

21 April 2022



# 10th Stakeholder Bureau meeting

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Head of Communication and Partnership Department

Trusted science for safe food

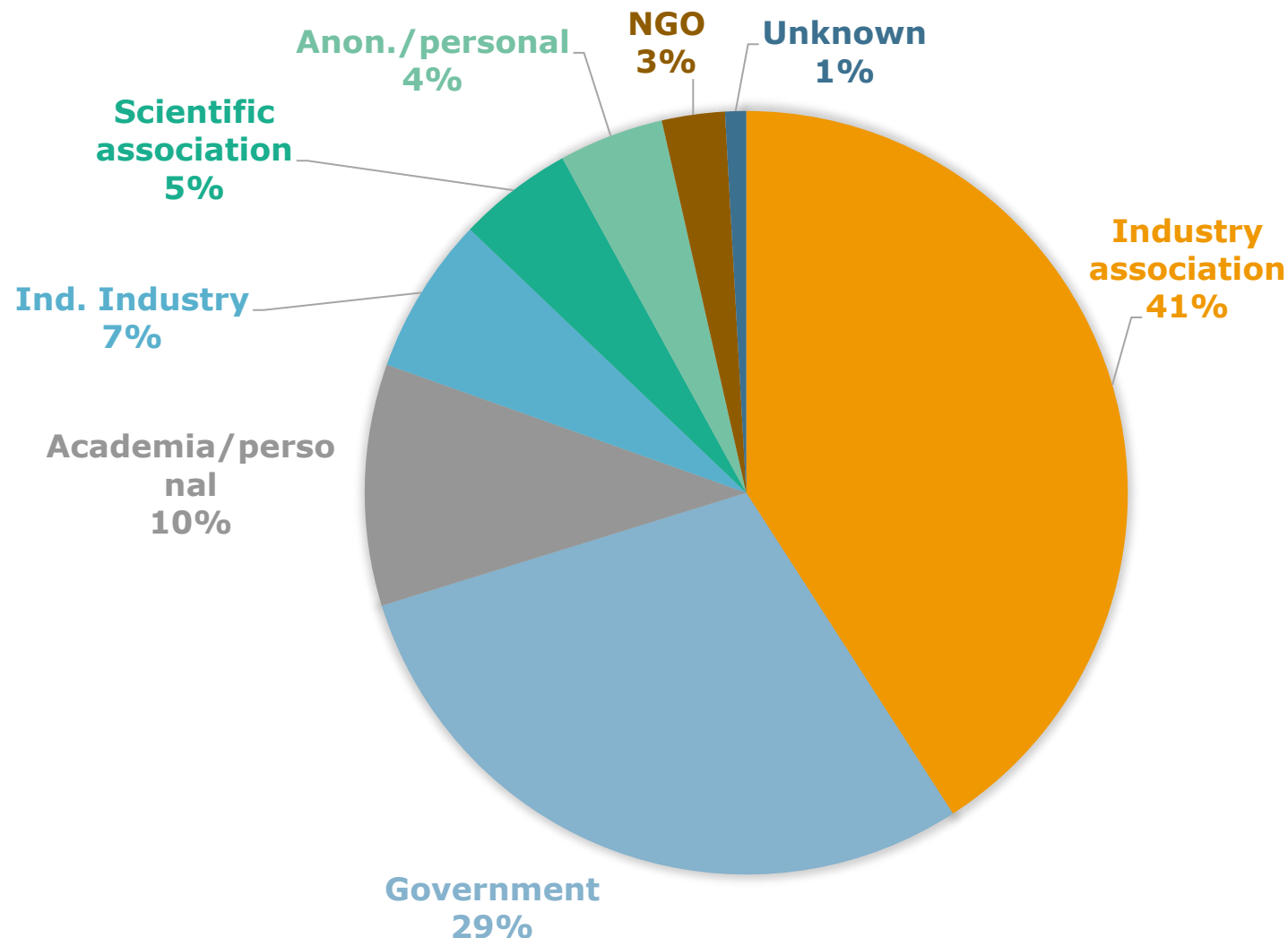
- Some ongoing and/or recent work
- Upcoming events and public consultations
- Campaigns
- 20th Anniversary Celebrations

