

FOR A SUSTAINABLE * EUROPE *

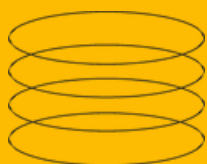
THE SPECIAL MISSION OF BEEF
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**SUSTAINABLE
COMMITMENT**

**press
dossier**

symposium



**ON THE SUSTAINABILITY
OF THE EUROPEAN BEEF**



FREE REGISTRATION
Mixed modality:
online/on-site



**BRUSSELS
NOV 12, 2025**

**VENUE: SPARKS
TIME: 09:30-16:30**

Simultaneous translation in
Spanish, English, French,
German, and Italian.

1st European Symposium on the Sustainability of European Beef

PRESS KIT

<https://sustainablebeef.eu/>

November 12

Hybrid event (online/on-site)

Venue: SPARKS, Brussels

Time: 9.30 am-4.30 pm

Simultaneous translation

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1. The Symposium and the Sustainable European Beef (SEUB) Programme

The 1st **Symposium on the Sustainability of European Beef** is part of **Sustainable European Beef (SEUB)**, a promotional campaign launched by the Interprofessional Organisation of the Spanish Beef Sector (Provacuno) and Agence Wallonne pour la Promotion d'une Agriculture de Qualité (Apaq-W). This three-year campaign, co-funded by the EU (2025-2027) and targeted at beef producers and the general public, is aimed at sharing information on the beef industry's commitment to environmental, social and economic sustainability.

The 1st Symposium will be a ground-breaking event, gathering renowned experts and international scientific organisations, as well as beef industry institutions, to discuss the sector's present and future in terms of sustainability – especially reducing emissions, and preventing soil degradation and improving soil quality. Participants will share experiences, exchange knowledge, analyse the latest trends, and discuss European initiatives and collective strategies to implement the beef industry's commitment to sustainability.

It will be the first conference focusing on sustainability in the beef industry in Europe.

There will be another symposium in 2027 (year 3 of the three-year campaign).

2. Factsheet

When: November 12

Where: SPARKS, Brussels <https://sparks-meeting.eu/>

What time: 9.30 am to 4.30 pm (*full contents in section 3 below*)

Format: Hybrid (on-site/online)

Admission: Free (online registration required:
<https://sustainablebeef.eu/symposium/#formulario>)

Simultaneous interpretation available: ESP/ENG/FR/GER/ITA

Website: <https://sustainablebeef.eu/>

Structure: The symposium will include **four panels** focusing on the three aspects of sustainability – environmental, social, economic – and the beef industry's sustainability commitments.

3. Programme

8.30-9.30 am Registration and welcome coffee

9.35 am Opening: Provacuno – Javier López

9.40 am Opening: Apaq-W

9.50 am **Panel 1: Economic Sustainability – Affordable and Profitable Beef Production**

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- Benoît Cassart, Livestock Farmer; MEP (Belgium); Co-Chair, Sustainable Livestock Intergroup
- Heinz Osterloh, President, German Livestock and Meat Trade Association (DVFB); Board Member, UECBV
- Peer Ederer, Director, GFAN; Founder, GOALSciences
- Luigi Scordamaglia, CEO of Filiera Italia; Director of Markets, Internationalization, and European Policies at Coldiretti

10.40 am Questions and answers/Discussion

10.55 am **Panel 2: Social Sustainability – The Beef Industry as a Social Force**

- Giuliano Marchesin, Director, Intercarne Italia
- Alexander Bernhuber, MEP (Austria); Co-Chair, Intergroup on Sustainable Livestock; Farmer
- Irene Tolleret, Former Member of the European Parliament (France, 2019–2024); expert in territorial cohesion, rural public services and gender equality.
- Liam MacHale, Director of the Brussels Office, Irish Farmers' Association (IFA); key representative between Irish farmers and EU institutions.

11.45 am Questions and answers/Discussion

12.00 noon-1.15 pm Lunch break

1.30 pm **Panel 3: Environmental Sustainability – The Beef Industry, Emission Reduction and Soil Improvement**

- Fernando Estellés Barber, Professor of Animal Science, Universitat Politècnica de València (UPV); Deputy Director, Institute of Animal Science and Technology
- Matilde Moro, General Director of ASOPROVAC and Coordinator in Spain for LIFE Beef Carbon
- Ruairaidh Petre, Executive Director, GRSB
- Víctor Resco de Dios, Professor of Forestry and Global Change, Universitat de Lleida (UDL); Coordinator, CTFC-Agrotecnio JRU

2.20 pm Questions and answers/Discussion

2.35 pm **Panel 4: Sustainability Commitments in the Beef Industry – European Initiatives and Collective Strategies**

- Philippe Mattart, General Director at Apaq-W
- Javier López, Director General, Provacuno
- Guillaume Gauthier, Livestock Farmer; President, Sustainable European Livestock and Meat Association (SELMA); President of Societal Affairs, INTERBEV

3.25 pm Questions and answers/Discussion

3.40 pm Conclusions

3.55 pm Closing ceremony

4. SEUB's Contribution to the EU's Sustainability Goals

Sustainable European Beef (SEUB) is a chance to show that European beef can play an active (rather than passive) role in the construction of a more sustainable Europe.

