

Consumers Come First

Clearer Food Information and Rethinking EU Food Legislation for the Most Vulnerable



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Non-Communicable Diseases, Ultra-Processed Foods,
Eating Disorders, Accurate Food Information

Rue d'Arlon 80
1040 Brussels

SAFE Annual Conference 2026

'Consumers Come First: Clearer Food Information and Rethinking EU Food Legislation for the Most Vulnerable'

18 November 2026, 09:00–16:00 CET

Rue d'Arlon 80, 1040 Brussels

Moderated by Natasha Foote, Journalist

Draft Agenda

9:00	Arrival & Welcome of Participants
9:30	Opening Remarks Floriana Cimmarusti, Secretary General, Safe Food Advocacy Europe
9:45	Keynote Opening Speeches - Antonella Sberna, Vice-President of the European Parliament - Claire Bury, Deputy Director-General, DG SANTE - Agustín Reyna, Director General of BEUC
10:15	Non-communicable Disease Prevention: Key Results and Lessons Learned (Preventia) - Cecilia D'Acunto, Project and Policy Coordinator, Safe Food Advocacy Europe - Anastasia Chatzipavlou, Director, EEKE - Zita Ceponyte, President, LCI - Eleonora Messina, EU Project Office, ADOC - Maura Saltimbanco, Project Manager, U.DI.CON - Lyuba Karpachova, Refugees Department Lead, Promote Ukraine - Mounia El Yamani, Head of Unit, Santé publique France - HaDEA representative (TBC) Followed by Q&A with the audience
11:45	Coffee break
12:00	Are voluntary measures enough? A dialogue on marketing to children and the EU Agri-Food Code - Camille Perrin, Sustainable Diets Campaigner, Fern - Irene Minio, Project and Policy Officer, Safe Food Advocacy Europe - Sara Bertucci, Policy Lead and Strategy Coordinator, EPHA - Wiktoria Bicka, EUPHA - Fabrizio Fabbri, Secretary General, Euro Coop - EC representative (TBC) Followed by Q&A with the audience
13:00	Networking lunch



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14:00	Ultra-Processed Foods: Industry Action and Reformulation for Better Health Outcomes — A Multi-Stakeholder Dialogue • Floriana Cimmarusti, Secretary General, Safe Food Advocacy Europe • Rebecca-Evelyn Papp, Policy Officer, EuroHealthNet • Chiara Manzi, Professor at University of Bologna and Ferrara • Neha Khandpur, Assistant Professor, Wageningen Universiteit • Industry representative (TBC) • MEP (TBC) Followed by Q&A with the audience
15:00	Eating disorders: Towards Stronger EU Action • Anouck Guillou, Project and Policy Officer, Safe Food Advocacy Europe • Aurora Caporossi, Founder of Animenta and CEO of Comestai • An Vandeputte, Director of Eetexpert • Harriet Parsons, CEO of Bodywhys • Elín Vigdís Guðmundsóttir, Founder and Chairperson of SÁTT • MEP (TBC) Followed by Q&A with the audience
16:00	Closing Remarks & End of the Conference • Floriana Cimmarusti, Secretary General, Safe Food Advocacy Europe



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