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Title

How to position EFAD in Brussels as the expert on food policy?

Abstract

Food policy has been at the centre of the EU decision making process as part of the internal market. Increasingly the debate on food has shifted from an internal market issue to a public health issue: how can a healthy diet contribute to our overall well-being? Just recently the Bulgarian presidency decided to prioritize healthy food for children. In May the EU Commission will publish a communication on the FOOD 2030 agenda to stimulate knowledge and innovation for a healthy and sustainable foodsystem. How can EFAD position itself in the Brussels as the expert for consult, advice and treatment in food? How to be part of the EU decision making process, set the agenda on food and public health issues and make your voice heard? How to shift from being talked about to being part of the discussion and be seen as The expert on Food?

During the presentation the following questions will be dealt with. What is the EU policy agenda on food? What are priorities for EFAD? How can national organizations contribute to impact EU decision making process in Brussels. How does the EU decision making process work? And last but not least what is needed to organize an impactful lobby in Brussels?

Key messages

1. Important to be informed on the EU food /public health policy
2. Important to prioritize issues at EU level
3. Important to get organized both in Brussels as well as in member states to be impactful