

Managing risk perception influence to ensure sustainable agri-food policies

14.00 - 17.00 CEST
Wednesday, 8 September 2021



AmCham EU speaks for American companies committed to Europe on trade, investment and competitiveness issues. It aims to ensure a growth-orientated business and investment climate in Europe. AmCham EU facilitates the resolution of transatlantic issues that impact business and plays a role in creating better understanding of EU and US positions on business matters. Aggregate US investment in Europe totalled more than €3 trillion in 2020, directly supports more than 4.8 million jobs in Europe, and generates billions of euros annually in income, trade and research and development.

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About Cargill

Cargill's purpose is to be the leader in nourishing the world in a safe, responsible and sustainable way. Our position within the global food system provides both the opportunity and the responsibility to create lasting change. We are working at the intersection of sustainability, food security and nutrition to find practical and scalable solutions.

Our belief

Our focus on people and the planet comes to life through the products and services we provide to customers around the world – products that end up in homes, grocery stores and restaurants worldwide. Whether that's a more traceable and transparent palm oil supply chain, freight options that generate less greenhouse gas emissions or technology offerings that enable farmers to reduce their use of fertilizers and other inputs, we're bringing sustainability to life in everything we do.

Our role

We are building connected supply chains, bringing together people from farm to fork to ensure we're nourishing the world in a safe, responsible and sustainable way. Alongside farmers, ranchers and customers, we are creating innovative solutions with technology, training and tools that strengthen sustainability and are delivered through the food and services we provide.

Our actions

We improve efficiencies all along each of the supply chains supporting our diverse businesses in order to increase productivity and expand market access while ensuring protection of natural resources, supporting animal welfare and keeping people safe. We partner directly with customers, NGO partners and industry trade groups to advance sustainability around the world.

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About MSD Animal Health

As a global healthcare leader, MSD works to help the world be well. MSD Animal Health, known as Merck Animal Health in the United States and Canada, is the global animal health business unit of MSD. We offer one of the industry's most innovative portfolios – not only of products, but also of services and technologies – to prevent, treat and control diseases across all major farm and companion animal species. Our mission – *The Science of Healthier Animals* – guides all of our work. Healthier animals mean a sustainable food supply, protection for humans against diseases passed from animals, and longer, healthier lives for pets.

Our products fight diseases that can devastate animals, threaten human health, and disrupt the supply of food. We continually introduce new technologies to help our customers maximize their efficiency while improving animal wellbeing, such as the world's first non-parasiticide cattle product with a transdermal route of administration. Finally, we keep people happy by caring for their family pets with innovative products including the first chewable tablet for dogs effective against fleas and certain tick species for up to 12 weeks.

MSD Animal Health's robust R&D pipeline spans key therapeutic areas, providing a solid platform for further advances in veterinary medicine. Our customers expect more from us than just medicines, and we continue to deliver the information, technologies and veterinary services to meet their needs around the world. As a multi-species global company operating in more than 150 markets, we respond readily to the demands of our dynamic industry.

For more information, visit www.msd-animal-health.com or connect with us on [LinkedIn](#) and [Twitter](#).

Programme

Welcome

14.00-14.20

- **Susan Danger**, CEO, AmCham EU
- **Matjaž Guček**, Director-General and Chief Veterinary Officer, Ministry of Agriculture, Forestry and Food, Slovenia
- **Jason Hafemeister**, Acting Deputy Under Secretary for Trade and Foreign Agricultural Affairs, US Department of Agriculture

Panel 1: The role of risk assessment and risk management in enhancing the sustainability of food systems

14.20-15.20

- **Anastasia Alvizou**, Deputy Head of Unit, Farm to Fork Strategy, European Commission
- **Floriana Cimmarusti**, Secretary General, Safe Food Advocacy Europe (SAFE)
- **Ragnar Lofstedt**, Professor of Risk Management, King's College London
- **Anthony Smith**, Social Scientist – Risk Communication, European Food Safety Authority
- **Irène Tolleret**, Member of the European Parliament (RE, FR)
- Moderated by **Marie-Cécile Damave**, Head of Innovation and International Affairs, Agridéés