## **Some ongoing and/or recent work:**

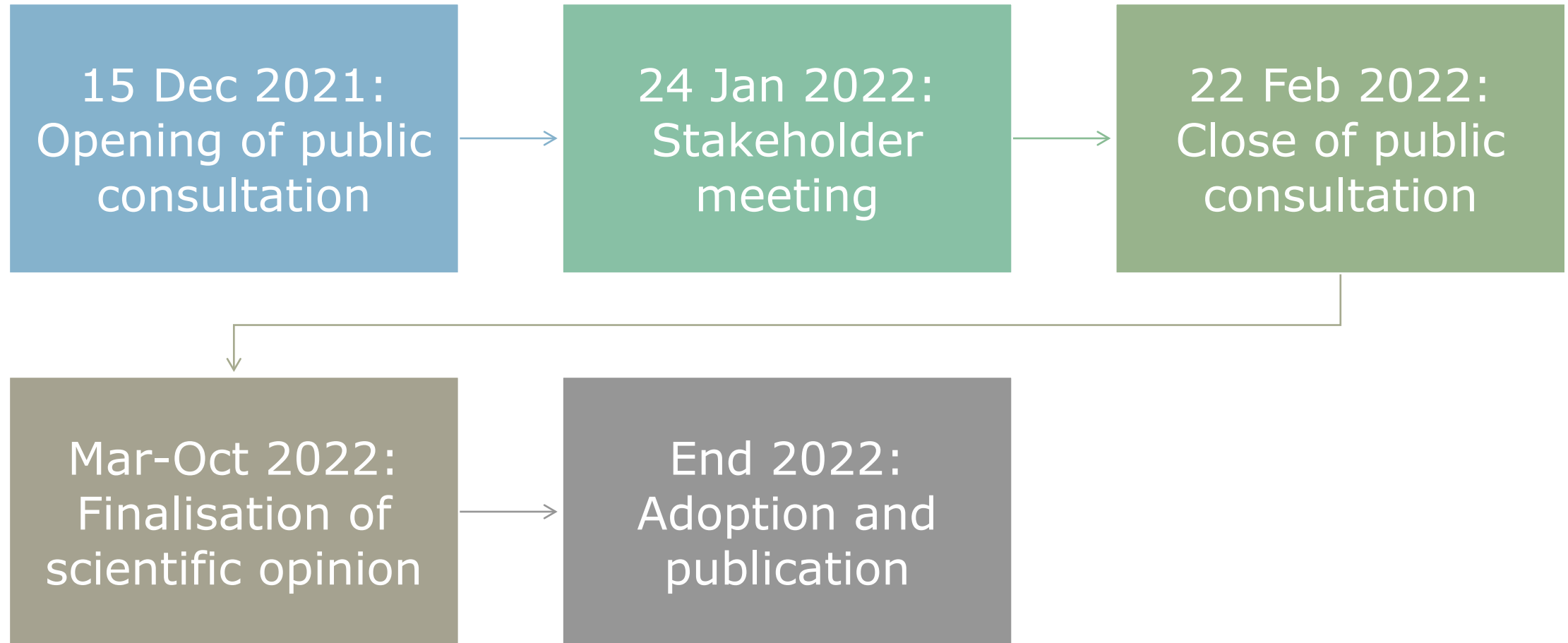
- **BPA**
- **Sugars**
- **Nutrient Profiling**

# Bisphenol A – post-public consultation

- 301 comments received
- 225 require an answer
- 43 contributors/organisations
- 16 countries

