



11 July 2016

Food Summit: Better Food for More People

25-26 August 2016, Copenhagen, Denmark

Preliminary Summit Program

Thursday, 25 August

17.30 – 20.30: Official opening dinner at Copenhagen City Hall

Welcome by the Danish Minister of Environment and Food, Esben Lunde Larsen

Welcome by Lord Mayor Frank Jensen

Friday, 26 August

8.30 – 17.00: Food Summit at Christiansborg, the Danish Parliament

8.30: Registration and coffee

9.00-10.35: The Big Kitchen: Setting the scene with international perspectives

9.00 Welcome by the Danish Minister of Environment and Food, Esben Lunde Larsen

Introduction by moderator (TBD).

9.15 Gastronomy feeding the urban people with healthy and safe food, Vytenis Andriukaitis
EU Commissioner for Health and Food Safety (TBC).

9.30 Nudging for better and healthier food – nudging as public information.
Kevin Concannon, Under Secretary for Food, Nutrition, and Consumer Services, USDA

9.45 Food safety - the responsibility of feeding more than 1 billion citizens.
Shanghai Food and Drug Administration (TBD)

10.00 Minimizing food waste and securing a sustainable production and distribution of food for
urban citizens. Ministry of Nutrition and Farming, Germany (TBD)

10.15 Lifting culinary quality. Partnerships with the gastronomy sector. (TBA)

- 10.25** **Introduction to theme sessions:**
- 1# Better food through better information
2# Safe food for more people
3# Gastronomy - the tool for better food
4# Prevention of food waste
- 10.35 -10.55:** ***Coffee break –Students from Sydhavnen School will be serving tastings***
- 10.55:** **Theme sessions – part 1:**
Investigating the challenges
The participants present and discuss challenges and selected cases
- 12.30:** ***Lunch– Nordic lunch by Meyers***
- 13.30:** **Theme sessions – part 2:**
Solutions - drafting of recommendations and actions
The participants will present and draft their recommendations and suggestions for actions
- 15.00:** ***Afternoon break***
- 15.20:** **The participants present the results of their work from the theme sessions**
- 16.00:** **Discussion and Final closing remarks by Danish Minister of Environment and Food, Esben Lunde Larsen**
- 16.30:** **Closing drinks**

THEME SESSIONS:

#1 Better Food through Better Information

- *How do we ensure that urban people who do not live close to where food is produced still have sufficient and useful knowledge about the food they eat, the food production in general and the possible impact of the gastronomy perspectives? And how are consumers provided with better information tools in order to navigate in the 'food jungle' and make better food choices?*

Part 1 – Challenges – investigating the problems - Better Food through Better Information

1. How can we ensure that information about food from suppliers, retailers, bloggers and public authorities is reliable and can be trusted in an urbanized world?
2. How do social media and international community influence the food business' scene of communication?
3. How do the enormous amount of information about food on labels, in public nutrition recommendations, different opinions and debate about food and gastronomy contribute to better food choices for urban citizens?

Part 2 – Solutions - investigating opportunities regarding better food through better information

1. Urban people can get transparent and trustworthy information about food from those who are responsible.
2. Public information in new and different forms can support the urban citizen to choose healthy and tasty food on a daily basis.
3. Better food skills and food literacy can help reconnecting the urban citizen with farming and food production.

Among the suggested speakers are:

- Esben Lunde Larsen, Danish Minister of Environment and Food,
- Kevin Concannon, Under Secretary for Food, Nutrition, and Consumer Services, USDA (Confirmed)
- Yoyo Sun, food blogger, China (Confirmed)
- Sarah Wiener, gourmet chef, Das Speisezimmer, Germany (TBC)
- Margarita Fores, Asia's best female chef 2016, Philippines (TBC)
- Shanghai food and drug administration, China (speaker to be announced)
- Ritt Bjerregaard, President Bocuse d'Or Denmark, former Danish minister for food, EU Commissioner and Lord Mayor Copenhagen (Confirmed)
- Karen Hækkerup, director, The Danish Food and Agriculture Council (Confirmed)
- Trine Hahnemann, Chef, Creative director, Hahnemann Projects (Confirmed)
- John Kofod Petersen, Chef, Sortebro Kro (Confirmed)
- Casper Bjørner, Country Manager, The Walt Disney Company, Nordic, Denmark (Confirmed)

2# Safe food for more people

- *How do we ensure that the food choices available are safe and tasteful and what role can gastronomy play in achieving this?*

Part 1 – Challenges – investigating the problems – safe food for more people:

1. What challenges do industrialization and urbanization bring to food safety?
2. How can food safety be ensured and live up to the urban consumers' growing need for culinary quality food?
3. Safe food – whose responsibility? What is the role of the authorities?

