



# “Growing Voices” event

Healthy food – the untold story of GM crops

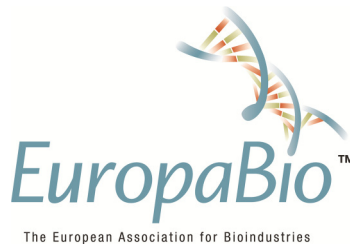
22 January 2014

## **Information** **Guide**

Renaissance Hotel  
Rue du Parnasse  
1050 Brussels

# Table of content

- 1. Background information on 'Growing Voices' initiative**
- 2. Event's programme**
- 3. Target invitee list**
- 4. Media relations**
- 5. The venue**
- 6. EuropaBio**



## **EUROPABIO “GROWING VOICES” EVENT**

### **Healthy food – the untold story of GM Crops**

#### **Launch of the GROWING VOICES online platform**

*This is about your voice, your opinion and our future.*

#### **Helping you to find out about GM yourself**

Growing Voices is a website that helps you discover the complex and fascinating reality of genetically modified (GM) crops. For nearly two decades, the GM debate in the European Union has been polarised, providing no middle ground in which the silent majority can form an opinion. We hope to change that.

Today, growing voices from politics, science, businesses, the media, NGOs and the public, are speaking up in support of objective facts about the societal, environmental, agricultural, and health benefits of GM seed breeding. Now is the time to elucidate these opinions and showcase some real-life experience!

#### **Presenting the growing voices website**

To highlight the broad based and growing constituency of interest in GM crops in Europe, EuropaBio is launching a new online campaign. The goal is to create an experience sharing platform, allowing you to learn from and engage with representatives of the scientific community, consumer organisations, civil society, NGOs, farmers, political institutions, as well as businesses to find out what GM is all about and how we in Europe can move towards a more constructive discussion on this 21st century technology.

Our hope is that this platform will facilitate the exchange of real life of stories about the science of GM seed breeding, the reality of the role GM crops already play in our lives, and their importance to the future sustainability of global food security and the environment. We also give you the opportunity to satisfy your curiosity about the many urban myths that you’ve heard about this important technique.

#### **Useful links**

Teaser video to be launch during the event:

<http://www.youtube.com/watch?v=j4LJSnCgR0o&feature=youtu.be>

The Growing Voices website will become live on 22 January 2014 – URL: <http://growingvoices.eu> (still under development for the moment)

## EUROPABIO “GROWING VOICES” EVENT

### Healthy food – the untold story of GM Crops

#### PROGRAMME

Wednesday 22 January 2014

**08:15 – 08:45**

REGISTRATION (Renaissance Hotel, rue du Parnasse 19, Brussels)

**08:45 – 09:00**

WELCOME ADDRESS

Julie Girling, MEP, Chair of the informal European Parliamentary Working Group on risk-based policymaking

**09:00 – 09:15**

KEYNOTE SPEECH

Paola Testori, Director General, European Commission’s DG Health and Consumer Policy

**09:15 – 11:00**

Panel 1 (presentations): ***Case studies on GMOs providing direct consumer benefits***

(Moderated by Cathy Smith)

**Project 1: Gluten free wheat**

Dr. Francisco Barro Losada, Research Scientist, Institute of Sustainable Agriculture Cordoba

Nacho Serrano, The Spanish Coeliac Association

**Project 2: High-oleic acid in soy**

Macy Merriman, Senior Manager, Biotech and Government Affairs, DuPont Pioneer

**Project 3: Golden Rice**

Prof. Ingo Potrykus, Professor Emeritus, Institute of Plant Sciences, Swiss Federal Institute of Technology
Patrick Moore, co-founder and ex member of Greenpeace, Allow Golden Rice Now campaign
<b>Project 4: Global Cassava Partnership</b>
Dr. Claude M. Fauquet, Director, Global Cassava Partnership for the 21 <sup>st</sup> Century
<b>Project 5: Oilseeds enriched in omega-3</b>
Prof. Johnathan Napier, Lead scientist on the oilseeds enriched in omega-3 project, Rothamsted Research
<b>Q&amp;A session</b>
<b>SPECIAL GUEST:</b> The Rt Hon Owen Paterson, MP, Secretary of State for Environment, Food and Rural Affairs, UK

***Coffee break (11:00 – 11:20)***

<b>11:20 – 11:30</b>
<b><i>GM imports: the indirect consumer benefits</i></b>
<b>Romão Braz</b> , Vice-President, Finançor SGPS S.A. and FEFAC Council member

<b>11:30 – 12:30</b>
<b>Panel 2 (discussion): <i>What do we need to fully reap the benefits of GM technology?</i></b> (Moderated by Cathy Smith)
<b>The Rt Hon Owen Paterson</b> , MP, Secretary of State for Environment, Food and Rural Affairs, UK <b>Julie Girling</b> , MEP, Chair of the informal European Parliamentary Working Group on risk-based policymaking <b>Mella Frewen</b> , Director General, FoodDrinkEurope <b>Dr. Sebastian Hess</b> , Associate Professor, Swedish University of Agricultural Sciences <b>Romão Braz</b> , Vice-President, Finançor SGPS S.A. and FEFAC Council member
<b>Q&amp;A session</b>

***Lunch (13:00 – 14:30)***



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#### **TARGET INVITEE LIST**

##### **Audience - overview**

50-80 participants from business community, politics, academia, consumer organisations and other civil society groups (development NGOs, etc.)

##### **EU Institutions**

European Parliament, European Commission, Permanent Representations of EU Member States, Embassies (third countries including exporting countries)

##### **National Institutions (public and private sectors)**

Flemish Government, British Agriculture Bureau, VIB, Rothamsted Research British Retail Consortium, etc.

##### **Biotech industry – member companies and national biotech associations**

Dow AgroSciences, Bayer CropScience, Limagrain, Syngenta, Monsanto, DuPont Pioneer, BASF, KWS, BIA, BIO.be, etc.

##### **Academia**

Public Research and Regulation Initiative (network), European Academies Science Advisory Council (network), Dept Life Science King's College, Ghent University, etc.

##### **Others (civil society organisations, trade associations, etc.)**

Evangelische Kirche in Deutschland, National Farmers Union, COCERAL, Oxfam, EuroCommerce, Climate Action Network, FoodDrinkEurope, UN World Food Programme, ECPA, etc.

## EUROPABIO “GROWING VOICES” EVENT Healthy food – the untold story of GM Crops

### MEDIA RELATIONS

Online and offline media activities will be organized around the event, including:

- **Social media release** on Growing Voices to be issued through the website on the day of the event
- **Press interviews** – target EU media (international, EU and national press) will be approached closer to the date to gauge their interest in interviewing speakers willing to convey external messages on topics addressed at the event or more generally about green biotech in Europe.

Please do let us know should you be willing to address the media so that we can send you a list of target journalists (EU correspondents of UK press and International/EU publications) and set up interviews on the day (during coffee break – 11:00-11:20) or at the end of the conference (as of 13:00).  
Please also let us know should you not want to be involved in any media activities.

Please also note that we intend to record the conference. Please let us know should you not wish to appear on the film (for internal and external use).

Also, we will conduct vox-pop interviews during the coffee break and lunch to collect opinions of participants (speakers and audience). The format is 2-3 min video interview on a topic that the interviewee wishes to address. Please let us know should you be willing to participate. The video clips will then be posted on the ‘Growing Voices’ website (after approval of edited materials).

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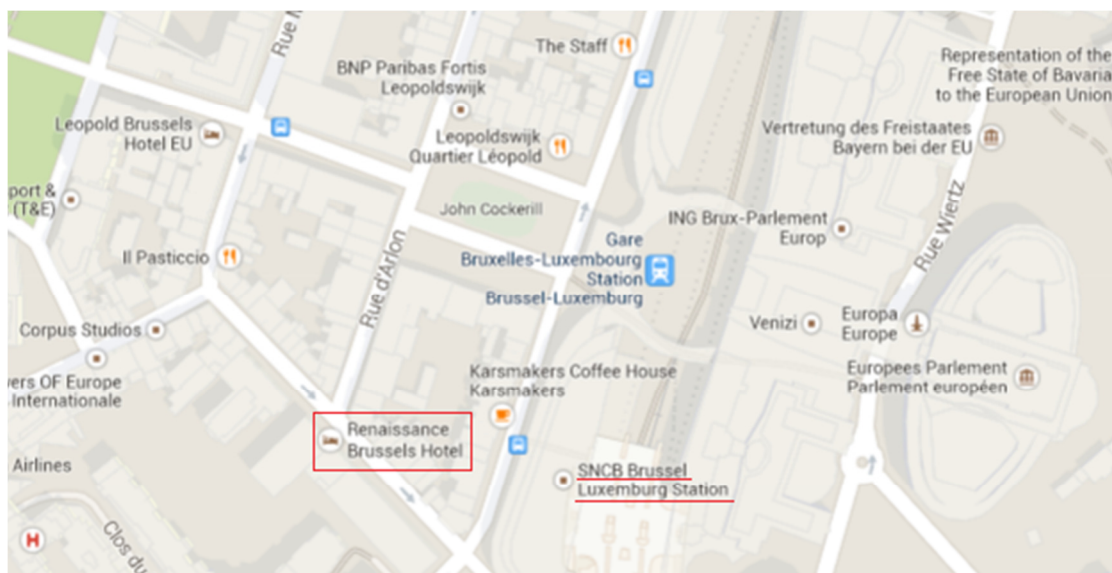
#### **THE VENUE**

##### **Renaissance Brussels Hotel**

19 rue du Parnasse  
1050 Brussels

Tel : 0032 2 505 29 29

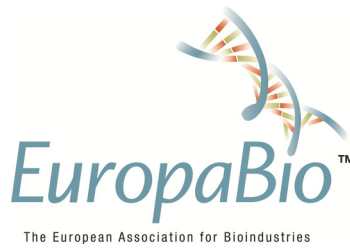
<http://www.marriott.com/hotels/travel/brubr-renaissance-brussels-hotel/>



#### **By taxi**

Taxis with a taximeter are permanently available in front of the arrivals hall. The fare from the airport to the city center of Brussels normally costs around EUR 45,00. Licensed taxis can be recognized by the blue and yellow emblem.





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#### **EUROPABIO – CONTACT PEOPLE**

##### **EuropaBio aisbl**

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Website: [www.europabio.org](http://www.europabio.org)

##### **Green Biotech Communications Manager (liaison with speakers and event’s format):**

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##### **Event Manager (logistics):**

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Secretary  
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