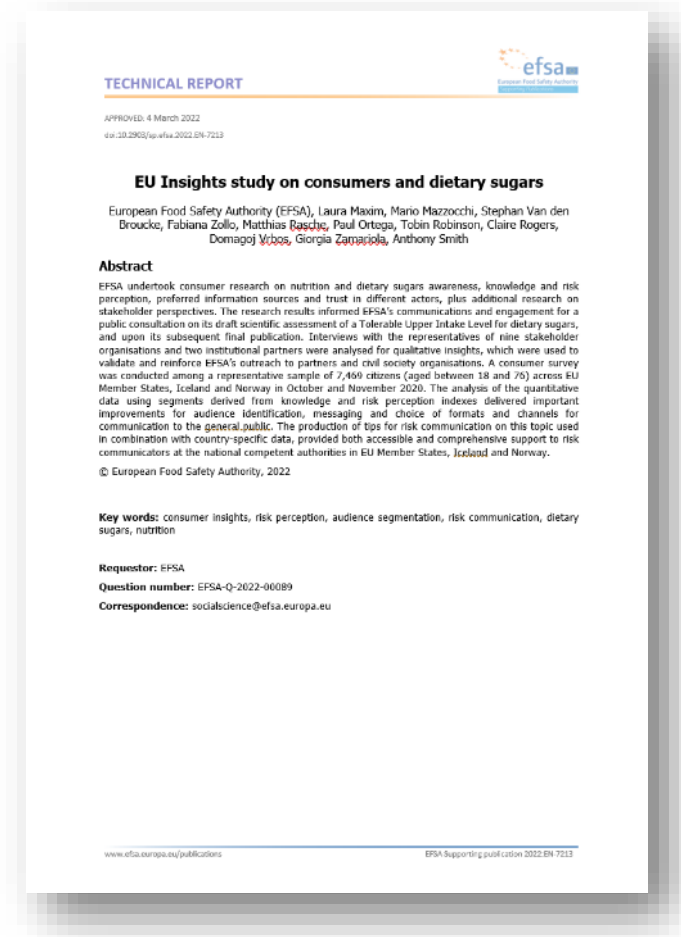


# Bisphenol A – timeline



To inform EFSA's communications and engagement on the **safety of dietary sugars**:

- Qualitative research on stakeholder perspectives
- Quantitative consumer research on nutrition/dietary sugars awareness, knowledge and risk perceptions, preferred information sources, trust in different actors
- Analysis of the quantitative data using 'cognitive' audience segments derived from knowledge and risk perception indexes



## Tips from society infographic with country-specific data – accessible support to risk communicators in EU Member States, Iceland and Norway

### EUROPEANS ARE AWARE OF MOST SUGAR-RELATED HEALTH CONDITIONS

Awareness levels of sugar-related health conditions analysed in EFSA's scientific opinion<sup>2</sup> are high, however risk perceptions vary across age and countries.



Risk assessment findings should be considered in tandem with specific issues in your country as well as the perception data. The latter is important as topics such as dietary sugars lend themselves to cognitive biases.<sup>3</sup>

### CLEAR TERMINOLOGY IS ESSENTIAL

At least 1 in 3 Europeans find it difficult to understand terms related to sugars.



Natural sugars<sup>1</sup>



Free sugars



Added sugars

total sugars



Use visual tools to explain terms such as natural, free, added and total sugars to help consumers understand the different types. This is crucial as EFSA's scientific opinion says consumption of free and added sugars should be as low as possible.

### KNOWLEDGE AND PERCEPTION CAN HELP US DESIGN RISK COMMUNICATION STRATEGIES



Communicate general advice and explanations through the most popular sources – TV and the internet!



Scientists and doctors are the most trusted source (and face) of risk communications – consider engaging them in campaigns!



If communicating to audiences with lower knowledge and risk perception, social media is a useful source. Engaging with bloggers or influencers could boost your social media presence - amplify your message by partnering with one that shares your core values!

As part of the F2F Strategy, the EC asked EFSA for scientific advice on:

