



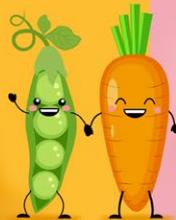
European  
Commission



24 NOVEMBER 2022

# AN EU SCHOOL SCHEME FIT FOR THE FUTURE

## SPEAKERS



Agriculture  
and Rural  
Development

## SPEAKERS

### Philippe Binard

General Delegate

Freshfel Europe



Philippe Binard started working in the fresh fruit and vegetables sector in 1987. Since 2001, he has been the general delegate of Freshfel Europe, the European association that represents the interests of the fresh fruit and vegetables sector. Freshfel has more than 200 members, consisting of associations and companies, throughout the fresh produce supply chain from production to retail. Besides Freshfel, he also has other responsibilities, such as secretary-general of the World Apple and Pear Association. This association brings together 18 leading apple and pear production countries around the world from the northern and southern hemispheres. Since 2019, he is also secretary-general of the World Citrus Organisation.

### Jose Manuel Bisetto Pons

Trainer and local farmer

Agricologia Bio Educa



Jose Manuel Bisetto Pons comes from a small rural village called Benidoleig in the province of Alicante in Spain. In 2007, he decided to make a change in his professional and personal life and to follow the footsteps of his grandfather. Now he works in the agricultural sector, tending vegetable fields and making the transformation from conventional to organic farming. In this way, he wants to continue the work of his ancestors as farmers, with the aim to produce food - locally and respectfully, while ensuring its freshness and taste. He is therefore an advocate and reference in the territory for promoting a circular economy. In addition, he is teaching organic farming. He wants to pass this on to his daughter and other schoolchildren through the "EcoEscoles" project. This is a network of more than 140 schools that learn about organic farming

and sustainable food every day.

### Wolfgang Burtscher

Director-General

European Commission



Wolfgang Burtscher has been Director-General of Directorate General Agriculture and Rural Development since April 2020. From 2009 to 2020, he was Deputy Director-General of DG Research and Innovation (responsible for i.a. agriculture, food and health). From 2000 to 2009, he was Director in Directorate General Agriculture and Rural Development (responsible for i.a. legal issues, quality policy and the control of agricultural expenditure). Before 2000, he was a representative of the federal states in the permanent representation of Austria to the EU.

## Mojca Gabrijelčič Blenkuš

Senior Advisor

National Institute of Public Health Slovenia



Dr. Mojca Gabrijelčič Blenkuš is a medical doctor and a specialist in public health with a PhD in social sciences. Her areas of interest and expertise are nutrition, physical activity, ageing and frailty, which form the common thread in her public policy work, programme development and research projects. She is also an assistant professor at the Faculty of Health Sciences. From 2003 to 2010, she was head of the Health Promotion centre at the National Institute of Public Health in Slovenia. Since 2000, she was World Health Organisation (WHO)'s national counterpart for nutrition and she has been actively involved in subsequent years around WHO's work on obesity, physical activity, nutrition and inequality. She is also very active at EU level. She has participated in the work of HLG on nutrition and physical activity and was appointed as national representative in

the Steering group for the Evaluation of the EU Platform on Nutrition, Physical activity and Obesity in 2009/10, and as a member of the Steering group for the Evaluation of the EU White paper on nutrition 2007-13.

## Sophie Helaine

Head of Unit

European Commission



Sophie H elaine is Head of Unit for Policy Performance in the Directorate General for Agriculture and Rural Development (Directorate General Agriculture and Rural Development) of the European Commission. She is responsible for evaluating the Common Agricultural Policy (CAP) in line with better regulation and for developing and managing the CAP Performance Monitoring and Evaluation Framework. An agro-economist by training, she joined Directorate General Agriculture and Rural Development back in 2005 and gained experience in Andalusian lifestyle and economic modelling for three years, from 2010 to 2013, at the European Commission's Joint Research Centre in Seville. She has strong expertise in meat and dairy markets and farm economics.

