

# SAFE ANNUAL CONFERENCE

## Workshop to identify recommendations for EFSA

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# SAFE

## *Safe Food Advocacy Europe*

SAFE is a non-profit independent organization, which objective is to protect consumers' rights and health in the EU food legislation process.

### **Its main objectives are:**

- To strengthen consumers' voice in the Eu debate concerning the future of EU food regulation
- To raise public awareness and train citizens

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## Workshop

- **Workshop:** ‘Joint working session with all stakeholders to find solutions for some of EFSA’s challenges’
- **Facilitators:** DesignThinkersAcademy - Arnoud Koning, Senior Coach & Edoardo Costa, Facilitator
- **Objective:** Identify some of EFSA’s challenges and elaborate recommendations
- **Method:** Multi-stakeholder reflexion through a three-step “learning-by-doing” process
- **Outcome:** 5 recommendations

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## Workshop participants

- **NGOs and consumer groups:** CEO, Greenpeace, EPHA, BEUC, Euro Coop
- **Media outlets:** EU Food Law, EU Food Policy
- **EU institutions:** EFSA, European Commission, MEP assistant
- **Industry representatives:** Nestlé, HOTREC, Europatat, CAOBISCO, EHPM, General Mills, BVLH
- **Others:** IPEs Food, Changing Markets, Sugarwise

# STEP 1

## Identifying consumers' concerns about food safety in the EU

- Workshop participants were shown a video of several consumers from various backgrounds, and with no prior knowledge of the matter. Consumers were asked the following questions:
  - *Do you read and understand labels?*
  - *Are you concerned about food safety?*
  - *Do you trust the food safety system?*
  - *Who should control food safety?*
- Participants were asked to write down the concerns from the consumers

# STEP 2

## “stakeholder value network map”

- Participants were divided in 4 groups with concerns for background diversity
- Each group collectively tried to identify recurring consumers’ concerns
- Then had to identify relevant stakeholders (NGO, food industry, public health authorities...) and their prominent values

# STEP 3

## “value bridge”

- Groups then tried to match consumers’ concerns with stakeholders’ values, bridging them through EFSA
- Each group thus came up with a few recommendations on how EFSA could improve its work and meet consumers’ concerns
- Groups presented their recommendations in plenary and discussed them

