

Westminster Food & Nutrition Forum Keynote Seminar: Future food labelling policy – challenges for industry, consumer attitudes and public health

Timing: Morning, Tuesday, 2nd July 2013

Venue: Johnnie Walker Room, The Caledonian Club, 9 Halkin Street, London SW1X 7DR



WESTMINSTER
FOOD & NUTRITION
FORUM

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
John Stevenson MP, Chair, Food and Drink Manufacturing All-Party Parliamentary Group
- 9.05 - 9.50 **Public health and food labelling**
What impact will forthcoming changes to food labelling policy have on changing consumer attitudes to food and encouraging industry to provide healthier options? How realistic are Government claims that the introduction of front-of-pack nutritional labelling will help consumers 'choose healthier options and control calorie intake'? What progress has been made towards meeting the Calorie Reduction Pledge's challenge of reducing the population's calorie consumption by 5 billion kcal a day, and is it providing industry with enough of an incentive to reformulate the amount of calories in products, reduce portion size, reduce energy density and change menu balance in restaurants? With recent research from the European Food Information Council highlighting a gradual increase in the portion size of many common foods such as snacks, convenience foods and restaurant meals, does more need to be done to provide clear and informative portion size labelling?
Professor Alan Maryon-Davis, Department of Primary Care & Public Health Sciences, King's College London
Sukh Gill, Head of Global Regulatory Services, Leatherhead Food Research
Dr Judith Bryans, Director, The Dairy Council
Kate Mendoza, Head of Health Information, World Cancer Research Fund
Questions and comments from the floor
- 9.50 - 10.20 **Implementing front-of-pack nutritional labelling in the UK**
Alette Addison, Food Information and Promotions Manager, Department of Health
Questions and comments from the floor
- 10.20 - 11.05 **Consumer attitudes to food labelling - priorities, confidence and engagement**
What do consumers want from food labelling? In light of the European Commission's recent announcement that it is considering extending rules on country of origin labelling to processed food, what more can be done to improve the traceability of food products? How well are consumers being informed on issues such as quality of ingredients, portion size, food safety, animal welfare standards and environmental impact? With major brands such as Cadbury and Coca-Cola rejecting new front-of-pack nutritional labelling, how realistic are claims that this will cause confusion amongst consumers? With recent research from Which? stating that food price is the number one concern for grocery shoppers, how can retailers ensure unit pricing clarity and make price comparisons easier for consumers? What opportunities exist for technology to improve food labelling, and what are the prospects of consumers making use of recent innovations such as QR codes? What can be learned from the Food Standards Agency's recent study into the consumer attitudes to the labelling of genetically modified (GM) foods, and what are the prospects for wider use of 'GM-free' food labelling?
Giles Quick, Director, Kantar Worldpanel UK
Sue Davies, Chief Policy Adviser, Which?
Barbara Gallani, Director, Food Safety and Science, Food and Drink Federation
Dr Monique Raats, Director, Food, Consumer Behaviour and Health Research Centre, University of Surrey and Partner, FLABEL (Food Labelling to Advance Better Education for Life)
Questions and comments from the floor
- 11.05 - 11.10 **Chairman's closing remarks**
John Stevenson MP, Chair, Food and Drink Manufacturing All-Party Parliamentary Group
- 11.10 - 11.40 Coffee
- 11.40 - 11.45 **Chairman's opening remarks**
Lord Dykes, Treasurer, Food and Drink Manufacturing All-Party Parliamentary Group
- 11.45 - 12.30 **Implementation and enforcement of food labelling policy - challenges for industry**
Following Government's recent launch of a consistent front-of-pack nutritional labelling system, what are the implications for industry, and how might new approaches to labelling counter the problem of certain high-fat provisions such as cheese and meat being unduly demonised under the new system? What are the challenges for industry of forthcoming mandatory regulation for country of origin labelling, minimum font size, nanomaterial ingredients and plant origin of oil? How can Government minimise the compliance burden of forthcoming changes to Food Information Regulation (FIR) on small and medium enterprises (SMEs), and what more can be done to ensure that SMEs are being provided with the support needed to comply with FIR? How easily will legislative changes be absorbed into the planned re-labelling cycle, and is Government doing enough to ensure the cost of complying with European regulation is kept to a minimum?
Norman Bagley, Policy Director, Association of Independent Meat Suppliers
Deborah Cawood, Head of Food Chain, NFU
Phil Dalton, Head of Regulatory, Legal Impact
Sally Moore, Company Nutritionist, Morrisons
Questions and comments from the floor
- 12.30 - 12.55 **Future food labelling policy**
Stephen Pugh, Head of Food Labelling, Department for Environment, Food and Rural Affairs
Questions and comments from the floor
- 12.55 - 13.00 **Chairman's and Westminster Food & Nutrition Forum closing remarks**
Lord Dykes, Treasurer, Food and Drink Manufacturing All-Party Parliamentary Group
Michael Ryan, Deputy Editor, Westminster Food & Nutrition Forum