Part 2 – Solutions - investigating opportunities regarding food safety:

1. Private industries taking responsibility in ensuring food safety in an urbanized world.
2. The role media play in promoting safe food all the way from farm the kitchen tables in the city.
3. Consumers partaking in ensuring safe food.

Among the suggested speakers are:

- Lu Jiang, Director General China National Food Safety Risk Assessment, China (Confirmed)
- Shanghai Food and Drug Administration (speaker to be announced)
- Luca Mignini, President, Campbell Soup Company, USA (Confirmed)
- Göran Holm, EVP Scandinavia, HKScan Sweden (Confirmed)
- Joachim Knudsen, McDonald's Denmark, Managing Director, Denmark (Confirmed)
- Esben Egede Rasmussen, Director General, Danish Veterinary and Food Administration, Denmark (Confirmed)

3# Gastronomy - the tool for better food

- *How do we use the success and popularity of top gastronomy to ensure better food for more people and better culinary quality in all big kitchens? What if democratization of gastronomy could give a greater number of consumers better access to food with high culinary quality and more awareness about good food?*

Part 1 – Challenges – investigating the problems – gastronomy as a tool for better food:

1. How do we create greater awareness about what we eat and quality food – are we simply used to eating rubbish, and is healthy and high-quality food accessible for the urban citizens?
2. Does a high price equal high quality or can a high quality be obtained in another way and is food with high culinary quality only for the wealthiest?
3. Can a higher level of cooking skills lead to better food quality within the same economic frame in private homes as well as in big kitchens and how can these skills be enabled?

Part 2 – Solutions - investigating opportunities regarding culinary quality:

1. The success and popularity of top gastronomy as a tool for better food for more people by getting people interested in food. Social media and food journalism as means to “feed” that growing interest and guide consumers to good food experiences.
2. Big kitchens as a provider of food with culinary quality that is also affordable.
3. Putting emphasis on the traditional gastronomy and reinventing it in a modern society.

Among the suggested speakers are:

- Angela Yang, food editor, China (Confirmed)
- Dong Zhenxiang, chef, Da Dong restaurant, China (Confirmed)
- Daniel Guisti, Chef, Brigaid, US (TBC)
- Rama Ben-Zvi, chef, Rama’s Kitchen, Israel (TBC)
- Francis Cardenau, chef, Le sommelier/Bocuse d’Or, Denmark (Confirmed)
- Kim Rahbek, CEO and Founder of Sticks’n’Sushi, Denmark (Confirmed)
- Judith Kyst, CEO Madkulturen
- Katia Østergaard, CEO at HORESTA (national trade association for the hotel, restaurant and tourism industry), Denmark (Confirmed)

4# Prevention of food waste

- *How do we limit food waste, both through centralized and resource-effective kitchen production facilities as well as in the private kitchens, with gastronomy as a fundamental driver?*

Part 1 – Challenges – investigating the problems – prevention of food waste:

1. What are the main challenges concerning the global goal for food waste, especially at the level of the service sector, retail and households and how will the growing urban population influence on food waste in the near future?
2. What are the main challenges in regards to sharing best practices and getting progress across country borders, for example on how to make a viable business case of preventing food waste and the challenges to influence consumer behavior?
3. What are the main challenges to improve consumption values to prevent food waste and to be driver of a market for food waste solutions?

Speaker:

Part 2 – Solutions - investigating opportunities to prevention of food waste:

1. Public authorities and city governments can contribute to prevention of food waste in retail and the service sector as well as among consumers.
2. Viable business cases and partnerships across the food supply chain can contribute to prevention of food waste in businesses.
3. Gastronomy can contribute to better food for more people and prevention of food waste at the same time.

Among the suggested speakers are:

- Erik Solheim, Executive Director of the United Nations Environment Program. (TBC)
- Arash Derambarsh, municipal councilor, Courbevoie, France (Confirmed)
- Ren Wang, Assistant Director-General, Agriculture and Consumer Protection Department, FAO, Taiwan (TBC)
- Toine Timmermans, Program Manager FUSIONS and Sustainable Food Chains, Wageningen University, Holland (Confirmed)
- Shanghai Food and Drug Administration (speaker to be announced)
- Jonathan Bloom, Author of “American Wasteland” and founder of wastedfood.com, USA (Positive)
- Craig Hanson, World Resource Institute, USA (Positive)
- Tomer Ezra; Managing Director, MTEX Holland, (Confirmed)
- Danielle Nierenberg, President and co-founder of Food Tank, USA (TBC)
- Selina Juul, founder of ‘Stop Wasting Food’ movement, Denmark (Confirmed)