

# ADVANCING FOOD SYSTEMS IN EUROPE

Research & innovation for healthier, sustainable and resilient future



17 March 2025 | 11:00-19:00



NCBR Office, Brussels, Belgium

**The Polish Presidency's priorities** emphasize seven dimensions of security, with two key areas focusing on **food production and health**. In this context, we aim to foster stronger connections between Polish researchers, innovators and policymakers in the field of healthy food and their European counterparts. This initiative seeks to drive collaboration and accelerate advancements in developing food products that promote better health and well-being.

Our efforts will centre on assessing the current state of research and innovation while envisioning future pathways for impactful progress. On **17 March 2025, in Brussels**, researchers from Denmark (Aarhus University) and Poland (the Institute of Animal Reproduction and Food Research of the Polish Academy of Sciences, the Medical University of Białystok, and the Institute of Agrophysics PAS in Lublin) will present their latest findings on the interplay between pre- and post-harvest food systems, incl. consumer behaviour, nutrition and health. **The event will bring together experts in food production, technology and marketing as well as personalized nutrition and medicine** to collaboratively explore strategies for reducing the prevalence of diet-related non-communicable diseases (NCDs) through innovative, health-focused food solutions.

In addition, **selected start-ups and SMEs from Poland and across Europe** will showcase cutting-edge products and technologies addressing critical needs, including enhancing product diversity for balanced diets that benefit both people and the planet, expanding sustainable protein options, and optimizing the nutrient density of food.

The event will conclude with **the policy session** designed to address future challenges of the food systems in Europe. This dialogue aims to explore co-creation opportunities and partnerships that leverage diet-centred prevention of non-communicable diseases, aligning with the EIT Food mission of empowering individuals to live healthier lives through innovative and sustainable food solutions.

# Programme:

## 10:30 Registration and welcome coffee

## 11:00 Opening

- **Marcin Kuchciński**, Marshall of the Warmińsko-Mazurskie Voivodeship
- **Tomasz Poprawka**, Director at the PolSCA Office Brussels-Polish Academy of Sciences
- **Waldemar Dubaniowski**, Director of the NCBR Office in Brussels

## 11:15 Session I - Consumer trust and advances in food & health research

The session will first look into the motivations, barriers and concerns of consumers when choosing healthier and more sustainable food products. We will then look into the recent findings of experts running studies in the area of prevention of non-communicable diseases (NCDs) through dietary interventions.

Opening and hosting of the session:

**Bożena Podlaska**, National Centre for Research and Development

Keynote speech by **Klaus Grunert**, Aarhus University

“Why trust is crucial: Consumer trust and the adoption of new healthy and sustainable food products”

Research presentations:

- **Magdalena Frąc**, Institute of Agrophysics & President of the Agronomic Sciences Committee PAS, “Soil and plant microbiomes to support sustainable strategies for healthy food production”
- **Katarzyna Socha**, Medical University of Białystok, “Functional food in nutritional interventions in selected non-communicable diseases”
- **Carsten Carlberg**, Institute of Animal Reproduction and Food Research PAS “Epigenetic Insights into Vitamin D’s Role in Healthy Aging”

Q&As session

## 12:30 Lunch break

## 13:30 Session II - Innovation in food - Perspective of industry

Firstly, the session will introduce the actions of EIT Food with and for the food research & innovation community, especially initiative focusing on improving public health by promoting innovative, sustainable, and nutritious food solutions. Then we will showcase examples of innovative enterprises operating in the food branch both in Poland and other European countries and finally let them share their perspective on future food innovations.

Opening and hosting of the session: **Adam Adamek**, Director of Innovation, EIT Food

Healthy Lives through Food: **Paweł Harycki**, EIT Food

Pitching session by SMEs / start-ups:

- **Jarosław Turek**, PROBIOS Ltd. 
- **Chris Knight**, AgriBot AI Ltd. 
- **Justyna Moskwa**, NutriDesing Lab Ltd. 
- **Lucia Balak**, Živá Záhrada Ltd. and PedaVita NGO 

Roundtable discussion with the members of the panel.

# Programme:

**15:00 Coffee break**

**15:30 Session III - Policy - What does the future hold for food research**

The session will tackle the directions for the food research in terms of food security and quality having in mind the challenges that Europe faces. The presenters will show the perspectives of policy makers, evidence providers and stakeholders organizations, which shall contribute to the ongoing discussion about the future directions for FP10 and MFF 2027-2032.

Opening and hosting of the session: **Claude Yven**

Coordinator of FutureFoodS Partnership & French National Research Agency (ANR)

- **Rosalinda Scalia**, European Commission, Directorate General RTD, Bioeconomy and Food Systems Unit
- **Alessandro Gallina**, JPI Healthy Diet, Healthy Life & European Public Health Alliance (EPHA)
- **Iwona Kieda**, FOODForce Network / Institute of Animal Reproduction and Food Research PAS
- **Paweł Chmieliński**, Institute of Rural and Agricultural Development PAS

Q&As session

**16:45 Closing remarks**

**17:00 Networking**

**Organizers:**



**Partners:**



**Media patrons:**



Patronat polskiej prezydencji w Radzie UE  
Patronage of the Polish presidency of the Council of the EU  
Patronage de la présidence polonaise du Conseil de l'UE



Patronat polskiej prezydencji w Radzie UE  
Patronage of the Polish presidency of the Council of the EU  
Patronage de la présidence polonaise du Conseil de l'UE

## Moderators and speakers:



**Bożena Podlaska** is a senior expert at the National Center for Research and Development, at Polish National Contact Point for Food, Bioeconomy, Natural Resources, Agriculture, and Environment, as well as she is a member of the Working Group on Mission Soil under the Strategic Configuration of the Horizon Europe Programme Committee. She graduated in agro-economics from the Warsaw University of Life Sciences and in management from the Warsaw School of Economics.



**Klaus G. Grunert** is Professor of Marketing at Aarhus University and leader of the EIT Food Consumer Observatory. His research is on consumer behaviour with regard to food and drink. He has dealt with questions on the relationships of consumer decision-making, consumer values and attitudes, consumer experience and consumer lifestyle. Having an h-index of 100, he is the author of more than 300 academic papers in international refereed journals and numerous other publications.



**Magdalena Frąc** is the Professor in agricultural sciences at the Institute of Agrophysics, Polish Academy of Sciences in Lublin, Poland. She is the Head of Department of Soil and Plant System and Supervisor of her Laboratory of Molecular and Environmental Microbiology. She is also focused on agricultural organic production of healthy food, waste utilization and valorization, bioproducts and biofertilizers for agroecology, microbial indicators of soil quality and microbiological markers of ecological soil status as well as soil, plant and food health.



**Prof. Katarzyna Socha** - Head of the Department of Bromatology, Vice-Rector at Medical University of Białystok, Poland. Scientific achievements in assessing the quality and safety of food and dietary supplements, the impact of dietary habits, and evaluation of the diet of the population in different age groups. Current research topics include assessment of the impact of diet on the concentration of selected mineral components and antioxidant status in autoimmune and ophthalmological diseases, safety assessments of food products for children and designing functional food.



**Prof. Carsten Carlberg** is a leading expert in molecular nutrition, specializing in gene regulation by vitamin D. He is ERA Chair (WELCOME2) for nutrigenomics at the Institute of Animal Reproduction and Food Research PAS, with a strong research focus on epigenetics and personalized nutrition in healthy aging. His work explores how vitamin D influences immune function and metabolic health, shaping innovative dietary interventions for disease prevention.



**Adam M. Adamek, PhD**, Director of Innovation at EIT Food is a dynamic leader with over 25 years in the food, nutrition, and agrifoodtech sectors, having held key roles in academia and at MSD, PharmaNord, Danone, Mondelez, foodspring, as well as consulting startups. He champions personalized nutrition, food security, and sustainability, combining business growth with societal impact. Author of over 50 scientific papers and books, Adam leverages his scientific, market and consumer insights to craft transformative strategies. His mission is pioneering lasting change in the global food system.



**Paweł Harycki** is an Ecosystem Manager at EIT Food, dedicated to fostering collaboration and innovation in the agrifood sector across North & East Europe. He connects startups, industry leaders, research institutions, and policymakers to accelerate the transition toward a more sustainable and resilient food system. Prior to joining EIT Food, he served as Head of Communication at the Institute of Fundamental Technological Research, PAS (IPPT PAN). He also played a key role in the PREMIERE project (HE), supporting the development of multi-actor projects.