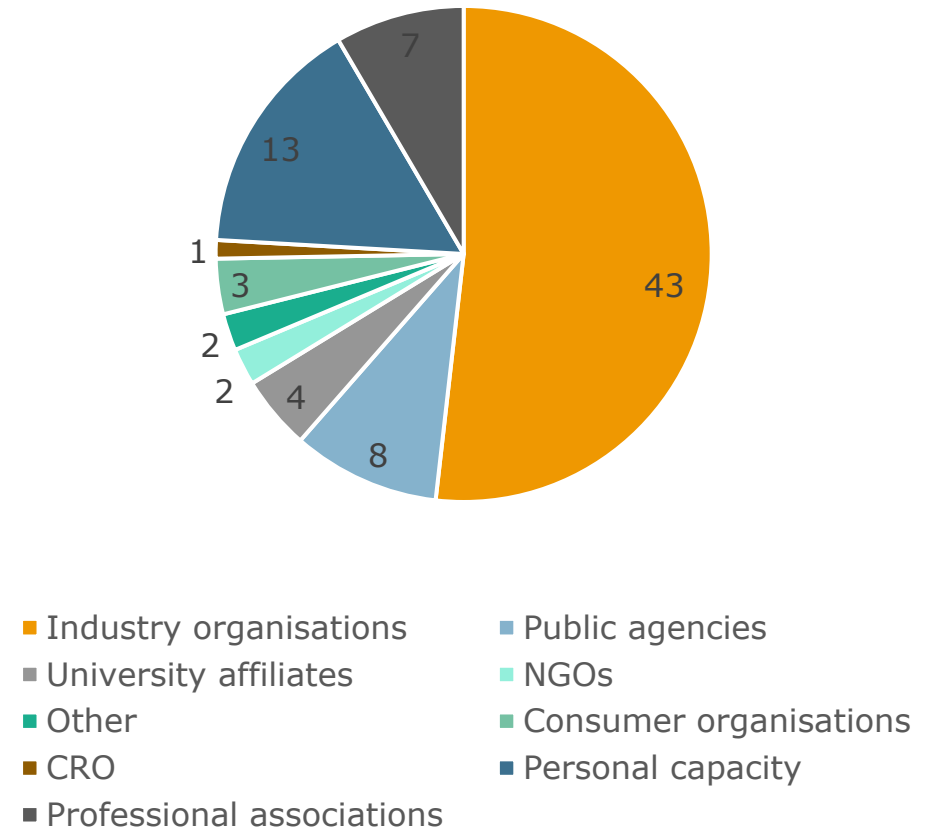
- nutrients and non-nutrient food components of public health importance for European consumers
- food groups with important roles in European diets
- scientific criteria to guide the choice of nutrients for nutrient profiling

EFSA ran a public consultation from November 2021 until January for input on its draft opinion



- 601 comments received
  - 529 comments answered
  - 83 interested parties
  - 21 countries
- 
- Various issues were discussed at NDA plenary 23-25 March
- 
- High number of comments out of scope/outside EFSA's remit

**Contributors/Organisations**



# **Upcoming events and public consultations**

# Upcoming events and webinars

Public and Stakeholder event	Date
3rd meeting of the Pesticide Steering Network – IUCLID sub-group	04 May 2022
Animal Health and Welfare Plenary Meeting	04 – 05 May 2022
9th Meeting of the EFSA Discussion Group on Food Chemical Occurrence Data	17 May 2022
27th meeting of the EFSA Stakeholder Discussion group on Emerging Risks (StaDG-ER)	17 – 18 May 2022
Technical hearing on the draft scientific guidance on the data required for the risk assessment of flavorings to be used in or on foods	19 May 2022 (TBC)
Scientific Committee Plenary Meeting	05 – 06 June 2022
Foresight workshop on novel sources of feed from circular economy (identification of drivers for emerging risks)	08 – 09 June 2022 (TBC)
ONE Conference	21 – 24 June 2022
Webinars	Date
Webinar IUCLID Most frequent mistakes	June 2022
Webinar New confidentiality GM workflow	June 2022
Webinar on confidentiality – protecting sensitive information from disclosure	September 2022
Webinar Guidance on automation of PAD	September 2022

Ongoing Public Consultations	Date of closure
Assessment Report on the active substance <b>2-phenylphenol</b>	29 April 2022
Application on <b>Kalex Films_Starlinger deCON</b> process	04 May 2022
Application on the recycling process <b>Circularpet IV80_Starlinger iV+</b>	04 May 2022
Assessment report on active substance <b>8-Hydroxyquinoline</b>	16 May 2022
Assessment Report on the active substance <b>Penoxsulam</b>	28 May 2022
Assessment Report on the active substance <b>Pyrethrins</b>	10 June 2022

