

Grasse FLAVOURDAY

27 SEP 2018

#Grasse_FlavourDay

EFFA SUSTAINABILITY CONFERENCE

The 2018 #FlavourDay tour stops in Grasse. This French city, birthplace of the Flavour and Fragrances industry in Europe, will host the EFFA General Assembly and Sustainability Conference 2018. Sustainability is in the flavour industry DNA, and this conference will be the opportunity to present the flavour initiatives on sustainability.

Among our speakers we have representatives of the European Parliament, the European Commission and national policy makers, together with consumer insights experts and representatives of the flavour industry.

Join us once more in a #FlavourDay to discover the role of flavourings in the future of food.

14:00

WELCOME

Mr. Antoine Kastler, President of the European Flavour Association (EFFA)

INTRODUCTORY REMARKS

Mr. Jérôme Viaud, Maire of Grasse

EU POLICY MAKERS: CHALLENGES AND OPPORTUNITIES ON SUSTAINABILITY

Video from Mr. Kestutis Sadauskas, Director of Circular Economy & Green Growth at the European Commission
European Commission actions on circular economy and the potential for businesses.

Ms. Julie Girling, Member of the European Parliament (MEP) – ENVI Committee (tbc)
European Parliament actions on sustainable food.

SUSTAINABILITY FOR THE FLAVOUR INDUSTRY

Mr. Sven Ballschmiede, Executive Director of the International Organization of the Flavor Industry (IOFI)

CONSUMER EXPECTATIONS & SUSTAINABILITY

Ms. Lu Ann Williams, co-founder and Director of Innovation at Innova Market Insights
Consumer trends on sustainability and business opportunities.

CLOSING REMARKS

Mr. Antoine Kastler, President of the European Flavour Association (EFFA)

16:00

SUSTAINABLE FLAVOURS COCKTAIL

Now time to taste sustainability by yourself! The Conference will be followed by a cocktail where we would like you to try and even bring home examples of different industry initiatives on sustainable flavourings.

17:30

CLOSING