



Draft program

SAVE FOOD MEETING
MADRID, SEPT. 26TH 2016
ATENEO DE MADRID (C/ PRADO, 21 – 28014 MADRID)



8:30 TO 9:00 REGISTRATION

9:00 TO 10:00 OFFICIAL OPENING

- » *Balbino Prieto, President of the Spanish Exporters and Investors Club*
- » *Werner M. Dornscheidt, President and CEO, Messe Düsseldorf*
- » *Francisco Javier Campo, President of AECOC*

» *Marcela Villarreal, Director of the Office for Partnerships, Advocacy and Capacity Development, FAO*

PRIMARY SECTOR

10:00 TO 10:20

- » **Espigoladors: reducing food waste in the fields** – *Espigoladors is a company that employs people in risk of social exclusion and uses fruits and vegetables rejected by the industry to make jams.*
Mireia Barba, Espigoladors

INDUSTRY

10:20 TO 10:40

- » **Pepsico** – *Pepsico works in collaboration with potato providers for their chips production to reduce waste in the first part of their value chain and to promote efficiency practices.*
Jesús González, Pepsico

PACKAGING

10:40 TO 11:00

- » **Innovative packaging concepts can reduce food waste along the supply chain and at the consumers' households** – *Christian Traumann, CEO of Multivac*

11:00 TO 11:30

- » **Coffee break**

11:30 TO 11:50

INTERNATIONAL EXPERIENCES

- » **Searching for a new regulatory frame to prevent food waste in points of sale** – *Vincent Gitz, Deputy Director of Food Politics, General Direction for Food, French Ministry of Agriculture, Food and Forest*

RETAIL

11:50 TO 12:10

- » **Eroski** – *“Desperdicio cero” (zero waste) is an Eroski's project to ensure food safety and quality of the donated products ensuring the food cold chain maintenance.*
Alejandro Martinez Berriochoa, Eroski

CONSUMERS

12:10 TO 13:10

- » **Round table: Are consumers being properly informed?** – *The table will analyze if governments, companies and consumer associations are properly informing Spanish consumers in questions as important as expiring dates, methods of preserving food, responsible consumption.*

Participants:

*Spanish Ministry for Agriculture, Food and Environment
ARC (Waste Agency of Catalonia)
Hispancoop
Consum
Madrid Food Bank*

13:10 TO 13:30

- » **Closing remarks** – *Isabel Garcia Tejerina, Spanish Minister of Agriculture, Food and Environment*

AFTERWARDS

- » **Networking cocktail lunch and “demonstration of leftovers cuisine”** – *Courtesy of Grupo IFA*



With the support of: