



EU2022.CZ

PROGRAM

ANNUAL PLATFORM FOR REFORMULATION CONFERENCE

15 SEPTEMBER 2022



9:00	9:30	Attendee registration: „Consumer Education on Reformulations, Healthy Lifestyles and Nutrition“	
9:30		Opening statements: Ing. Dana Večeřová / president, Federation of the Food and Drink Industries of the Czech Republic and Ing. Hana Langrová / chairperson, Platform for Reformulation	
9:40	11:05	I. BLOCK: CONSUMER FOODSTUFFS	Chair: Ing. Dana Večeřová / president, Federation of the Food and Drink Industries of the Czech Republic
9:40	10:00	Nutrition labelling and information to help consumers understand food labels	Italian representative / Ministry of Agricultural, Food and Forestry Policy
10:00	10:20	Activities of the Department of Agriculture in the field of nutrition	Ing. Zdeněk Nekula / minister, Ministry of Agriculture
10:20	10:40	Food and health	Prof. Věra Adámková, MD, PhD / vice-chairperson, Committee for Health Care, Chamber of Deputies of the Parliament of the Czech Republic, and director, Preventive Cardiology Centre, IKEM, Prague
10:40	11:00	Prevention and nutrition	Pavla Svrčinová, MD, PhD / deputy for the protection and promotion of public health and chief hygienist of the Czech Ministry of Health
11:00	11:05	DISCUSSION	
11:05	12:15	II. BLOCK: EDUCATION, NUTRITION AND THE CONSUMER	Chair: Mgr. Věra Andrášková / Czech Association of Nurses (ČAS) Dept. of Nutritional Therapists, Masaryk Memorial Cancer Institute, Brno
11:05	11:20	Nutrition data on food packaging - how to read and understand it	Mgr. Věra Andrášková / Czech Association of Nurses (ČAS) Dept. of Nutritional Therapists, Masaryk Memorial Cancer Institute, Brno Mgr. Aneta Sadílková / Czech Association of Nurses (ČAS) Dept. of Nutritional Therapists, 3rd Internal Clinic of the 1st Faculty of Medicine, Charles University and General University Hospital, Prague
11:20	11:40	How the consumer's diet is affected by package labels	Iva Málková PhD / founder, Stop Obesity (STOB)
11:40	11:55	An educated consumer is rarely the patient in a nutritional therapist's clinic	Mgr. Martina Kollerová / member of the executive committee, Czech Association of Nutritional Therapists, ambulatory and clinical nutritional therapist, Thomayer University Hospital, Prague
11:55	12:10	Acquiring suitable nutritional habits, a.k.a. real-life motivation for a healthy lifestyle	Ing. Hana Střítecká, PhD / University of Defence, Faculty of Military Health Sciences, Hradec Králové, FÉR Foods, Alliance of Czech Republic Nutritional Advisors
12:10	12:15	DISCUSSION	
12:15	13:00	LUNCH	
13:00	14:00	III. BLOCK: EDUCATION, NUTRITION AND CHILD POPULATION	Chair: Ing. Hana Langrová / chairperson, Platform for Reformulation
13:00	13:20	Nutrition, food and healthy lifestyle in the educational process. Support in children's education	Jan Mareš, MBA / deputy manager, education and youth department, Czech Ministry of Education, Youth and Sports
13:20	13:40	Educational game: <i>To the Rhythm of Health</i> A concrete example of nutrition education in primary school	Dana Gabrovská, PhD / Head, Department of Science, Research and Innovation, Czech Chamber of Foodstuffs Mgr. Kateřina Šmídová / teacher, T. G. Masaryk Elementary School, Poděbrady
13:40	14:00	Nutrition of children and adolescents, how to motivate and educate - real-life experience	Věra Boháčová, DiS. / vice-president of the department of Nutrition and Nutritional Care, teacher, SVOŠZ MEDEA, s.r.o., https://vyzivadeti.cz
14:00	15:15	IV. BLOCK: PRODUCERS AND THE CONSUMER	Chair: Ing. Tomáš Potůček / head of quality and food safety, Bidfood Czech Republic s.r.o.
14:00	14:15	Nestlé's perspective on educating consumers about a balanced lifestyle	Ing. Marie Valentová / NHW Specialist, Nestlé Česko s.r.o. Ing. Markéta Veverková / NHW Specialist, Nestlé Česko, s.r.o.
14:15	14:30	Reformulation that makes sense	Jan Teplý, MBA / director of business, marketing, purchasing, and research & development, Madeta a. s.
14:30	14:45	Opportunities for reformulation with nutritional value and innovation	Ing. Martin Jahoda / company owner, Emco spol. s r.o.
14:45	15:00	Reformulation of meat products	Ing. Tomáš Potůček / head of food quality and safety, Bidfood Czech Republic s.r.o.
15:00	15:15	NutriCheq - screening tool for toddler nutrition	Mgr. Monika Ihnatková / Public Affairs Manager CZ, Danone a.s., member of the supervisory board of the 1000 Days to Life foundation
15:15 - 15:30		DISCUSSION AND CONFERENCE CONCLUSION	

Note: The indicated time periods are for reference only. Discussion ending times will be adjusted according to the number and length of participant contributions

International participants are asked to please e-mail krizova@foodnet.cz in order to ensure English language interpretation.

Patronage of the conference has been assumed by:

Minister of Agriculture **Ing. Zdeněk Nekula**,
Minister of Health **Prof. Vlastimil Válek, MD, PhD, MBA, EBIR**,
Health Care Committee Chairman and Member of Czech Parliament **Bohuslav Svoboda MD, PhD**
and Minister for European Affairs **Mikuláš Bek, PhD** within the framework of the 2022 Czech Republic presidency of the EU Council

When is the conference?:

The conference will be held on Thursday **15 September 2022 starting at 9:30 a.m.**

Registration begins at 9:00 a.m.

Where is the conference?:

The conference will be held in Balling Hall at the National Library of Technology (NTK) on Technická 2710/6 in Prague 6
GPS coordinates: 50.1039000N, 14.3906000E

How to get to the conference?:

The NTK building is located in Prague, directly on the campus of the ČVUT and VŠCHT. (Czech Technical University and the University of Chemistry and Technology). The campus is easily accessible by public transport; take line A, get off at the Dejvická stop.

Parking:

Use the Dejvice parking garage. The more distant parking lot „Verdunská at Vítězného náměstí (Vítězného Square) may also be used.

Program subject to change. In the event of an adverse epidemic situation, the conference will be held online.