15-minute break

Panel 2: Fitting sustainability considerations into the decision-making process: building a sustainable food chain from farm to fork

15.35-16.35

- **Tim Benton**, Research Director, Emerging Risks & Director, Energy, Environment and Resources Programme, Chatham House
- **Jack Bobo**, CEO, Futurity
- **Nathalie Chaze**, Director, Food Sustainability, International Relations, DG SANTE, European Commission
- **Mella Frewen**, Director-General, FoodDrinkEurope
- **Elise H. Golan**, Director for Sustainable Development, US Department of Agriculture
- Moderated by **Marie-Cécile Damave**, Head of Innovation and International Affairs, Agridéés

Concluding remarks

16.35-16.45

- **W. Garth Thorburn II**, Minister Counselor for Agricultural Affairs, US Foreign Agricultural Service
- **Julie Vermooten (MSD Animal Health)**, Chair, Agri-Food Committee, AmCham EU

Biographies

Introductory remarks



[@AmChamEU_SDA](#)

Susan Danger

CEO

American Chamber of Commerce to the EU

Susan Danger is CEO of the American Chamber of Commerce to the EU (AmCham EU), which speaks for American companies committed to Europe on trade, investment and competitiveness issues. She has full strategic and operational responsibility for the association and represents it externally. AmCham EU is a membership organisation supporting over 150 US corporate companies, international business, law and consultancy firms in the area of public affairs. Susan has dedicated her entire career to advancing transatlantic cooperation.

She joined AmCham EU in 1995 as Communications Manager, becoming Communications & Operations Manager in 2000. Since 2002 she has been leading the organisation as Managing Director and since 2016 as CEO. In 2003 she oversaw the re-branding of AmCham EU and its separation from AmCham Belgium.

In 2017, AmCham EU was awarded for the fourth time the Trade Association/Professional Body of the Year Award, having previously won the award in 2009, 2012 and 2014.

Susan was named by POLITICO as one of the top 20 women influencers in Brussels in 2016 and 2020.

Susan was elected as Chair of AmChams in Europe (ACE) for the period 2020-2022. AmChams in Europe (ACE) serves as the umbrella organisation for 45 American Chambers of Commerce (AmChams) in 43 countries throughout Europe and Eurasia. She has also served as Vice-Chair (2009-2014) and was a Member of its Executive Committee (2005-2008).

A graduate of the University of Bath, UK, with a BA in European Studies, French and German, Susan's career developed in London in marketing and communications within the tour operation industry, where prior to coming to Brussels, she worked for Thomson Tour Operations.

A UK citizen fluent in English, German and French and conversant in Dutch and Spanish, Susan Danger lives in Brussels with her husband and has three children.



Matjaž Guček

Director-General and Chief Veterinary Officer

Ministry of Agriculture, Forestry and Food, Slovenia

Matjaž Guček currently works as Director General and Chief Veterinary Officer of Slovenia and has several years of experience in the food safety and veterinary sector within the Slovenian administration. Over the course of his roles, Matjaž has been responsible for a number of projects and has expertise in a number of topics

including but not limited to additives, GMOs, pesticides, novel foods, labelling and antimicrobial resistance. Matjaž holds a Veterinary Diploma from the University of Ljubljana.



[@USDAForeignAg](#)

Jason Hafemeister

Acting Deputy Under Secretary for Trade and Foreign Agricultural Affairs
US Department of Agriculture

Jason Hafemeister is the Acting Deputy Under Secretary for Trade and Foreign Agricultural Affairs. Prior to his current position, he was the Trade Counsel to the Secretary at the US Department of Agriculture (USDA). In this role, he advised the Secretary and the Under Secretary for Trade and Foreign Agricultural Affairs on agricultural trade policy. He has been involved in agricultural farm and trade policy for over 25 years, including almost 20 at USDA and the Office of the US Trade Representative. Jason grew up on California's scenic central coast. He received a bachelor's degree from the University of California at Berkeley, a master's degree from the University of California at San Diego and a law degree from Georgetown University in Washington, D.C. He is married with two small children. Before that, he used to enjoy reading and sport.

