



INVITATION NETWORKING EVENT

‘Consumer demands’

Thursday May 11th 2017

Royal Dutch Grain and Feed Trade Association (Het Comité) and
the Dutch Feed Industry Association (Nevedi)

Location: DeFabrique, Westkanaaldijk 7, 3542 DA Utrecht (The Netherlands)



KONINKLIJKE VERENIGING
HET COMITÉ
VAN GRAANHANDELAREN



The Royal Dutch Grain and Feed Trade Association (Het Comité) and the Dutch Feed Industry Association (Nevedi) cordially invite you to the networking event 'Consumer demands'.

Moderator: Marijn Frank

Program: Thursday May 11th 2017

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| 10.00 – 10.30 | Welcome |
| 10.30 – 11.00 | Opening speech: Consumer concerns
Olivier Wegloop, <i>Schuttelaar & Partners</i> |
| 11.00 – 11.45 | Customer behavior in the supermarket
Marleen Onwezen, <i>Researcher in consumer behavior Wageningen University and Research (WUR)</i> |
| 11.45 – 12.15 | Discussion |
| 12.15 – 14.00 | Networking lunch and opportunity to visit stands |
| 14.00 – 14.30 | Animal welfare and consumer labeling
Marijke de Jong, <i>Head Programs and Lobby Dutch Society for the Protection of Animals (Dierenbescherming)</i> |
| 14.30 – 15.00 | Field to market: connecting producers with consumers
Brent Babb, <i>Regional director Greater Europe, Middle East and North Africa U.S. Soybean Export Council (USSEC)</i> |
| 15.00 – 15.30 | Measuring sustainability
Hannah van Zanten, <i>Researcher Wageningen University and Research (WUR)</i> |
| 15.30 – 16.00 | Panel discussion with speakers and Henk Flipsen Director Nevedi and Matthé Vermeulen Chairman Het Comité |
| 16.00 – 18.00 | Network and drinks |

Location: DeFabrique, Westkanaaldijk 7, 3542 DA Utrecht (The Netherlands)

Costs: € 75,00 per person (excluding VAT) including lunch and drinks.

Registration: www.graan.com (before May 5th 2017)

Port Betaald
Port Payé
Pays-Bas



Return address:

Koninklijke Vereniging Het Comité van Graanhandelaren
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