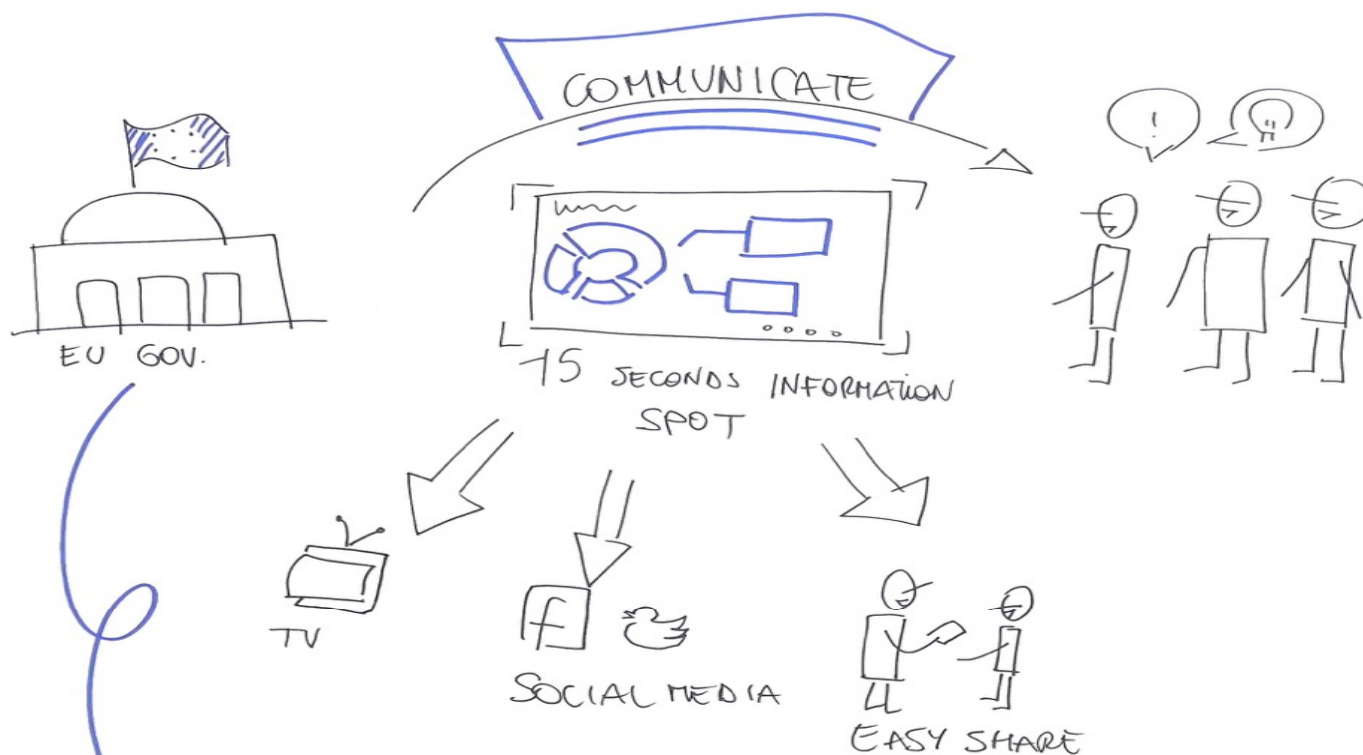
# GROUP 1

## Direct communication

- **Members:** EHPM, EC, SAFE, IPEs Food, MEP Assistant, BVLH
- **Objective:** Establishment of a closer link between consumers and EFSA through direct communication
- **Assessment:**
  - Consumers struggle to understand which ingredients - and in which amount - they should/should not consume
  - Misleading information (social networks, internet, media)
  - Need to trust the source of information



**RECOMMENDATION:** Simple, easily accessible communication (TV commercials, web campaigns...) on food ingredient or food topic



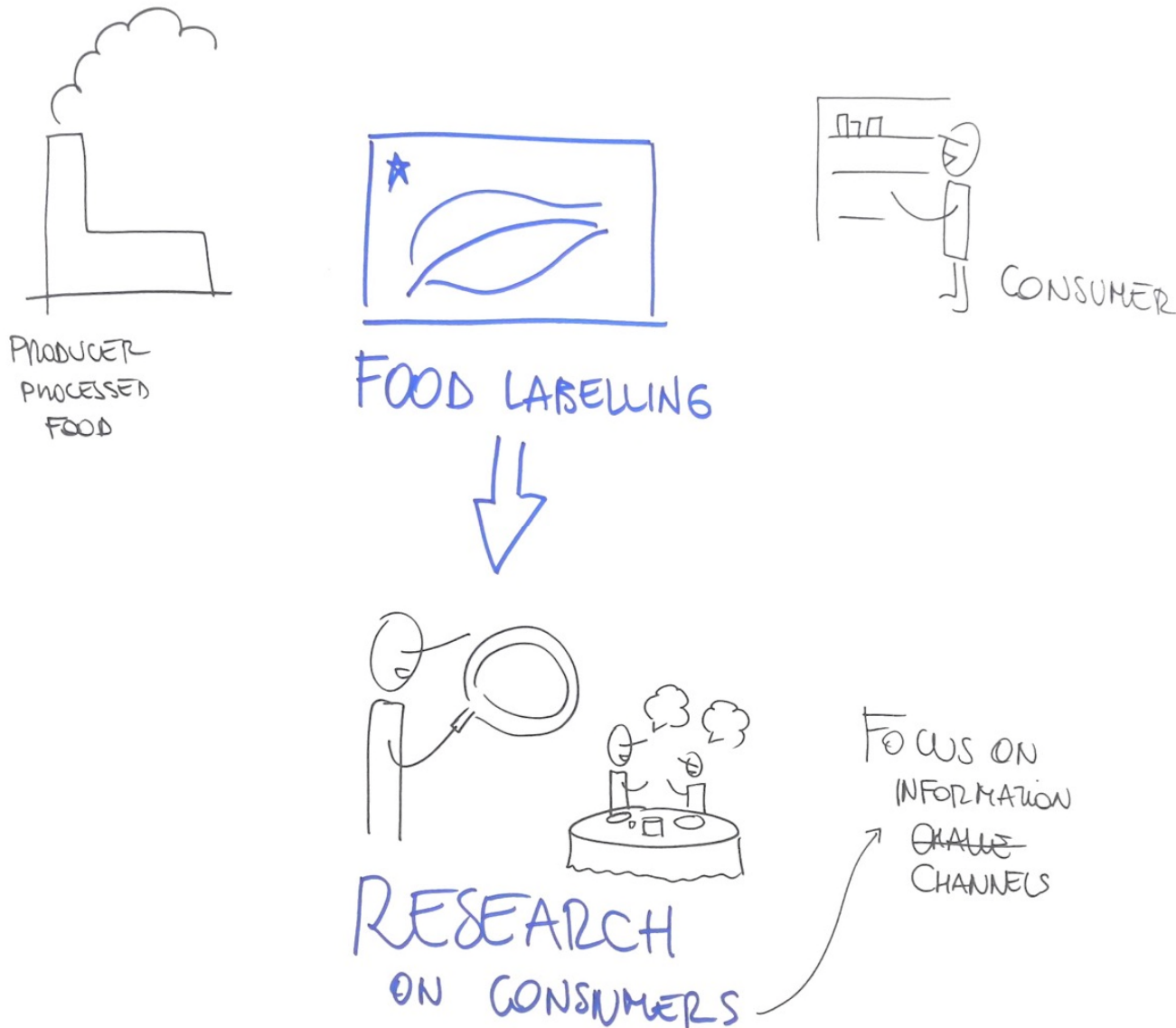
- GIVE :
- TRANSPARENCY
  - EASY ACCESS
  - EDUCATION
  - DIRECT CONNECTION
- 'TRUMP STYLE'