Panel 1: The role of risk assessment and risk management in enhancing the sustainability of food systems



Moderator

Marie-Cécile Damave

Head of Innovation and International Affairs
Agridées

Marie-Cécile Damave is an agronomist and Head of Innovation and International Affairs in the think tank Agridées, based in Paris. She monitors technological and economic developments in AgTech and FoodTech, the digital transformation of agriculture, biotechnology and the bioeconomy with an international perspective. She leads working groups, organises and moderates events, makes presentations at conferences as an expert and is the author of a number of publications in French and English, including position papers, analyses and articles. She also teaches in several higher education institutions.

Prior to joining Agridées in 2013, Marie-Cécile Damave worked for 20 years as an agricultural economist in the Office of Agricultural Affairs in the American Embassy in Paris for the US Department of Agriculture (USDA). She was a market analyst in oilseeds, biofuels, biotechnology and dairy for France and the European Union.



Anastasia Alvizou

Deputy Head of Unit, Farm to Fork Strategy
European Commission

Anastasia Alvizou is the Deputy Head of Unit in the 'Farm to Fork Strategy' Unit (D1) at the European Commission's Directorate-General for Health and Food Safety (DG SANTE) since 2018. From 2012 to 2018, she was mainly dealing with general food law and labelling issues in the 'Food information and composition, food waste' Unit of DG SANTE. From 2007 to 2012, she worked for the Legal Affairs Unit of DG SANTE. Prior to joining the European Commission, she practiced international trade and EU regulatory law at Sidley Austin LLP in Brussels. She studied law at the University of Athens and obtained an LLM from the University of Amsterdam in European Business Law in 2002.



Floriana Cimmarusti

Secretary General
Safe Food Advocacy Europe (SAFE)

Floriana Cimmarusti is an international lawyer with 20 years of work experience gained in Italy, Belgium and Switzerland. After graduating in Law, she obtained a Master in Law, Economy and Politics of the European Union from the European College of Parma and graduated from a Master in Laws LLM at the University of Geneva. She worked with a European law firm in Brussels, for a multinational company and a Swiss bank, gaining experience as a lobbyist in the European banking and financial sector. Since 2015, she has taken on the role of Secretary General of Safe Food Advocacy Europe (SAFE), a European organisation present in 11 Member States and representing more than 2.5 million consumers. Ms Cimmarusti oversees SAFE's advocacy campaigns to promote safer and more understandable EU food legislation for consumers and representing the organisation in the most important food-related stakeholders' groups in Brussels.



Professor Ragnar Löfstedt

Professor of Risk Management
King's College London

Professor Ragnar E. Löfstedt is Professor of Risk Management and the Director of King's Centre for Risk Management, where he teaches and conducts research on risk communication and management.

Previously, he was a Reader in Social Geography at the University of Surrey. He is also an adjunct faculty at the Harvard Center for Risk Analysis, Harvard School of Public Health, where he directs the Risk Communication Challenge Course for continuing education professionals. He is Adjunct Professor at the Department of Engineering and Public Policy, Carnegie Mellon University and a Visiting Professor at the Centre for Public Sector Research, Gothenburg University, Sweden.

Professor Löfstedt earned his BA and MA degrees at the University of California

Los Angeles in 1988 and Clark University in 1991, respectively, before completing his PhD in geography at Clark University in 1993. After a post-doctorate position at the Risk, Society and Policy Group at the International Institute for Applied Systems Analysis (IIASA) in Laxenburg, Austria, he joined the University of Surrey as a lecturer in social geography before coming to Kings in 2002.



Anthony Smith

Social Scientist, Risk Communication
European Food Safety Authority (EFSA)

Anthony Smith currently works as a Risk Communication Scientist in the Department of Communication, Engagement and Cooperation, at the European Food Safety Authority (EFSA). Anthony has over 20 years of experience as a professional communicator, including as a writer, editor and journalist. He joined EFSA in 2010 and is currently involved mainly in social research and methods for risk communication and uncertainty communication.



