



European Food Forum and EIT Food
Event

**“How do we shift to more sustainable diets? Understanding
consumer trust in food: EIT Food’s Trust Report”**

21 March 2023

(15h00-16h30 CET)

European Parliament

SPINELLI Building 1H1 (NEW ROOM)

Event description:

There is a greater need than ever before to strengthen consumer trust in the food system and its actors. The climate crisis and the recent war in Ukraine have accelerated the need for a sustainable and resilient agro-food system. Encouraging and empowering consumers to make environmentally friendly and healthy food choices can be a driving force behind this transition. However, while most EU consumers are motivated to make healthier and more sustainable food choices, this does not always translate into a change in consumption habits, and the confidence in the information on sustainability and healthiness of food products is low. To promote sustainable practices, it is crucial to enhance consumers’ trust in the food system and the decision-makers involved.

These and other insights will be discussed in this EFF – EIT Food workshop, where EIT Food will present the latest edition of its annual Trust Report. This document summarises the results of EIT Food’s quantitative (TrustTracker®) and qualitative (Citizen Participation Forum) research on consumer trust in the food value chain and its actors, covering over 23000 respondents across EU and non-EU countries. The workshop will also stimulate a discussion around recommendations for initiatives to improve consumer trust.



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Hosting MEPs:

Mr. Petros KOKKALIS

Ms. Alessandra MORETTI

Moderator: Sofia Kuhn, Director of Public Engagement, EIT Food

PROGRAMME

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| 15h00-15-10 | Opening remarks EFF MEPs
MEPs Petros Kokkalis, Alessandra Moretti |
| 15h10-15h30 | Presentatation EIT Food’s Trust Report 2023

Sofia Kuhn , Director of Public Engagement, EIT Food |
| 15:30– 16:15 | Panel - “How do we shift to more sustainable diets?” <ul style="list-style-type: none">• Petros Kokkalis – EFF MEP Member• Luisa Crisigiovanni EU Grants Programme Manager & Consumers Policy Expert, EuroConsumers• Cortney Price - Lead for Behavioural Science at FAO |
| 10 :40 – 10 :45 | Conclusions

MEP Petros Kokkalis |