Upcoming Public Consultations	Opening date
Assessment Report on the active substance <b>Clove Oil</b>	21 April 2022
List of intended studies for the renewal of the authorisation of <b>Bentonite</b> as a feed additive.	22 April 2022
List for intended studies for the renewal of <b>Niacin and Niacinamide</b> (for all animal species) as feed additives	22 April 2022
List for intended studies for the renewal of the authorisation of <b>Lactiplantibacillus plantarum NCIMB 40027</b> (for all animal species) as feed additive	22 April 2022
List for intended studies for the renewal of <b>Provita LE</b> (Enterococcus faecium DSM 7134 and Lactobacillus rhamnosus DSM 7133) for calves for rearing, as feed additive	22 April 2022

# **#EUChooseSafeFood Campaign (April to October 2022)**

**You assess  
the taste.  
We assess  
the science.**



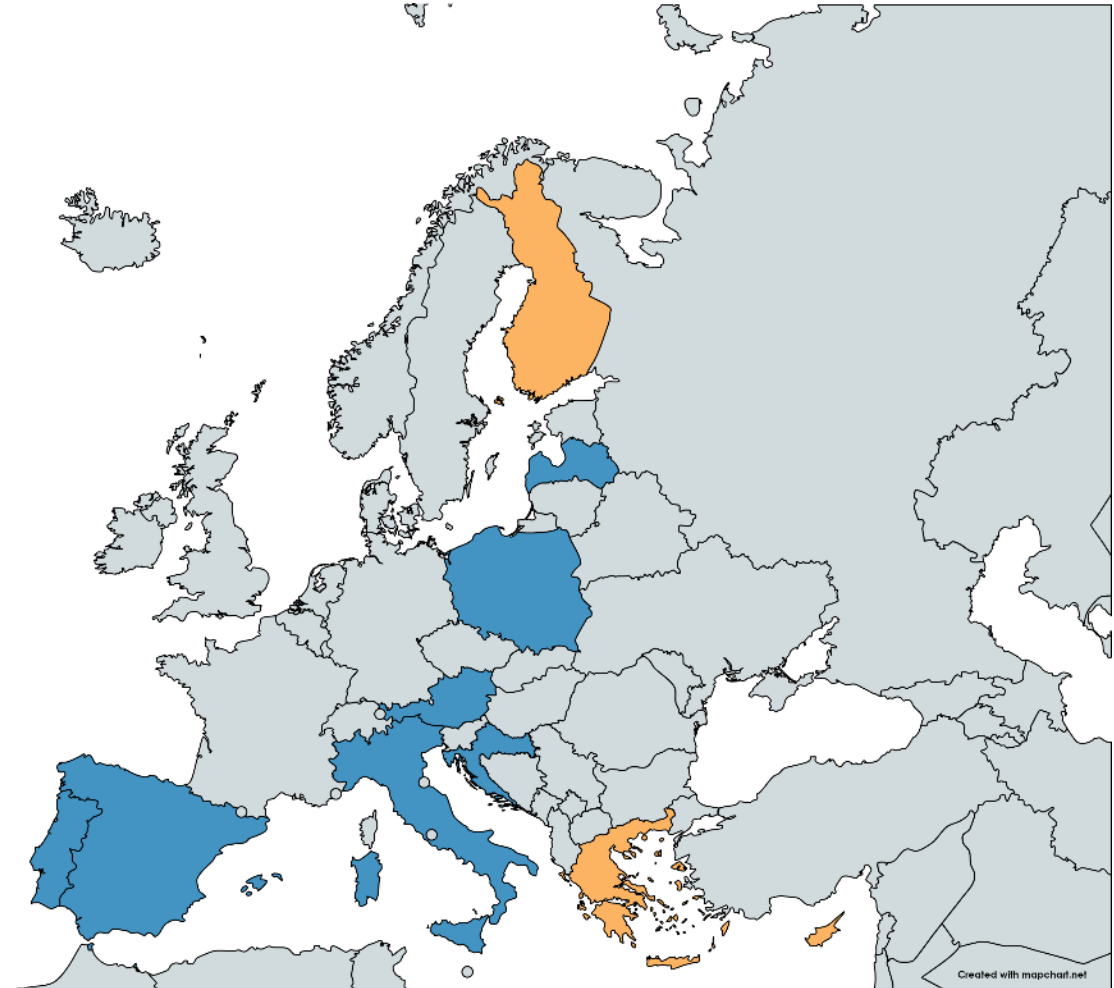
- Animal welfare
- Foodborne disease
- Additives
- Plant health **NEW**
- Bee health
- Food waste
- Food Hygiene
- Contaminants
- Allergens
- Food packaging
- Novel foods **NEW**
- Food **NEW** Supplements