Irène Tolleret

Member of the European Parliament (RE, FR)

Irène Tolleret was elected Mayor of Fontanès (Hérault, France) in 2014. She represented her town in the Grand Pic Saint-Loup community council where she was Vice-President in charge of European affairs. In 2015, after the regional elections, she became a member of the Hérault regional council.

[@ITolleret](#)

In the 2019 European elections, Irène Tolleret held the ninth position on the list 'Renaissance' and was elected to the European Parliament. Since then, she has been a member of the Committee on Rural Development, the Committee on Women's Rights and Gender Equality and the Committee on Agriculture. Furthermore, she is the Co-Chair of the Intergroup on Wine, Spirits and Quality Foodstuffs.

Winegrower by profession, deeply committed to the enhancement of the wine wealth of her region, she fought for the extension of the geographical area of Pic Saint-Loup. She has repeatedly supported Europe's commitment to the development of the Occitania region through concrete projects on energy transition, economic development, innovation and solidarity.

Panel 2: Fitting sustainability considerations into the decision-making process: building a sustainable food chain from Farm to Fork



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Marie-Cécile Damave

Head of Innovation and International Affairs
Agridées

Marie-Cécile Damave is an agronomist and Head of Innovation and International Affairs in the think tank Agridées, based in Paris. She monitors technological and economic developments in AgTech and FoodTech, the digital transformation of agriculture, biotechnology and the bioeconomy with an international perspective. She leads working groups, organises and moderates events, makes presentations at conferences as an expert and is the author of a number of publications in French and English, including position papers, analyses and articles. She also teaches in several higher education institutions.

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[@timgbenton](#)

Professor Tim Benton

Research Director, Emerging Risks; Director, Environment and Society Programme
Chatham House

Professor Tim Benton leads the Environment and Society Programme at Chatham House. He joined Chatham House in 2016 as a distinguished visiting fellow, when he was also dean of strategic research initiatives at the University of Leeds.

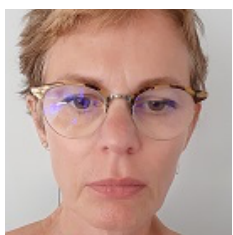
From 2011-2016 he was the 'champion' of the UK's Global Food Security programme which was a multi-agency partnership of the UK's public bodies (government departments, devolved governments and research councils) with an interest in the challenges around food.



[@Jack_A_Bobo](#)

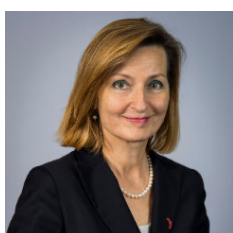
Jack Bobo
CEO
Futurity

Jack Bobo is the CEO of Futurity, a food foresight company that advises companies, foundations and governments on emerging food trends and consumer attitudes and behaviours related to the future of food. He is also the author of 'Why smart people make bad food choices.' Recognised by Scientific American in 2015 as one of the 100 most influential people in biotechnology, Jack is a global thought leader who has delivered more than 500 speeches in 50 countries. He previously served as the Chief Communications Officer and Senior Vice-President for Global Policy and Government Affairs at Intrexon Corporation. Prior to joining Intrexon Jack worked at the US Department of State for 13 years as a Senior Advisor for global food policy. An attorney with a scientific background, Jack received from Indiana University a J.D., M.S. in Environmental Science, B.S. in biology and B.A. in psychology and chemistry.



Nathalie Chaze
Director, Food Sustainability, International Relations
European Commission

Nathalie Chaze is Director for 'Food Sustainability, International Relations' in the Directorate-General for Health and Food Safety (DG SANTE) of the European Commission. From 2014 to 2019, she was Deputy Head of the Cabinet of the Commissioner for Health and Food Safety, Vytenis Andriukaitis. She has worked previously in the Directorate-General for Trade (DG Trade) and was posted in the European delegation to the WTO in Geneva before joining the Directorate-General for Health, Food Safety and Consumers to become Head of Unit for Health Systems. She is a lawyer by training.



[@FrewenMella](#)

Mella Frewen
Director-General
FoodDrinkEurope

Mella Frewen is Director-General of FoodDrinkEurope, representing Europe's largest manufacturing industry.

