

FFA2020 Online Live N°2: Rewarding sustainability in the food system



The future of our food systems relies on two interdependent demands, that of the adaptation and reinvention of food chain business models, and the provision of farming methods which actively combat climate change and support biodiversity. The FFA Online Live Event on October 26 delved into rewarding sustainability in the food system through price mechanisms.

Speakers and panellists (in alphabetical order)



Jennifer Baker
EU Policy Journalist
(FFA2020 Online Moderator)



Eduardo Cuoco
Director,
IFOAM Organics Europe



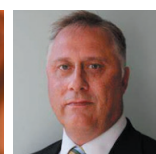
Dr John Gilliland
OBE
Director of
Agriculture and
Sustainability,
Devenish



Tassos Haniotis
Director of
Strategy,
Simplification
and Policy
Analysis,
Directorate
General for
Agriculture of
the European
Commission



Marjon Krol
Senior Project
Manager
Market and
Food Chains
at ZLTO



Ben O'Brien
Director –
Europe,
Beef + Lamb
New Zealand



Janez Potočnik
Chair
FFA2020 and
Chairman RISE
Foundation



Bas Rüter
Global Head
Sustainability,
Rabobank



Ulrike Sapiro
Senior
Director, Water
Stewardship
& Agriculture,
The Coca-Cola
Company

FFA Regional Online Live N°2 Agenda - Monday, October 26, 2020

Opening address

Jennifer Baker, EU Policy Journalist, Moderator
Janez Potočnik, Chair FFA2020 and Chairman RISE Foundation

Session 1: Sustainable business models: paying for the transition

Eduardo Cuoco, Director, IFOAM Organics Europe
Ben O'Brien, Director – Europe, Beef + Lamb New Zealand
Bas Rüter, Global Head Sustainability, Rabobank

Session 2: Rewarding agriculture's potential solutions for biodiversity and climate change

Tassos Haniotis, Director of Strategy, Simplification and Policy Analysis, Directorate General for Agriculture of the European Commission
Dr John Gilliland, Director of Agriculture and Sustainability, Devenish
Marjon Krol, Senior Project Manager Market and Food Chains at ZLTO
Ulrike Sapiro, Senior Director, Water Stewardship & Agriculture, The Coca-Cola Company

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