In line with the **UN's 2030 Agenda for Sustainable Development** and policies such as the **European Green Deal** and the **EU Farm-to-Fork (F2F) Strategy**, SEUB advocates a production model based on economic viability, social wellbeing and respect for the environment – the cornerstones of the future of food production in Europe.

"There can be no sustainability if we cannot find balance between producers, consumers and the environment where they both live," they say at SEUB.

The European beef industry is committed to achieving carbon neutrality by 2050, using scientific developments for the reduction of emissions and for soil preservation.

This transformation goes beyond environmental issues. A sustainable beef production model in Europe also means supporting the economy and the social fabric in rural areas by creating permanent jobs and preventing population decline. Where there are farms, there is activity, opportunity and community.

By embracing sustainability, SEUB aims at transforming European beef into a powerful tool for environmental change in the EU, contributing to more conscious, more advanced and climate-resilient food production.

5. SEUB's Challenges and Goals

Sustainability is not just words, but rather concrete action, like the science-based initiatives implemented in the beef industry over the past few years, aimed at achieving the goal of **climate neutrality by 2050**. However, in order to achieve this goal, the industry must face a series of challenges.

On the one hand, production needs new technologies, shared knowledge and continuous improvement processes to reduce environmental impact and increase farm profits.

On the other, European societies have their own challenge to face: misinformation and disinformation, both of which contribute to spreading the negative clichés that harm the beef industry.

"Sustainability is not just for breeders; European producers and European citizens share in this responsibility," they say at SEUB.

Recent studies show that **two out of three Europeans believe that sustainability is the sole concern of food makers**, but consumer decisions are equally important.

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This is why **SEUB is targeted at both producers and consumers, educating them in the real value of the European beef production model.**

At the core of this initiative, co-funded by the EU under the AGRIP-MULTI-2024-IM-SUSTAINABLE funding programme, is the effort to trace for consumers the origins of the foods they eat, showing that European beef is the product of an industry committed to the environment, society and rural economies.

SEUB's goals include the following:

_ **Goals for consumers:**

- To share information about the European beef production model and its high sustainability standards.
- To increase knowledge of the importance of the three aspects of sustainability: environmental, social and economic.
- To raise awareness of the importance of sustainability in European beef production, with a special focus on Spain and Belgium.
- To raise awareness of the role played by the public in achieving EU's sustainability goals (carbon neutrality by 2050).

_ **Goals for breeders/producers:**

- To increase knowledge of the measures that can be taken for continuous improvement of sustainability in Belgium and Spain.
- To take more sustainability steps in order to achieve climate neutrality by 2050.
- To create meeting points for European breeders/producers to share knowledge for improved sustainability in production systems.

6. **The Ten Commandments for Sustainable Beef Production**

The beef industry in Belgium and Spain is deeply committed to sustainability and the Carbon Neutral 2050 goal. Accordingly, its production system is undergoing transformation in an effort to comply with the highest sustainability and excellence standards. Commitment is a fact already, so the ten commandments below are both a statement and an invitation for society to join in.

These are the beef industry's ten commandments for sustainability:

I.- Sustainability is wired into our DNA. Cattle breeding and beef production work with sustainable production models. By "sustainable" we mean all the aspects that have to do with the environment, society and the economy.

II.- We care for the environment and promote biodiversity. We play an active role in the protection of Mediterranean grassland, *dehesa* and mountain ecosystems, making efficient use of resources and minimising our environmental footprint.

III.- We engage in sustainable soil management practices. We use regenerative techniques to maintain or enhance soil health, protecting biodiversity and preventing soil degradation in rural areas.

IV.- We use energy and water wisely. The use of water is optimised across the production pipeline, preserving it and reusing it whenever possible. Also, we are making progress in the use of renewable energy and improving energy efficiency in production and distribution processes.

V.- We have reduced our greenhouse gas emissions. We are working to develop and implement strategies to improve production efficiency and reduce greenhouse gas emissions across the value chain.

