



4. Responsible Food Innovation Project

Communications Committee & RFI WG meeting
24th November 2020

Cooperation with retailers association (1)

2013 - Workshop “Influencing the real opinion driver in food industry”

- *The participants acknowledged that the retailers positioning is ultimately driven by pure marketing and commercial considerations, with a high level of versatility in “target ingredients “ in order to distinguish first from the competitors given the trend to rapid mimetism among mass distribution firms.*
- *The high complexity of the retail business was also highlighted.*
- *The group came to the conclusion eventually that influencing retailers would be very difficult given the lack of sufficient understanding and leverage.*
- *To continue to invite Eurocommerce and Eurocoop to the ELC annual symposium*

2018 - Panel debate food improvement agents package (FIAP) anniversary

- Panelist - Mrs Els Bedert (Adviser, Food & Non-Food Product Safety at Eurocommerce)

2020 – Carrefour Initiative

- New advertising campaign by Carrefour on the Belgian newspaper ‘Le Soir’ to promote and explain the retailer’s initiative to have 116 additives removed from its brand products, following the ‘precautionary principle’

Cooperation with retailers association (2)



- EuroCommerce is the voice for six million retail, wholesale, and other trading companies.
- Our members include national commerce federations in 31 countries, Europe's 27 leading retail and wholesale companies, and federations representing specific sectors of commerce.
- We stand for competitive, sustainable and fair retail and trade in Europe.



- Founded in 1957, Euro Coop was one of the first Non-Governmental Organisations (NGO) to be recognised by the European Commission. It has made its expertise available to all European Union Institutions for the promotion of the interests of consumer co-operatives and their consumer-members.
- Today, Euro Coop represents and upholds the structure and ethics of consumer co-operative enterprises at European level.

Cooperation with retailers association (3)

Continue the dialogue keeping a non-confrontational attitude → How can we support them in improving consumers' understanding of food additives and food ingredients?

- WHAT CAN WE OFFER?
- DO WE HAVE BEST PRACTICES EXAMPLE TO SHOW/CASE STUDIES?
- WHAT DO WE EXPECT FROM THEM?
- WHO WILL BE IN EUSFI DELEGATION AT A POTENTIAL MEETING?

