

## RFI6170 – GROWING VOICES EVENT

Email from Green Biotechnology Europe to Defra 20.12.13

Dear ---

Please find attached as requested a briefing document on the ***'Growing voices' event: 'Healthy food – the untold story of GM crops'***, which will take place in Brussels on 22 January. I also attach a draft of the speakers biographies document that will be included in the participant pack (still need to be finalised).

Please do not hesitate should you have any questions on the event or would like to discuss any points mentioned in the briefing document, incl. media relations.

Our moderator for the event, ---, would like to get in touch with you after the Christmas break to go through the organisation of the panel discussion. We could set up a call on the week of January 6<sup>th</sup> if you have some availabilities.

I wish you a very nice Christmas holiday and a happy New Year.

Thanks and best regards,

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Letter to Owen Paterson from EuropaBio 22.11.13



Rt Hon Owen Paterson MP  
Department for Environment, Food and Rural Affairs  
Nobel House  
17 Smith Square  
London  
SW1P 3JR

Brussels, 22 November 2013

Dear Minister Paterson,

**Invitation to speak at a 'Growing Voices' event on Consumer Benefits of GM Crops**  
Date: **Wednesday 22 January 2014, 9:00 – 13:00 CET**  
Location: **Renaissance Hotel, rue du Parnasse 19, Brussels** (close to the European Parliament)

I am contacting you to ask if you might kindly be interested to speak at an upcoming stakeholder event being planned by EuropaBio for Wednesday 22 January 2014 in Brussels.

As an industry, we recognize that we need to do more to communicate with European citizens and consumers on what the benefits of the technology are not only for sustainable farming but also for improving nutrition and health profiles of our food. In January, EuropaBio will launch a new digital campaign called 'Growing Voices' that will highlight the growing constituency of independent voices calling for a rethink on the EU's stance towards GMOs (more detail attached). To mark the launch of this campaign, we will hold an event for about 80 senior stakeholders (from policy making, the food chain, consumer organisations and NGOs) at which we would like to focus on GM crops that already bring consumer benefits (with the lower level of mycotoxins in Bt maize in Spain for instance) or direct health benefits with the new generation of GM crops close to commercialisation like golden rice or vitamin enriched bananas. It will also be an opportunity to explain how public and private research positively influences each other in order to come up with innovative products that meet consumers' needs.

Given the UK government's commitment to science based decision-making and its interest in technologies in agriculture, we would be delighted if you would agree to address the audience at a time that suits you best, for example to provide the concluding remarks.

The agenda – which is still under development – currently contains four main elements (the event starts at 9:00, finishing at 13:00 CET):

- ✓ Keynote address by Mrs Paola Testori Coggi, Director General, European Commission's DG Health and Consumers.
- ✓ A showcase of 4/5 biotech crops offering direct consumer benefits, both from a developer/researcher and an end user perspectives. Prof. Ingo Potrykus will present the golden rice project. Other projects to be presented include: global cassava partnership, high-oleic acid in soybeans, gluten free wheat, Bt maize with low mycotoxin levels, vitamin enriched bananas.
- ✓ A panel discussion on how best to reap these benefits in Europe, with participation of Mrs Julie Girling MEP, representatives of business community, food industry, consumer organizations, media, academia and development organisations (Gates Foundation).
- ✓ Concluding remarks.

We of course recognize that the possibility of your support will also be dependent on your schedule and availability. However, if this is an initiative that you might be interested in learning more about, please do let me know and I would be happy to call you to discuss the approach, content and logistics in more detail.

I very much look forward to hearing from you and thank you in advance for your consideration.

Yours sincerely

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