New Horizons for Eco-Labels and Sustainability

Conference Sessions

- Sustainability & Marketing Update
- Food Traceability
- Food Ingredients for Sustainability
- Tackling Food Waste

Including presentations from...

Carla Barboto, President
**Pacari Chocolate**

Alan Bojanic, Brazil Representative,
**Food & Agriculture Organisation of the United Nations**

Luiz Dematte, CEO, **Korin**

Laura Pires, Sustainability and Social Investment Director, **Grupo Pão de Açucar**

And so much more....

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www.sustainablefoodssummit.com/lamerica
About the Summit:

Sustainable ingredients, food traceability and tackling waste are focal themes of the 2nd Latin American edition of the Sustainable Foods Summit. Hosted in São Paulo on 29-30th June, the summit will bring together leading organizations involved in sustainability and eco-labeling in the food industry.

Developments in sustainable ingredients will be featured. What advances are occurring in natural sweeteners and algae-based ingredients? What novel materials are making their way into food and beverage applications? How can companies innovate using sustainable ingredients?

With growing concerns about food origins and safety, traceability is a major focus. Using case studies, strengthening supply chains for transparency and sustainability will be discussed. What certification schemes provide traceability? An update will be given on GM labelling; what are the implications of developments in Europe and the US to Latin American producers?

Food waste is becoming a major concern since about a third of all food produced for human consumption is lost in the supply chain. What can food companies and retailers do to mitigate food losses? How can consumer behavior be changed to reduce food waste? Such questions will be addressed in a high-level forum.

Since 2009, the Sustainable Foods Summit has been discussing leading issues the food industry faces concerning sustainability and eco-labels, such as Organic, Fair Trade, Rainforest Alliance, UTZ Certified, etc. The aim of the Sustainable Foods Summit is to explore new horizons for eco-labels and sustainability in the food industry by discussing key industry issues.

++ Nota: Os idiomas adotados no summit serão o inglês e o português e haverá tradução simultânea ++

Who Should Attend?

The Sustainable Foods Summit is devised for key stakeholders in the food industry that include:

- Food companies
- Ingredient & raw material firms
- Retailers & distributors
- Packaging companies
- Industry organizations
- Inspection & certification agencies
- Academics & researchers
- Investors & financiers
- Other stake-holders

Reasons to Attend the Summit

1. Learn how sustainability issues are evolving in the Latin American food industry.
2. Assess the growing importance of traceability in food supply chains.
3. Gain insights into how food companies and retailers are providing greater transparency.
4. Debate the future direction of GMO labeling in the food industry.
5. Get a deeper understanding on the causes and consequences of food waste and losses.
6. Compare and contrast the analytical tools to detect contentious ingredients in food products.
7. Learn how to innovate using sustainable food ingredients.
8. Explore the widening palette of sustainable ingredients for food & beverage applications.
10. Discuss approaches to influence consumer behavior to mitigate food waste.
11. Understand how food companies and retailers can encourage responsible consumption.
12. Expand your industry network by meeting key executives involved in sustainability in the food industry.
Session 1: Sustainability & Marketing Update

The premier session gives an update on sustainability and marketing developments in the Latin American food industry. To begin, a pioneering company gives its perspectives on organic farming and sustainability. With Brazil experiencing political and economic crises, what is the future outlook? Another speaker looks at the role of sustainable agriculture in resolving some of the major environmental, social and economic problems faced by the modern world. An update is given on the international market for organic food & drink. How significant are Latin America and Brazil in the global arena? The use of sustainable materials to reduce the packaging footprint of food and beverages is discussed. A case study is given of a leading retailer on how it is meeting the sustainability challenge.

A major challenge in the sustainable products industry is getting the message across to consumers. Overplaying the green card leads to accusations of greenwashing, whilst under-emphasizing does not do justice to the sustainability initiatives undertaken by companies. Featured speakers will form a panel to discuss this marketing conundrum at the end of the session.

08:30    Registration
09:00    Opening Keynote: Growing for Sustainability
         Fernando BICALETTO, Commercial Director, FAZENDE DA TOCA ORGANICOS
09:15    Introduction to Sustainability and Summit Agenda
         Amarjit SAHOTA, President and Founder, ORGANIC MONITOR
09:35    Implications of COP21 on Food Industry
         André Villaça RAMALHO, Technical Adviser, BRAZILIAN BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT
10:05    Sustainable Agriculture Solutions
         Luiz DEMATTE, CEO, KORIN
10:35    Networking Break & Refreshments
11:00    Latin America in Global Market for Organic Products
         Alexandre HARKALY, Executive Director, IBD CERTIFICATIONS
         Amarjit SAHOTA, President and Founder, ORGANIC MONITOR
11:30    Reducing Packaging Impacts by Sustainable Materials
         Christopher MITCHELL, Americas Business Manager, INNOVIA FILMS
12:00    Sustainability: The Retailers Perspective
         Laura PIRES, Sustainability and Social Investment Director, GRUPO PÃO DE AÇUCAR
12:30    Panel Discussion: Marketing Green Values – Opportunities and Pitfalls
12:50    Networking Lunch
Session 2: Food Traceability

Consumers are asking greater questions about the food they eat than at any other time in history. Questions are being asked about agricultural methods, provenance, worker rights, transportation & distribution, ingredient composition and packaging. Food companies and retailers are responding by providing greater transparency to their customers. This session covers important developments, placing emphasis on food ingredients. Details are given on the growing number of standards and certification schemes that provide transparency. Are standards the only way forward for transparent supply chains? With growing concerns about GM ingredients in the food chain, an update is given on recent developments. The North American food industry is becoming increasingly polarized; what is the outlook for GM labeling? Details are given on the GM labeling stance in Europe and other regions. What are the implications to producers in Latin America?

