

**European Hearing on Organic Food and Farming –
Towards a European Action Plan**

Brussels, 22 January 2004

PROGRAMME

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| 08h00 - 09h00 | <p>Registration of participants</p> <p>Coffee</p> |
| 09h15 – 09h45 | <p>Welcome and introduction</p> <ul style="list-style-type: none"> • Mr Franz Fischler, Member of the European Commission responsible for Agriculture, Rural Development and Fisheries • Mr Joe Walsh, Minister for Agriculture and Food, Ireland |
| 09h45 – 11h15 | <p>Session 1 –The place of organic farming in European agriculture</p> <p>Introduction by Chairman Mr Corrado Pirzio-Biroli, Head of Cabinet of Commissioner Franz Fischler</p> <ul style="list-style-type: none"> • <i>“What do consumers expect from organic farming?”</i> Mr David Byrne, Member of the European Commission responsible for Health and Consumer Protection • <i>“What do organic farmers expect from policy makers?”</i> Mr Francis Blake, president of IFOAM-EU • <i>“From farm supply to consumer packages, challenges for the processing industry”</i> Mrs Marina Mastromauro, Pasta GRANORO of Corato • <i>“How can we optimise the market?”</i> Mrs Maria Itziar Aguirre Jiménez, University of Sevilla <p>Questions from the audience and open discussion.</p> |
| 11h15 – 11h45 | <p>Coffee break</p> |

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| 11h45 – 13h15 | <p>Session 2 – The place of organic farming in the wider European society</p> <p>Introduction by Chairman Mr Dirk Ahner, Deputy Director-General, DG Agriculture</p> <ul style="list-style-type: none"> • “Are the organic consumer labels conveying the right message?” Mr Toralf Richter, Research Institute of Organic Agriculture (FiBL) • “Marketing and distribution concepts - the view of the supermarket” Mr Tony Sullivan, Sainsbury’s • “Can the organic standards continue to meet societal demands?” Mr Raffaele Zanolli, University of Ancona • “Coexistence with GMOs and organic seed production” Mrs Birte Boelt, Danish Research Centre for Organic Farming (DARCOF) <p>Questions from the audience and open discussion</p> |
| 13h15 – 15h30 | <p>Lunch break. Buffet lunch with the participation of Mr Franz Fischler</p> |
| 15h30 – 17h30 | <p>Session 3 – Concluding session</p> <p>Introduction by Chairman Mr José Manuel Silva Rodriguez, Director-General, DG Agriculture</p> <ul style="list-style-type: none"> • Reports from the morning sessions by the two Chairmen • The key issues: Mr Nicolas Lampkin, University of Wales <p>Questions from the audience and open discussion</p> <ul style="list-style-type: none"> • Closing remarks by Mr Franz Fischler |
| 18h00 - 19h00 | <p>Press conference with Mr Franz Fischler</p> |