Her previous positions include Director for Government Affairs EMEA at Monsanto and Director, International Relations for the Eridania Béghin-Say Group.

Ms Frewen represents the food industry in numerous high-level advisory and steering committees of the European Commission, and is a member of the Scientific Jury for the EU's Competition for Young Scientists. She is Vice-President of the FAO/OECD Advisory Group for Responsible Business Conduct along Agricultural Supply Chains and is involved in several food industry-related Boards.

She has worked in the agri-food sector in Europe for more than 30 years. She has a Master of Science degree from the National University of Ireland and worked a post graduate course at the University of Brussels (ULB). She also holds a Harvard certificate on Agribusiness and an INSEAD certificate on International Operations Management.



Elise H. Golan

Director for Sustainable Development
US Department of Agriculture

Elise H. Golan is the Director for Sustainable Development for the US Department of Agriculture

(USDA). In this role, she provides leadership in planning, coordinating, and analysing the department's various policies, programs and activities that impact and relate to sustainable agricultural, natural resource and community development including food security.

Prior to this position, Elise served as the Associate Director of the Food Economics Division at the Economic Research Service, USDA. She received her Ph.D. in agricultural economics from the University of California at Berkeley and completed a post-doctorate fellowship focusing on environmental economics at the University of Haifa, Israel. Before joining USDA, Elise did consulting work for, among others, the World Bank, the International Labour Organization, and the California Department of Finance. She served as a senior staff economist on the President's Council of Economic Advisers from 1998-99.

Dr Golan's research has spanned a wide range of sustainability issues, including land tenure and sustainable land management in the Sahel and West Africa; rice-straw burning and sustainable land management in California; regional and US food-system modeling; food labeling and market development; food access, affordability, and security; and the distributional consequences of food policy.

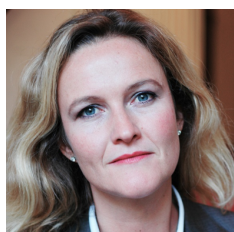
Closing remarks

Garth Thornburn

Minister-Counselor for Agriculture
US Department of Agriculture

W. Garth Thornburn II is a career Foreign Agricultural Service (FAS) Officer with the US Department of Agriculture. He began his current assignment in Brussels as the Minister-Counselor for Agricultural Affairs in August 2021. Before moving to Brussels, he served as the Minister-Counselor for Agricultural Affairs in Geneva at the US Mission to the World Trade Organization. Garth's other overseas assignments included Taiwan, Mexico, Ukraine and Hong Kong. He also held several domestic assignments including Deputy Director in the Office of Trade Programs,

International Economist in the Office of International Trade Policy and Marketing Specialist in the Forest Products Division. Garth is joined in Brussels by his wife, Stacey and his son, Garth III.



[@JulieADMVdC](#)

Julie Vermooten

Director Public Policy, Europe
Merck, Sharp and Dohme (MSD)

Julie Vermooten started her career in European Public Affairs in 1995 with the Dutch Product Boards for Livestock, Meat and Eggs. After three years of active lobbying for agricultural interests, she was appointed to the French Business Confederation MEDEF as Special Advisor for Europe. She focused on advocating for French interests with members of the European Parliament for over 10 years. In 2008, Julie joined Cosmetics Europe, the personal care association, as Public Affairs Director. Cosmetics Europe represents 4000 companies through national cosmetics federations from all EU Member States and 18 international leading companies. From there she moved to the practical business world, to manage a Belgian start-up, World Natural Care, putting in place a production facility and all necessary processes to develop and produce natural ingredients for efficient organic cosmetics. In 2016, Julie was attracted back to the Brussels Bubble and took on the challenge to set up the European Public Policy Department for MSD Animal Health.

Julie Vermooten holds a Master's degree in Animal Husbandry and agri-business management from Wageningen University and Research centre in the Netherlands. Julie was born in Mbabane, Eswatini in 1968 and commutes between Paris, France and Brussels, Belgium. She has two children and is a fanatic Mah Jong player on top of diving, skiing and tennis.

Julie Vermooten speaks French, Dutch, English, German and Spanish.



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