



CONFERENCE PROGRAMME

Time	Session	Speakers
9:00-9:30	Arrival, Registration & Welcome Coffee	
9:30-10:00	OPENING SESSION Welcome speech	Mr. Olivier Guersent (Director-General, DG Competition) Mr. Wolfgang Burtscher (Director-General, DG Agriculture and Rural Development) [recorded video]
10:00-11:00	Panel I: Some contextual elements: other competition exclusions, regional and local rules <ul style="list-style-type: none"> • The relation between Article 210a and other exclusions from competition rules (Articles 152, 164, 209, 210 CMO Regulation); • The relevance of regional and local sustainability standards. 	Mr. Patrick Pagani (Senior Policy Advisor, Copa – Cogeca) Mr. Bertrand Ouillon (Délégué Général, GIPT) Mr. Gregor Pöpsel (Federal Director, Bioland) - virtual participation And for the European Commission: Mr. Oliver Sitar (Head of Unit E.1 Governance of agricultural markets, DG Agriculture and Rural Development)
11:00-11:30	Coffee Break	
11:30-13:00	Panel II: Empowering farmers for a sustainable agriculture – Sustainability standards, recovery of costs and economic incentives <ul style="list-style-type: none"> • The role of farmers in shaping the sustainability standard and related agreements; • The cost recovery and remuneration for farmers in sustainability agreements: Addressing uncertainty and incentives for participation. 	Ms. Cristina Tinelli (Vice Chair Copa-Cogeca Working Party on Tax and Legal Questions, Confagricoltura) Ms. Leena Whittaker (Director Competitiveness, EuroCommerce) Ms. Larissa Zacke (Initiative Bioland) And for the European Commission: Ms. Henrieta Jany-Roskova (Team Leader, E.1 Governance of

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		agricultural markets, DG Agriculture and Rural Development)
13:00-14:30	Lunch Break	
14:30-15:45	<p>Panel III: The exclusion says: there can only be restrictions of competition that are <i>indispensable</i> to attain the sustainability standard. What does that mean in practice?</p> <ul style="list-style-type: none"> • The relationship between indispensability and consumer willingness to pay/demand; • Is the indispensability test under 210a more lenient than under standard competition rules (Article 101(3) TFEU)? • What about greenwashing? 	<p>Mr. Robert Baayen (Researcher, Wageningen University & Research) Ms. Vanessa Turner (Senior Advisor for Competition, BEUC) Mr. Alexis Waravka (Head Digital and Competitiveness, Independent Retail Europe) Mr. Oliver Thelen (General Manager of the Society for the promotion of animal welfare in livestock farming, Tierwohl Initiative) And for the European Commission: Mr. Philippe Chauve (Head of Unit E-5, Agriculture, Food, DG Competition)</p>
15:45-16:15	Coffee Break	
16:15-17:15	<p>Panel IV: Monitoring and ex-post interventions by authorities: What to expect?</p> <ul style="list-style-type: none"> • Can competition authorities consider that there is an “exclusion of competition” and intervene if there is still demand for a product complying with a lower sustainability standard? • How can competition authorities reconcile the different CAP objectives? • What kind of monitoring will there be? 	<p>Mr. Agustin Reyna (Director, BEUC) Mr. Wim Rodenburg (Policy Advisor, Fresh Produce Center) Ms. Caroline Wolberink (Head of the agriculture-food team, ACM - The Netherlands Authority for Consumers and Markets) - virtual participation And for the European Commission: Mr. Philippe Chauve (Head of Unit E-5, Agriculture, Food, DG Competition)</p>

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17:15-17:20	Wrap-up on any possible pending questions.	Ms. Tamsin Rose (Moderator) and for the European Commission: Mr. Philippe Chauve (Head of Unit E-5, Agriculture, Food, DG Competition) Mr. Oliver Sitar (Head of Unit E.1 Governance of agricultural markets, DG Agriculture and Rural Development)
17:20-17:30	Closing remarks	Mr. Pierre Bascou (Acting Deputy-Director, DG Agriculture and Rural Development) Mr. Paul Csiszár (Director, DG Competition)