# GROUP 2

## Label literacy

- **Members:** Greenpeace, SAFE, CAOBISCO, Europatat, EFSA, Sugarwise, Changing Markets, EPHA
- **Objective:** Offer a better understanding of labels to consumers.
- **Assessment:**
  - Labels are too complicated and too technical
  - Labels do not help consumers make informed choices

**RECOMMENDATION:** Launch a study or survey of public perception regarding food labels. Based in the results policy changes on food labeling could be proposed

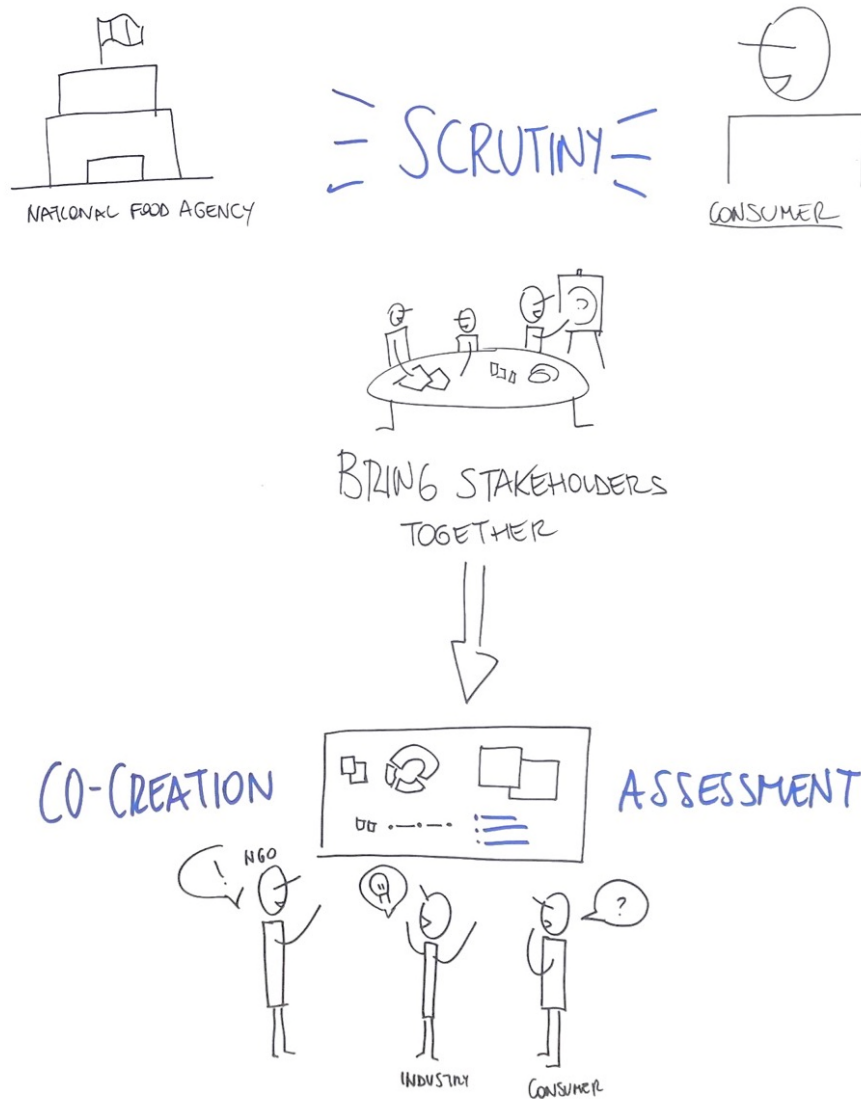


# GROUP 3

## Scrutiny

- **Members:** GMI, CEO, HOTREC, EU Food Law, EFSA, BEUC, Euro Coop, Changing Markets
- **Objective:** Better scrutiny to reach independency of data and research on food safety
- **Assessment:**
  - Lack of independence from EFSA's risk assessment
  - Some of EFSA's stakeholders are only consultative
  - Many of the data used by EFSA is industry-based