Other speakers discuss the growing relationship between traceability and food safety, as well as food authenticity. An update is given on the growing array of analytical tools that can mitigate incidents of food fraud. The session adjourns with the panel discussing the role of food labels for traceability. Is the way forward, multiple labels for individual ingredients, such as sustainable palm oil, soy, etc.? Or, will holistic sustainability schemes emerge that cover multiple ingredients?

Com os consumidores questionando cada vez mais sobre o alimento que eles comem do que em qualquer outro momento da história, esta sessão abrange desenvolvimentos importantes sobre a rastreabilidade dos alimentos. Detalhes serão dados sobre o número crescente de normas e esquemas de certificação que fornecem transparência. São as normas o único caminho a seguir para a transparência das cadeias de fornecimento? Com a crescente preocupação sobre ingredientes geneticamente modificados na cadeia de alimentos, uma atualização será dada sobre recentes desenvolvimentos na Europa e nos Estados Unidos. Quais são as implicações para os produtores da América Latina?

Outros palestrantes discutirão sobre a crescente relação entre a rastreabilidade e a segurança de alimentos, bem como abordarão a questão da autenticidade dos alimentos. A sessão será finalizada com os painelistas discutindo o papel dos rótulos dos alimentos para a rastreabilidade. O caminho a seguir envolve vários rótulos de componentes individuais, tais como óleo de palma sustentável, soja etc.? Ou haverá programas de sustentabilidade holísticos emergentes que cobrirão vários ingredientes?

14:00 Comparison of Traceability Schemes in Agriculture and Food Systems
   Luis Fernando Guedes PINTO, Manager of Agricultural Certification, IMAFLORA

14:30 GM Labeling Update and Future Outlook
   Augusto FREIRE, President, PROTERRA FOUNDATION

15:00 Traceability for Food Safety: Trends and Outlook
   Ellen LOPEZ, Executive Director, FOOD DESIGN

15:30 Networking Break & Refreshments

16:00 Analytical Tools for Food Authenticity
   Simara MATSUBARA, Commercial Manager, EUROFINS

16:30 Traceability of Supply Chains: Case Study
   Vasco PICCHI, Director, SAFE TRACE

17:00 Setting up Sustainable Supply Chains for Olympics 2016
   Richard Eilers SMITH, Senior Conservation Analyst, RIO FOOD VISION

17:30 Panel Discussion: Future Direction of Labels

17:50 Closing Remarks from the Chair

18:00 Networking Drinks Reception

Previous Summit Testimonials

Here is a selection of testimonials from the premier Latin American edition of the Sustainable Foods Summit…

‘We really enjoyed the event and we are very happy for being your sponsors’
   Braskem

‘It was a pleasure to be part of this event. Congratulations for the organization.’
   Terracycle

‘I benefited a lot from this event.’
   Fairtrade International
The food industry is hungry for new ingredients. Some food and beverage companies look for new ingredients for product innovations, whilst others to improve the sustainability credentials of their products. This session covers important such developments. To begin, the keynote speaker highlights the social dimension of foods. How can sustainable sourcing of ingredients create a positive social impact? The proceeding seminar gives details of novel ingredients with environmental and/or social impacts. Other papers cover reforestation ingredients, natural sweeteners, and algae-based ingredients. Featured speakers will form a panel at the end of the session to debate the future of sustainable ingredients: is it with sustainable agricultural methods, or new production processes to produce sustainable materials?

A indústria de alimentos tem fome de novos ingredientes. Algumas empresas de alimentos e de bebidas procuram novos ingredientes para inovação de produtos, enquanto outras buscam melhorar as credenciais de sustentabilidade de seus produtos. Esta sessão cobre importantes desenvolvimentos neste sentido. O palestrante principal destacará a dimensão social dos alimentos. Como a sustentabilidade no abastecimento de ingredientes pode criar um impacto social positivo? Outras palestras vão cobrir avanços em adoçantes naturais, ingredientes à base de algas, ingredientes sustentáveis e métodos de processamento sustentáveis. Para concluir, os palestrantes irão debater sobre o futuro de ingredientes sustentáveis: métodos agrícolas sustentáveis ou novos processos de produção para produzir materiais sustentáveis?

