Secretariat