# Partnering Member States (via CEN and FP)

- Italy
- Spain
- Austria
- Croatia
- Latvia
- Poland
- Portugal
- Finland
- Greece
- Cyprus

 Continuing Year 1 Countries

 New Year 2 Countries





- Website **remains the central point** of the campaign
- Translated in **all EU languages**
- Mix of content from **EFSA and Member States**



## Deciphering labels

'Use by' and 'Best Before' – Same or different?

Very different! **Use By** is about **food safety**. **Best Before** relates to **food quality**. It is a European Union requirement for all prepacked food to have **information labels**.

[Read more](#)



## Healthy Choices

How much salt can I add to my food?

Adding too much salt to food on a regular basis can cause high blood pressure. **But how much is too much?** Scientifically-based guidelines on intake levels for vitamins and minerals are established at a European level for reference by nutrition and health professionals in the EU Member States.

[Read more](#)



## Health Claims

Are health claims like 'can reduce cholesterol' on packaging just a marketing ploy?

**European regulations** ensure that all health **claims** made on labels, advertising or other marketing products are **scientifically justified**.

[Read more](#)



## Packaging

Should I worry about food packaging?

**Not all packaging is appropriate for food**. Chemicals can potentially be transferred from packaging to food through contact. **In Europe**, all materials that come into contact with food have to meet strict **standards**. One less thing to worry about!

[Read more](#)



## Allergens

I have a serious peanut allergy — how can I check whether there are any traces in my food?

**There is no cure for food allergies**. The only way to manage the condition is to **avoid food that makes the person ill**. European legislation, backed by science, ensures that **allergen advice can be found on food packaging**.

[Read more](#)



## Additives

Should I be concerned about food additives?

Food additives are substances added to food to maintain or improve its safety, freshness, taste, texture, or appearance. **In the European Union, all additives from sweeteners to food colouring are evaluated before they are permitted for use in food.**

[Read more](#)



## Foodborne Diseases

What can I do to prevent Salmonella?

Following basic hygiene rules during food preparation is very important. You must also **make sure to properly cook eggs and meat**. Did you know that European cooperation is also instrumental in reducing the risk of salmonella?

[Read more](#)



## Bee Health

How are bees connected to food safety?

