

15/03 | 10.00 - 12.30 (CET)
9.00 - 11.30 (GMT)

Webinar on trends in healthy food

Sustainable sourcing in human & animal nutrition

Webinar in French

PART 1: Geographical origin and sustainability: a trend towards relocation

Mathieu Tournat (Valorex) Florian Josselin (Les maraichers d'armor - Prince de Bretagne) Aurélien Lucas (Paulic Meunerie) and Christine Larsonneur (Association Blé noir tradition Bretagne) Claire Delaunay (Végépolys Valley)

PART 2: Sustainable production practices: some examples in agriculture and aquaculture

Nuria Macias (Agromousquetaires), Philip Fernandez (EIT Food), Pascal Goumain (Normandy and Ile-de-France fish farmers' union, AMP), Leonel Barata (Conserveira do Interior)

Choice of commodities represents a lever of sustainable commitment for a food company: sustainable sourcing not only has repercussions on the environment but also has economic and societal impacts. **Moreover, 86% of consumers indicate that they are "committed to consuming in a way that respects people, animals and the environment"** according to the latest Kantar Worldpanel study. (janvier 2019).

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AHFES - A quadruple helix Atlantic Area healthy food ecosystem for growth of SMEs is an European project funded by the Interreg Atlantic Area program. AHFES' aim is to improve the innovation, competitiveness and growth of healthy food and beverage SMEs to align their products with the needs and expectations of consumers through services and training.

