

Joint meeting of the CDG ANIMAL PRODUCTS (Section Pigeat) and the CMO EXPERT GROUP (Section Animal Products)

**EUROPEAN PIGMEAT REFLECTION GROUP – 2<sup>nd</sup> Meeting**

DRAFT AGENDA

VIDEOCONFERENCE with interpretation (Interactio)

on 25 May 2022, from 10:00-13:00 and 14:30-17:30

**1. 10:00-10.10 Opening remarks by the chair**

**2. Socio-economic dynamics (part II)**

**2.1. 10:10-11:50 GIs, labelling**

Q1: To which extent do GIs add value to the pigmeat sector?

Q2: What's the advantage of farming method labelling for pigmeat production? What are the constraints?

Q3: Does origin labelling address consumers' expectations?

2.1.1. An overview of pigmeat GIs –**DG AGRI F3**

2.1.2. An operator's experience – Iberico producer – **Cooperativa Valle de los Pedroches (COVAP, ES)**

2.1.3. An experience of farming method labelling – a producer view- **Initiative Tierwohl, DE**

2.1.4. An experience of origin labelling – **VION Food Group (NL/DE/BE)**

**2.2. 11:50-15:00 Consumption trends and food environment**

Q4: Is a shift perceptible in consumer habits?

Q5: To which extent does policy influence consumer purchasing acts?

2.2.1. An overview of consumption trends – **DG AGRI A2**

2.2.2. A consumer perspective- **Eurocommerce**

2.2.3. A reflection on the food environment - **EPHA**

2.2.4. A processor's perspective – **ASSICA**

**2.3. 15:00-16:15 Organic production**

Q6: What are the challenges and opportunities of organic pig production?

2.3.1. A producer's experience –**organic pigmeat producer from Rennes (FR), IFOAM OE**

2.3.2. An experience of direct sales – **Via Campesina**

2.3.3. An academic view of the potential of the sector – **Department of Livestock Sciences, FiBL**

**2.4. 16:15-17:30 Risk management (3 speakers = 1h15)**

Q7: To which extent is risk hedging a private concern?

2.4.1. An overview of risk management tools in the CAP – **DG AGRI B1**

2.4.2. The example of a MS

2.4.3. Risk hedging outside the CAP – **La Entidad Estatal de Seguros Agrarios, O.A. (ENESA)**

**3. Closing by the chair**