## Nanna Lien

Professor

Department of Nutrition, University of Oslo



Nanna Lien is a professor at the department of nutrition at the University of Oslo. She has more than 15 years of experience in school-based intervention research focused on the dietary behaviours of youth and obesity prevention. The focus of her research has developed from effectiveness studies, testing interventions in randomized controlled trials, to the challenges of achieving population impact of these interventions, taking into account the complex systems in which they will be implemented. As sub-themes throughout her research, she also sought to understand and prevent social inequalities in dietary behaviour and obesity.

## Ana Mendoza Martínez

**Jefa de Área de Análisis de Consumo**

**Ministerio de Agricultura, Pesca y Alimentación**



Ana Mendoza Martínez graduated in veterinary medicine, specialising in animal production. In 2010, she began her work at the Spanish government as a foreign health inspector at the Designated Border Control Post of Barcelona. For several years, she carried out the sanitary checks prior to the import of all kinds of food products from third countries, as well as the inspection of border control facilities. In 2016, she started working for the General Directorate for the Food Industry of the Spanish Ministry of Agriculture, Fisheries and Food (MAPA). Her work at MAPA relates to food consumption and trends, as well as food waste. She is currently in charge for managing the in-home and out-of-home food consumption and food waste panels, other studies on food uses and consumer trends, and the climate confidence

barometer of the agri-food sector. Moreover, she also helps to coordinate the School Fruit, Vegetables and Milk Scheme, and to promote food from Spain.

## Brigitte Misonne

**Head of Unit**

**European Commission**



Brigitte Misonne is Head of Unit for Animal Products in the Directorate General for Agriculture and Rural Development (Directorate General Agriculture and Rural Development) of the European Commission. She has the overall responsibility for monitoring market developments, analysing economic trends, building-up market knowledge and designing EU market support measures in the animal product sectors. She is also responsible for the EU school scheme, a cross-cutting support programme for the distribution of agricultural products (milk, fruits and vegetables) to school children.

## Merete Myrup

**Director of Dairy Nutrition**

**Danish Dairy Board**



Merete Myrup Christensen is Director of Dairy Nutrition at the Danish Agriculture & Food Council and at the Danish Dairy Board. She has a Master and a PhD degree in Biochemistry and Nutrition from the Technical University of Denmark. Her focus areas are the role of dairy products in health and nutrition, and the position of these products in future sustainable diets. Merete is also chair of the Scientific Advisory Board on Dairy Nutrition and Health (SABDNH) at the European Dairy Association.

## Monika Niewiarowska

Senior Expert

National Support Centre for Agriculture



Monika Niewiarowska has many years of experience in implementing the EU school scheme and currently works at National Support Centre for Agriculture, which is a national body implementing the EU school scheme in Poland. To implement the scheme, in cooperation with the agriculture, education and health departments, she is involved in a wide range of activities, such as product delivery, accompanying educational measures and evaluation of the scheme. She also participates in meetings of the Committee for the Common Organisation of Agricultural Markets and the Expert Group on Agricultural Markets dealing with the school scheme. She has many years of experience as a trainer, in particular as an EU TAIEX expert, and has conducted workshops on the implementation of the EU school scheme, for example in Montenegro, Kosovo and Serbia.

## Arnold Puech d'Alissac

EESC Member

European Economic and Social Committee



Arnold Puech d'Alissac, a family farmer in the Normandy region of northern France, has been a member of the European Economic and Social Committee (EESC) since 2015, as representative for the "Fédération nationale des syndicats d'exploitant agricoles" (FNSEA) of France. He is a member of the Section for Agriculture, Rural Development and the Environment, the Section for the Single Market, Production and Consumption and of the Farmers category, which he currently chairs. He has contributed as rapporteur to quite a few opinions on sustainable food systems such as "Food security and sustainable food systems", "Restoring sustainable carbon cycles", and "Minimising the risk of deforestation and forest degradation associated with products placed on the EU market". Currently, he is the rapporteur of the evaluation report "NAT/855 on

the evaluation of the EU school scheme". Finally yet importantly, he was recently appointed as President of the World Farmers' organisation.