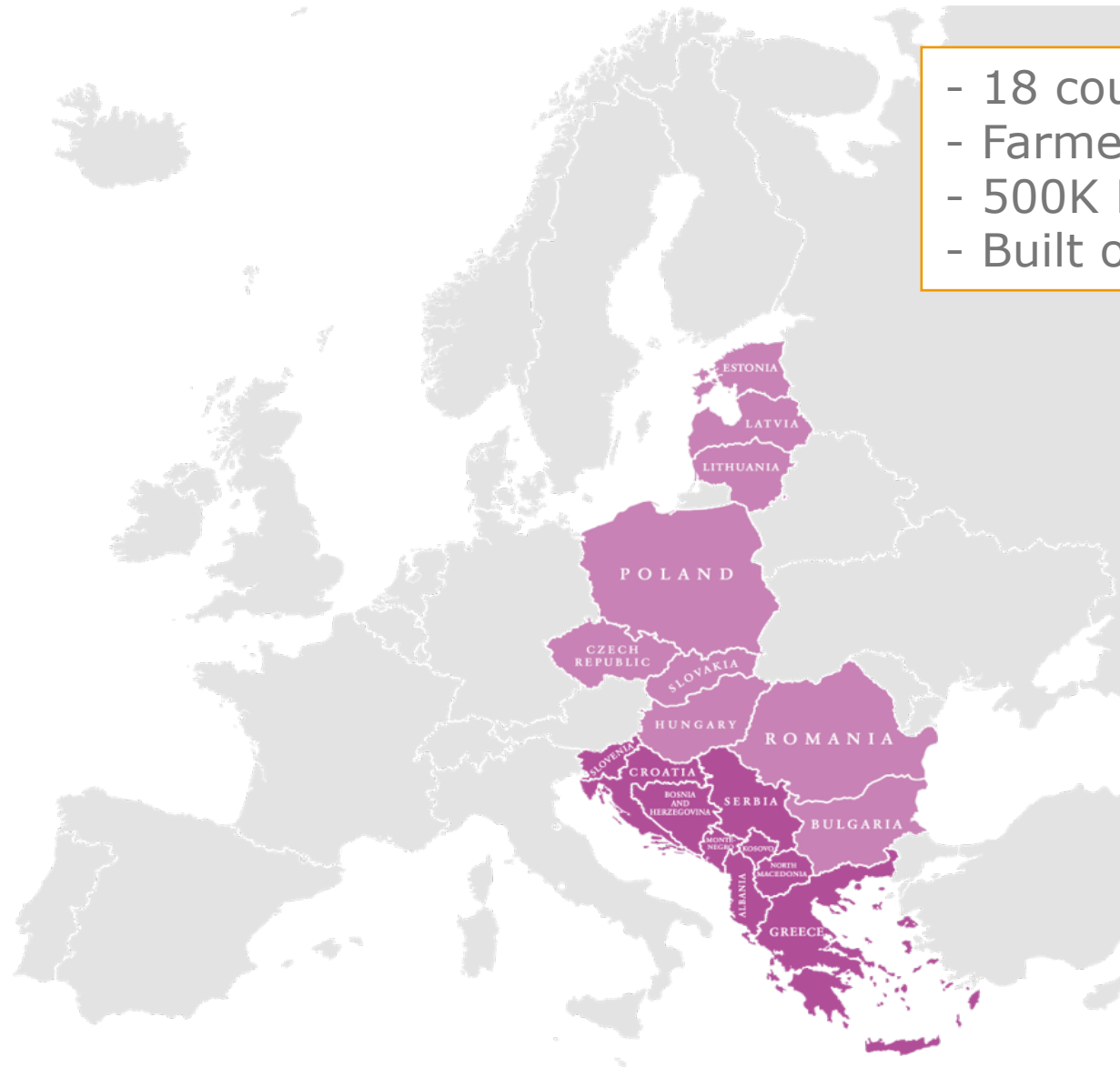
As consumers, **we rely on bees** for much of the food that we eat. Their role in the pollination of crops is critical. If bee numbers decline, this has an **impact on our food**.

[Read more](#)



# **#StopASF Campaign (June to October 2022)**

# #StopASF Campaign 2022



- 18 countries
- Farmers, vets, hunters
- 500K EUR
- Built on 2021 feedback



# #StopASF: Objectives

Raise awareness

Countries with lowest  
levels of awareness



Maintain awareness

Countries with high  
levels of awareness



Increase reporting and  
prevention

Priority countries and  
countries with high  
awareness



Re-use messages and materials



New messages on  
prevention and  
reporting

# **20th Anniversary Celebrations**

## ❑ **Objective**

Celebrate EFSA 20<sup>th</sup> anniversary and mark MSs anniversaries in 2022

## ❑ **Purpose**

- 1) reinforce our vision for the future for a cohesive EU food safety system
- 2) disseminate #EUChooseSafeFood messages
- 3) enhance EFSA's links with its local community
- 4) increase EFSA Staff sense of belonging and role as ambassadors

## ❑ **Target Audience**

- a) Partners & Stakeholders at EU and national level
- b) Citizens and consumers
- c) Local community & institutions
- d) EFSA Staff

## ❑ **When**

June (ONE Conference), Autumn (Management Board meeting) and through #EUChooseSafeFood campaign



one

SAVE  
THE  
DATE!

HEALTH • ENVIRONMENT • SOCIETY

**21-24 JUNE 2022** - Brussels and online

**One2022.eu**

**#OneEU2022**