**Jarosław Turek** – a biotechnologist, innovator, and entrepreneur. A graduate of the University of Gdańsk and Medical University of Gdańsk. He also completed studies in Medical Law at the University of Warsaw and obtained a PhD in Environmental Engineering. He founded the first molecular laboratory in the Warmia and Mazury region and co-founded Probios Ltd. As an inventor and co-owner of patents he specializes in unique bacterial strains and is passionate about innovation and cutting-edge biotechnological solutions.

## Moderators and speakers:



**Chris Knight** – CEO and CTO of Agribot AI, where they revolutionise precision agriculture by tracking and analysing every field across the UK, with plans to expand into Europe. Using advanced satellites unaffected by cloud cover, Agribot delivers real-time, sub-field data on crop health, yield potential, and land usage. They provide actionable insights by integrating proven climate models, helping farmers reduce reliance on agrochemicals whilst improving output quality. With Agribot, sustainable farming meets cutting-edge technology, securing the future of agriculture.



**Justyna Moskwa** – a co-founder of the startup Nutridesign Lab and a researcher of food quality at the Medical University of Bialystok. Nutridesign Lab's mission is to create modern functional foods that support health and the prevention of neurodegenerative diseases such as dementia. By combining modern technology with science, NutriDesign Lab offers unique solutions that can improve the quality of life for many people. The startup's innovative approach to food and nutrition design addresses global needs for healthy lifestyles, personalized diets and sustainability.



**Lucia Balak** - an expert member of the Czech Association for Regenerative Agriculture, certified independent agricultural consultant, public speaker and author of articles in professional magazines, co-founder of the research NGO PedaVita OZ and registered social business Ziva Garden, co-founder of the Composting Association of Slovakia – KOMPAS. Past experience includes managing global large-scale system integration projects e.g. including communication and change management for 600+ people out of Atlanta, GA, USA or hosting the first two TEDxBratislava events.



**Claude Yven** is Head of the Food Unit in the Environment, Ecosystems and Biological Resources Department (EERB) of the French National Research Agency – ANR. With a PhD in food science, she worked at INRAE before joining the ANR in 2010 as a project manager. Since 2024, she has been head of the Food Unit. She represented the ANR in the FP7 SUSFOOD ERA-Net and in the H2020 Susfood2 ERA-Net cofund. She is currently coordinating the FutureFoodS project, a partnership co-funded by the Horizon Europe framework programme.



**Rosalinda Scalia** - Deputy Head of Unit for "Bioeconomy and Food Systems" in the DG Research and Innovation, EC. Previously, she worked for the DG Health and Food Safety as policy officer for plant health. Before moving to Brussels, Rosalinda worked as Food Inspector for the Italian Ministry for Agriculture and also for the Spanish Food Safety Agency. Her main role was to investigate frauds and irregularities in the food market. Rosalinda obtained a PhD in Environmental Agronomy from the University of Palermo and has been visiting scientist twice to the University of California, Davis and to the University of Alabama (US).



**Alessandro Gallina** serves as Senior Policy Manager at the European Public Health Alliance (EPHA) in Belgium, focusing on the prevention of non-communicable diseases (NCDs). EPHA is member of the Stakeholder Advisory Board of the Healthy Diet, Healthy Life (HDHL). At EPHA, Alessandro leads the Healthy Environments Cluster, developing and implementing advocacy strategies to influence EU policies on NCD prevention, curbing Commercial Determinants of Health. He holds a PhD in Medical Science from the Karolinska Institute, Sweden, focusing on cardiovascular medicine, inflammation, and neurosciences.



**Iwona Kieda** heads communications and international affairs in the Institute of Animal Reproduction and Food Research, Polish Academy of Sciences. Poland's coordinator of EIT Food consumer-centric and education projects supporting collaboration of science, business, policy and citizens. She co-developed strategies for implementation of Horizon WIDERA instruments in the Institute such as ERA Chair and Pathways2Synergies. She represents the Institute in FOODForce - a network of Europe's leading centres focused on R&I in food, nutrition, health and food system transformation.



**Paweł Chmieleński** - Professor at the Institute of Rural and Agricultural Development of the PAS (IRWiR PAN), an economist, Scientific Director of the IRWiR and Head of the Department of European Integration. He deals with political economy, rural and agricultural policy, problems of food systems transformation and European integration processes. He represents Poland in the EU Standing Committee on Agricultural Research (SCAR), in the group on food systems development. He chairs the European Rural Development Network (erdn.eu).