09:00  Opening Keynote: The Social Dimension of Foods
Luciana SOARES, Magnum & Fruttare Brand Development, UNILEVER

09:20  Ethical Sourcing of Novel Ingredients
Santiago Jaramillo MONTOYA, Bio Business Development Manager, BIOINTROPIC

09:50  Sustainable Ingredients from Reforestation
Peter Judson Vieira de OLIVIERA, Manager, INSTITUTO CHICO MENDES

10:20  Emerging Natural Sweeteners
TBC

10:50  Networking Break & Refreshments

11:20  Potential of Algae-Based Ingredients
Mário A. C. VEJAR, CEO, NATURAL SEAWEED

11:50  Innovating with Sustainable Ingredients: Case Study
Carla BARBOTO, President, PACARI CHOCOLATE

12:20  Panel Discussion: New Sources of Sustainable Ingredients

12:45  Networking Lunch
### Session 4: Tackling Food Waste

One of the most pressing sustainability issues in the food industry is waste. According to the FAO (United Nations), up to a third of food for human consumption is lost or wasted in the supply chain. At the same time, almost a billion people go hungry because of lack of food. In Brazil, it is estimated that 40,000 tons of food goes to trash each day. Apart from the social and economic implications of food waste, there are environmental impacts. Food waste in landfill is a major contributor to global warming, creating almost a quarter of methane gases. Food losses also represent a waste of resources in production, such as agricultural land, water, energy and inputs. This session looks at approaches to reduce food losses in the supply chain, as well as food waste at the consumer level. What role can food companies and retailers play? How can consumers be encouraged to undertake responsible consumption? The role of packaging in waste reduction, as well as landfill diversion and food rescue programs, will be discussed. The session adjourns with featured speakers discussing sustainable consumption: what is the best way to instigate positive change in consumers?

**Program:** Day 2 – Thursday 30th June 2016

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<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Organisation</th>
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<tbody>
<tr>
<td>14:00</td>
<td>Global Food Loss &amp; Waste Reduction</td>
<td>Alan BOJANIC, Brazil Representative, FOOD &amp; AGRICULTURAL ORGANIZATION OF THE UNITED NATIONS</td>
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<td>14:30</td>
<td>Environmental Impacts of Food Waste</td>
<td>Viviane ROMEIRO, Climate Policy Associate, WORLD RESOURCES INSTITUTE BRASIL</td>
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<td>15:00</td>
<td>Novel Packaging for Waste Reduction</td>
<td>Tobias GRASSO, Vice-President Food Care Latin America, SEALED AIR</td>
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<td>15:30</td>
<td>Networking Break &amp; Refreshments</td>
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<tr>
<td>16:00</td>
<td>Impacts of Food Waste</td>
<td>Luciana QUINTÃO, President, BANCO DE ALIMENTOS ASSOCIAÇÃO CIVIL</td>
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<td>16:30</td>
<td>Reducing Food Waste in Catering &amp; Foodservice</td>
<td>Marcos SZRAJER, Coordinator, PROJETO SATISFEITO</td>
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<td>17:00</td>
<td>Mitigating Food Waste by Changing Consumer Behavior</td>
<td>Gustavo PORPINO, Communications Analyst, BRAZILIAN AGRICULTURAL RESEARCH CORPORATION (EMBRAPA)</td>
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<td>17:30</td>
<td>Panel Discussion: Overcoming Sustainable Consumption Barriers</td>
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<td>17:55</td>
<td>Closing Remarks from the Chair</td>
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<td>18:00</td>
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About the Organizer

The Sustainable Foods Summit is organized by Organic Monitor, a specialist research, consulting & training company that focuses on the global organic & related product industries. We have been encouraging sustainable development in our specialist industries for 15 years. Since 2001, we have been tracking ethical & sustainable industries like organic foods, fair trade products, natural cosmetics, ethical textiles, sustainable packaging, etc.

Our business services include market research publications, business & technical consulting, seminars, workshops and summits. We now organize sustainability summits in the major geographic regions of the world. The Sustainable Foods Summit is now hosted in North America, Europe, as well as in Latin America. More details are on www.organicmonitor.com

Venue details

The Sustainable Foods Summit will take place at the Pestana São Paulo. The hotel is situated in the heart of São Paulo city. Located in the Jardins neighborhood, the hotel is close to many landmarks that include the Itau Cultural Institute, Museum of Art of São Paulo, and Planetarium.

Pestana São Paulo
Rua Tutóia 77, São Paulo
SP – 04007-000, Brazil
Tel: (55) 11 3059 5000
Fax: (55) 11 3059 5193

Accommodation

Delegates are responsible for arranging their own travel and accommodation. A list of nearby hotels is available for delegates attending the Sustainable Foods Summit. Please contact us for booking details.

Note

The organizer reserves the right to change the content and / or speakers of this program. The organizer reserves the right to cancel, defer or modify the event proceedings without prior notice. The organizer does not accept liability for any loss or damage of the personal belongings of summit delegates.

If you have sent a registration to us and have not yet received confirmation, please contact Janina Wolfert at jwolfert@organicmonitor.com or +44 20 8567 0788.