

[Register!](#)



IFAH-Europe conference 2015

'Healthy animals, healthy food, a healthy future'

Brussels Hotel Bloom, 11 June 2015

(Rue Royale 250, 1210 Brussels)

The conference will look at the animal health industry's contribution to a sustainable future and will bring together a wide range of European animal health and agrifood-chain stakeholders, European and national decision-makers, as well as other experts to increase a common understanding on:

- Europe's role in the global food security challenge and the affordability of food
- Sustainable animal production and the role of animal health
- The role of innovation in animal production and consumer acceptance.

It will be opened by Arunas Vinciunas, Head of Cabinet of the European Commissioner for Health and Food Safety, Vytenis Andriukaitis.

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10 June 2015

18:30-22:00 Pre-conference dinner at the conference venue

11 June 2015

8:30-17:15 IFAH-Europe conference 2015

Programme

Moderator: Michael Stones, Group Editor, Food Manufacture

8:30	Registration
9:00	Opening session
	Opening Alejandro Bernal, IFAH-Europe Chairman
	The global food security challenge: What is Europe’s role? Arunas Vinciuonas, Head of Cabinet of the European Commissioner for Health and Food Safety
	Key priorities of the Dutch Presidency in terms of food animal products Jouke Knol, Counsellor for Animal and Public Health Affairs, and Animal Welfare, Permanent Representation of the Netherlands to the EU
9:45	Session I: Sustainability - setting the stage
	Food security and animal production - what does the future hold? Jimmy Smith, Director General, International Livestock Research Institute
	Sustainable animal production - what should it mean for Europe? Rogier Schulte, Leader - Translational Research on Sustainable Food Production, TEAGASC (IRL)
	Is food security and affordability in Europe an issue? Paula Lorrio, Member of the Scientific Committee on Food Waste Studies, Spanish Federation of Food Banks (FESBAL)
	Questions and answers
11:15	Coffee break
11:30	Session II: Sustainability and the contribution of animal health
	Disease challenges facing the livestock industry in Europe Lajos Bognár, Hungarian Chief Veterinary Officer
	The role of animal health - how does it contribute to sustainable food production? Peter Oostenbach, Chair of IFAH-Europe’s Food Chain Committee
	Responsible use of veterinary medicines as part of the toolbox towards food security and sustainability Gwyn Jones, Chairman of the European Platform for the Responsible Use of Medicines in Animals - EPRUMA
	Questions and answers
13:00	Lunch

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14:00	Session III: The role of innovation in animal production and consumer acceptance
	Food production, food security - what do people think? Michael Stones, Group Editor, Food Manufacture
	Innovation and acceptance Machiel Reinders, Senior Researcher Marketing and Consumer Behaviour, Wageningen University
	Case study: Consumer attitudes to innovation in animal health Michael Freedman, Shopper Insight Manager, International Institute of Grocery Distribution
	Questions and answers
15:00	Wrap-up panel debate
	Exchange of views: where to from here?
16:00	Close Roxane Feller, IFAH-Europe Managing Director
16:15	Cocktail

Who should attend?

- European animal health and agrifood-chain related organisations, stakeholder platforms and think tanks
- European food and feed operators including food manufacturers, processors and retailers
- European decision-makers and national authorities
- Animal health and agriculture experts
- Journalists

Registration

- Sign in by returning [the registration form](#) to IFAH-Europe by 29 May 2015

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About IFAH-Europe

IFAH-Europe (International Federation for Animal Health-Europe) is the federation representing manufacturers of veterinary medicines, vaccines and other animal health products in Europe. It represents both corporate members and national animal health associations in Europe. These associations comprise both local medium-size enterprises (SMEs) and international companies. IFAH-Europe's membership covers 90% of the European market for veterinary products.

Mission

Our mission is to promote a predictable, harmonised, science-based and innovative market place for the provision of quality animal medicines, vaccines and other animal health products, and so contribute to a healthy and safe food supply, and to a high standard of health and welfare for animals and people.

IFAH-Europe contact

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<http://www.ifahaurope.org/ifah-media/events/236-ie-anconf15.html>

Twitter: @IFAHEUROPE - #IECONF2015