

# RAISING AWARENESS ABOUT FOOD SYSTEM NETWORK DYNAMICS: PROCESSED TOMATOES FOOD CHAIN ONLINE WEBINAR



## 10.00 – 10.10 Welcome

Eduardo Cotillas, RDI Manager, FIAB

Concha Ávila, European Projects Manager, FIAB

## 10:10 – 10:20 Institutional welcome – European Commission

Celine Keidel, Unit in Wine, spirits, and horticultural products, DG Agriculture, European Commission

## 10.20 – 10.30 Understanding Food Value Chains – VALUMICS

Hilda Sigurdardottir, Marketing Director, MarkMar

## 10.30 – 10.40 Italian processed Tomato food chain Governance

Antonella Samoggia, University of Bologna

## 10.40 – 10.50 Spanish processed Tomato food chain Overview

Rosa de la Torre, CTAEX, Responsible of Food Science and Safety Area

## 10.50 – 11.00 Market power balance in processed tomato food chain

Lukas Cechura, Czech University of Life Sciences Prague

## 11.00 – 11.10 Price transmission along processed tomato products value chain

Ivan Duric, Research Associate, Agricultural Markets, Marketing and World Agricultural Trade, IAMO

## 11.10– 11.30 Round table – all participants

David Barling, University of Hertfordshire



The VALUMICS project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727243