**RECOMMENDATION:** Involve all stakeholders in the risk assessment process and publish all data for more transparency

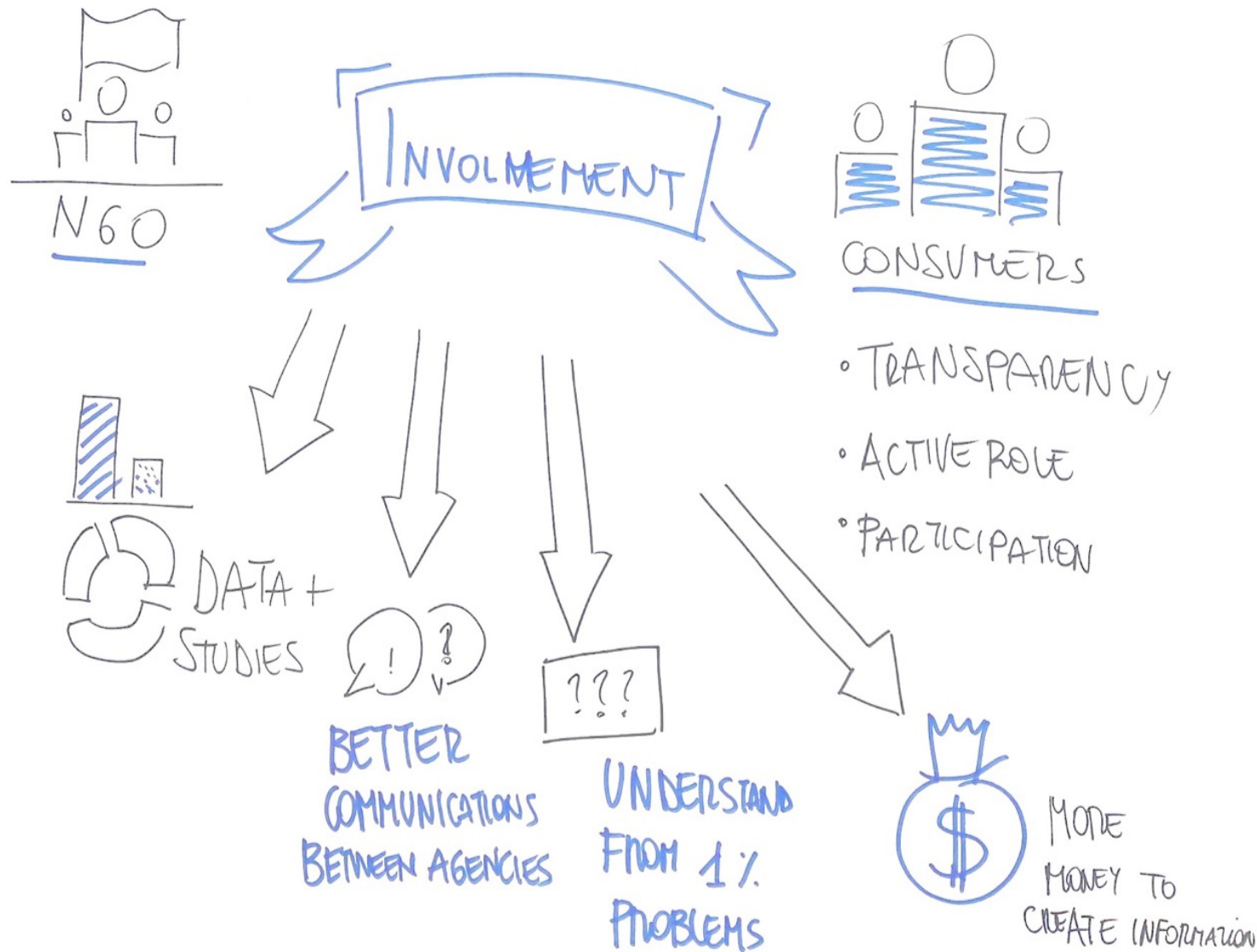


# GROUP 4

## Economic independence

- **Members:** EHPM, MEP Assistant, SAFE, CEO, EU Food Policy, Nestlé
- **Objective:** Increased economic resources to produce independent data and research on food safety
- **Assessment:**
  - Some of EFSA's data is not available to the public
  - This leads to consumers' and stakeholders' mistrust
  - EFSA's risk assessment is based on data made available by the agro-food industry
  - Lack of economic resources

# RECOMMENDATION: Economic independence (potentially through industry tax) for independent research to be carried out





# GENERAL OUTCOME

## 5 recommendations

- Inform consumers and raise awareness about food components: enhance direct communication via short commercials on social media and television
- Offer independent information to consumers: industry-free information
- Organize forums to involve all stakeholders (not just consultative) in the risk assessment process
- Transparency of data: publish all researches from EFSA
- Independence of research thanks to economic independence of EFSA: through industry tax





Safe Food Advocacy Europe

STRIVING FOR SAFER FOOD FOR EUROPEAN CONSUMERS

# Thank you for your attention

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