

The European food, beverages and agriculture sectors are an important driver for innovation and can be a catalyst to unlock economic growth - they also play a key role in empowering consumers to make informed, healthy and sustainable choices.

83% of EU citizens believe that the food and drinks they consume contain chemicals and 81% look at the ingredients before buying.

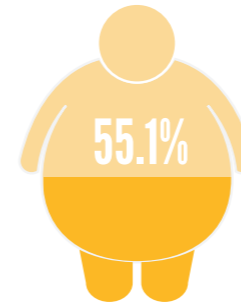
## How safe is "safe"?

Attitudes amongst policy makers and civil society are shifting towards a zero-risk environment with regards to the safety of food and consumer products (BPA, aspartame, GMOs and cloning technology). For the industry, this means that it is increasingly expected to deliver 0-calorie, 0-risk, 0-environmental impact consumer products, while still pushing as close to '0' in terms of price.

**0% Risk**  
0 Impact 0 Kcal

## Who is responsible?

Given the increased burden of NCDs on national healthcare budgets, policy makers increasingly consider alcohol and tobacco on par with what can now be termed 'big food' and are tempted to 'regulate' personal responsibility.



**55.1%**  
of the adult population will be overweight or obese by 2020.

## Case studies

### AB- INBEV

As part of their commitment to the European Alcohol and Health Forum, FleishmanHillard supported AB-InBev in profiling the European Drink Driving Forum as a major initiative to tackle drink-driving and position AB-InBev as a committed and legitimate industry actor.

### GDA COALITION

Ahead of the Food Information to Consumers negotiations, FleishmanHillard created a coalition and roundtable event with leading European food manufacturers to introduce the Guideline Daily Amount voluntarily developed by the industry as the most suitable mandatory labeling system.

### BALTICSEA2020

In June 2011, FleishmanHillard created an advocacy campaign for the independent NGO BalticSea2020 for the reform of the European Union's Common Fisheries Policy (CFP) and reverse the negative environmental trend occurring in the Baltic Sea.

## What is next?

All these elements are working towards a hazard and trust based regulatory environment. In the future we can expect to see further scrutiny on ingredients, packaging and processes in the name of consumer safety. The industry will have to operate in an environment where it will be more and more marginalised as the source of many (all) problems.

Going forward, it will be critical to ensure that future EU legislation supports a competitive industry while integrating sound scientific evidence in the policy-making process.



# Top trends in the EU

## The politics of science.



The current focus on a zero-risk environment creates political momentum for the application of the precautionary principle as a way to eliminate scientific uncertainty. The challenge for the industry will be to ensure that the scientific evidence it communicates feeds into policy-making process in a way that is deemed transparent by civil society.

## Striking the right balance for agriculture.

Amidst concerns about resource scarcity and unstable commodities markets combined with fears about agricultural innovation, the challenge for the agro-food industry will be to convince policy-makers and, ultimately consumers that it is delivering safe and sustainable products.



**3 out of 4 EU citizens** are concerned about the food security challenge.



# The FH Approach

- a conversation we enjoy having with our clients

What is your goal for the year?	DEFEND	MAINTAIN	GROW
Product	I need to defend my product	I need to maintain my license to operate	I need to introduce a new product on the market
Organisation or Country	I need to defend my reputation	I need to communicate and align internally	I need to raise my profile
Marketplace	I need to defend my commercial freedom	I need to shape a business-friendly environment	I need to access new markets

## For more information, contact:



**Michelle Gibbons**

SVP, Senior Partner  
& Deputy Managing Director  
FleishmanHillard Brussels  
35 Square de Meeûs  
1000 Brussels, Belgium  
+32 (0)2 282 09 70  
Michelle.Gibbons@fleishmaneuropa.com

## Our Brussels clients past and present:



# Food & Agriculture

*FH Food and Health Team*



Current challenges in the field of food and agriculture often relate to the political perceptions of risk. Changes in approach may be afoot as policy-makers acknowledge that a certain degree of risk needs to be embraced to stimulate innovation and drive growth and food security.