## Anna Paola Quaglia

Policy Analyst

European Commission



Anna Paola Quaglia is a policy analyst at the Joint Research Centre of the European Commission. She has an interdisciplinary background rooted in economic and political geography, food studies and critical theory. Her work supports the mission of the Competence Centre on Participatory and Deliberative Democracy, of which she is proudly part. Anna Paola currently focuses on participatory governance of environmental issues, such as the BiodiverCities project, and on public spaces to democratise science and policy. She is co-author of “Engaging with Food, People and Places. A toolkit” which was the public output of a participatory research project “Imagining ‘eat’ together: the school meal”, promoting extensive dialogues with school communities to design a truly inclusive and sustainable school meal.

## Tamsin Rose

Director

Tamarack



Tamsin Rose is a facilitator, speaker and trainer with an interest in sparking new ideas to address big societal challenges. With three decades of experience in communications, and advocacy and network building, her clients range from small non-profits to international institutions and everything in between. She has led a European platform of public health NGOs, managed an EU programme to twin cities in west and eastern Europe, was a radio journalist and now connects citizens’ experiences with the Brussels policy bubble.

## Marc Tarabella

MEP

European Parliament



French-speaking Belgian politician. His mother was a farmer and his father was a quarryman and an immigrant from Tuscany. Member of the European Parliament since 2004 leaving his job at the bank to devote himself fully to his political commitments, to the municipality of Anthisnes and to his European parliamentary function. In July 2007, he left his mandate as a Member of the European Parliament to become the Minister for Training in the Walloon Government and French Community Minister for Education, Social Advancement and Youth. He became an MEP again on July 16th 2009, re-elected again in the 2014 and 2019. In the European Parliament, he is a member of the Committee on Agriculture and Rural Development and Committee on the Internal Market and Consumer Protection. He is also co-chair of the European Parliament’s Sports Group.

## Sofie Verhoeven

Food policy officer

City of Ghent



Sofie Verhoeven joined the City of Ghent's Environment and Climate department in 2014. As a participation expert, she facilitated and supported bottom-up initiatives for all climate-related themes (food, energy-efficient living, renewable energy, circular economy, etc.). Since 2020, she has been part of the food policy team and works on the "Gent en Garde" project. The project revolves around Ghent's food strategy, and to put this into practice, the city uses a multi-stakeholder governance approach. This is where Sofie fits in perfectly. She focuses on the development of a local protein strategy, the procurement of food by the city, and everything that concerns schools in relation to food (school meals, education, whole school food approach ...). Moreover, she is involved in both the H2020 Schoolfood4change and the FEAST projects. Besides

that, she coordinated the "Gent aan Zee" (translated "Ghent by the Sea") climate festival.

## Janusz Wojciechowski

Commissioner for Agriculture

European Commission



Commissioner for Agriculture since 2019. He grew up on a farm in Rawa Mazowiecka, a rural community in central Poland. He holds a Master's degree in law, having graduated from the University of Łódź Department of Law and Administration. His professional career as a judge spanned different levels up to membership of the Supreme Court of Poland. From 1995 to 2001 he held the important post of President of the Polish Supreme Audit Office. From 2001 to 2004, he represented the Łódzkie constituency as a Member and also Vice-Marshal of the Parliament of the Republic of Poland – the Sejm. From June 2004 until May 2016, he served three terms as a Member of the European Parliament. He sat as a Member of the European Parliament's Intergroup on the Welfare and Conservation of Animals from his first term and from 2014 to 2016

he was President of the Intergroup. From May 2016 to November 2019, he was a Member of the European Court of Auditors. Commissioner Wojciechowski has been the author and co-author of five comments on the Polish Penal Code, as well as the author of more than 100 articles and publications on criminal law in various Polish legal magazines. He also writes on socio-legal issues.

