UPCOMING ENGAGEMENT AND COMMUNICATION ACTIVITIES

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EUROPEAN FOOD SAFETY AUTHORITY

EFSA'S COMMUNICATION CAMPAIGNS AND SH INVOLVEMENT

#Safe2EatEU

Increase **awareness and trust i**n EU food safety system, drawing on fact safe food is backed by EU science

2025 campaign launched in April with 23 countries (MS + IPA). Opportunity for registered stakeholders to partner with EFSA. Campaign info and assets available to all. [Search #Safe2EatEU Toolkit]

#PlantHealth4Life

Promote the vital link between **plant health** and our everyday lives.

Launch on 12 May, International Day of Plant Health 2025. Campaign info and assets will be shared with registered stakeholders to support outreach.

EFSA'S COMMUNICATION CAMPAIGNS AND SH INVOLVEMENT

Avian influenza

Technical assistance for **risk communication on biosecurity** in the field of poultry keeping

- Need for awareness-raising efforts regarding biosecurity amongst poultry keepers and related professionals
- Focus on small and medium-sized farms and professionals (e.g. vets) who visit/interact with them

Terms of reference 1

- Visual communication materials for 2025 influenza season (Sept/Oct)
- Joint production + outreach with EC

Terms of reference 2

- Audience analysis and segmentation (Dec 2025)
- Proposal for multi-year communication strategy (March 2026)

Please contact us:

- *For further information*
- *To share existing communication materials*
- *To support future outreach activities*

YOUR FEEDBACK HAS BEEN VERY VALUABLE!

EFSA Annual Strategy Survey 2024 & 2025

- Yearly survey to collect input from customers, stakeholders and partners to assess EFSA's performance and identify areas for improvement
- The **2024 report** is published on EFSA website. **THANK YOU FOR YOUR RESPONSE!**

In 2024 we also:

- **Interviewed consumer organisation and NGO** representatives on areas for improvement identified in 2023
- Included additional questions on **EFSA's updated independence policy**
- Ongoing: plan for the **2025 iteration** (exp. August-September)

Evidence-based risk communication in the EU Food Safety System

- Project aimed at **strengthening risk communication** in the EU food safety system, aligned with the Transparency Regulation > **Roadmap published**
- Communication and Engagement Methods for Food Safety - New Evidence and Tools (**COMET**) project started in April 2024, running until August 2027

- Focus groups with registered stakeholders to understand potential challenges and blockers in participation to **public consultations**
- The collected insights supported the development of a communication toolkit
- Ongoing: pilot of **alternative engagement formats** to complement public consultations

COMMUNICATIONS CALENDAR MAY – OCT 2025

DATE*	TOPIC	SUBJECT
May	Pesticides	**Annual pesticide residues report**
May	Nutrition	Public consultation: **safety of bitter and sweet fennel**
May	Food contact materials	**Styrene** in plastic materials and articles
June	Cross-cutting science	**Fluoride** in food and drinking water

DATE*	TOPIC	SUBJECT
June	GMO	New developments in **biotechnology applied to animals**
July	Animal health and welfare	Welfare of **fur animals**, welfare of **beef cattle**
September	Animal health and welfare	Technical support **in risk communications on biosecurity measures for avian influenza** (part 1)
October	Contaminants	Public consultation on **dioxin and dioxin-like PCBs in food and feed**

**all dates indicative and may be subject to change*

EFSA'S ONGOING CALLS FOR DATA

- **Annual call for continuous collection of chemical contaminants occurrence data in food and feed (Deadline:** 31 August 2025)
- **Open call for food additives/food flavourings analytical, use level and presence data during the first pilot under the monitoring programme in food and beverages intended for human consumption (Deadline:** 31 August 2025)
- **Open call for food additives analytical and use level data in food and beverages intended for human consumption (Deadline:** 31 August 2025)
- **Call for data – Blood collection from horses** (**Deadline:** 23 July 2025)
- **Call for data - Horse breeding practices (Deadline:** 15 July 2025)
- **Call for Data: Length of Incubation Periods of *Xylella fastidiosa* Subspecies in Infected Plants (Deadline:** 31 May 2025)

All links to EFSA calls for data:

https://www.efsa.europa.eu/en/calls/data

EFSA'S ONGOING PUBLIC CONSULTATIONS

Pesticide Peer Review (renewals)
- Disodium phosphonate (ISK source)
- Disodium phosphonate (Ceradis source)
- Potassium phosphonates
- Pseudomonas protegens strain DSMZ 13134

Pesticide Peer Review (other)
- Endocrine disruption properties for the active substance proquinazid
- Endocrine disruption properties for the active substance flurochloridone
- List of intended studies for active substance Pyridate
- List of intended studies for active substance Fenhexamid

Pesticide Peer Review (new active substances)
- Cinnamaldehyde
- Trichoderma afroharzianum
- Metarhizium brunneum
- methyl-2,5-dichlorobenzoate (*deadline: 11/11*)

Novel Foods
- Mycelium from oyster mushroom
- Mangosteen peel extract
- Potato Protein

Assessment and methodological support
- Scoping paper on the update of EFSA's guidance on risk assessment of nanomaterials and materials containing small/nano particles in the food chain

5 x Feed Additives

4 x Food Improvement Agents

EFSA'S UPCOMING PUBLIC EVENTS AND CONSULTATIONS

2024

Q4

Tolerable upper intake levels for vitamins & essential minerals | Webinar

EFSA Stakeholder Forum| 7th Forum

Food protein safety assessment | Webinar + PC

Styrene | Webinar + PC

Updated Food Additives Guidance | Webinar + PC (or Q1 2025 TBD)

Data readiness for AI | Symposium

Updated guidance on the efficacy of feed additives | Webinar

2025

Q1

GM Animals | Webinar + PC (TBC)

Microorganisms used in the food chain | Webinar + PC

Perchlorate in food | Webinar + PC

Q2

Updated Novel Food Guidance | Workshop with applicants

EFSA session at FAO's global conference on whole genome sequencing

Ecotox Guidance / ERA | Scientific Colloquium

Q3/Q4

Waiving the dog studies for the regulatory process of agrochemicals approval | Workshop

Harmonised exposure tool | Webinar

STAKEHOLDER DISCUSSION GROUPS

Stakeholder Discussion Group on **Emerging Risks**

Stakeholder Group on **Food Chemical Occurrence Data**

Stakeholder Consultation Group on Environmental Risk Assessment

+

Discussion Group on Aquaculture Environmental Risk Assessment (StaDG-ERAQUA)

Closed or inactive groups

Group on EU Bee Partnership for Data Sharing

Technical Group on the Tools related to the application of the Transparency Regulation

Consultation Group on Bee Guidance Revision