VI.- We comply with European production standards. Our production models comply with EU regulations, and with the highest food safety, animal welfare, quality and environmental protection standards.

VII.- We offer a safe work environment. We strive to ensure decent working conditions, promoting respect, inclusion and equal opportunity for all the workers in our sector.

VIII.- We support the rural world and embrace generational change. We work hard to ensure that our farms and industries are profitable, which makes our sector sustainable and helps stop population decline in rural areas.

IX.- We bid for innovation for a more sustainable future. We work with public and private research centres on the development of new technologies and techniques to improve animal welfare, reduce environmental impact and increase efficiency.

X.- We are committed to communication and transparency. We offer true, evidence-based information about what we do, its impact and the improvements we make on sustainability, promoting open dialogue with society, and fighting misinformation and fake news.

7. About Apaq-W

The Agence Wallonne pour la Promotion d'une Agriculture de Qualité (Walloon Agency for the Promotion of Quality in Agriculture) is an agro-industrial public interest organisation with a dual mission: to promote the image of Walloon agriculture on a general level, and to support producers and agricultural and horticultural products and services. Established in 2003, it is headed by the Walloon Minister of Agriculture.

The Walloon Agriculture Code, the official legislative framework for agriculture in the Walloon region of Belgium, lists all the different aspects of Apaq-W's mission:

- To promote a positive image of agriculture, agricultural businesses and agricultural advantages.

- To appreciate the work done by farmers, thus contributing to spreading a positive image of them.
- To highlight the role of agriculture and agricultural products in sustainable development, as well as their impact on society, culture, the economy, the environment and health.
- To support and gather farmers in fairs and other events, creating spaces to foster the exchange of knowledge and the promotion of agricultural products.
- To contribute to the development of a market network for the promotion of agricultural products.
- To carry out educational activities, encouraging consumers to try a wider range of flavours.

More info: <https://www.apaqw.be>

8. About Provacuno

The Interprofessional Organisation of the Spanish Beef Sector (Provacuno) is an organisation certified by the Spanish Ministry of Agriculture, Fisheries and Food. It gathers almost every actor in the Spanish beef industry (85% of breeders, producers and manufacturers), which provides the Organisation with stability and a global vision.

Provacuno's goals include:

- To protect the interests of cattle/beef producers, manufacturers and retailers.
- To ensure quality and efficiency across the value chain.
- To promote good practices in the relationships between all actors in the value chain.
- To guide cattle/beef production in order to meet market and consumer needs.
- To improve the industry's reputation by associating it with sustainable, eco-friendly production methods.
- To encourage responsible consumption by advertising the nutritional properties, health benefits, high quality and food safety of beef.
- To develop innovative processes to improve the quality of beef across the production chain.
- To support businesses in their internationalisation in exports markets.
- To promote positive perceptions of Spanish beef.

More info: <https://www.provacuno.es/en/who-we-are>

9. Symposium Speakers

FIRST PANEL: ECONOMIC SUSTAINABILITY, "VIAABLE AND AFFORDABLE PRODUCTION"



BENOÎT CASSART

Livestock Farmer; Member Of The European Parliament (Belgium); Co-Chair Of The Intergroup On Sustainable Livestock Farming

Benoît Cassart holds a degree in Economics from the Catholic University of Leuven (UC Louvain). A farmer and cattle breeder, he specializes in the famous *Belgian Blue (Blanc-Bleu Belge)* breed on his family farm in Wallonia. In 2002, he founded a company dedicated to the genetic selection and breeding of Belgian Blue cattle, continuing his family's long tradition of livestock farming.

He is national secretary of the Belgian Federation of Livestock and Meat Trade, where he represents and defends the interests of the agricultural and livestock sector.

In the 2024 European elections, he was elected Member of the European Parliament for the French-speaking constituency of Belgium.

In the European Parliament, he is part of the *Renew Europe* political group and is a member of the Committee on International Trade (INTA), the Committee on Agriculture and Rural Development (AGRI), and the Committee on Transport and Tourism (TRAN). He is also the founder and co-chair of the Sustainable Livestock Farming Intergroup.

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LUIGI SCORDAMAGLIA

CEO of Filiera Italia; Director of Markets, Internationalization, and European Policies at Coldiretti

Luigi Pio Scordamaglia is an expert in the agri-food sector, drawing on his scientific background and experience in institutional and industrial leadership at the national and international levels. He is CEO of Filiera Italia, the association that represents the excellence of national agricultural production (Coldiretti) with Italy's leading industrial and large-scale retail trade players. He is Director of Coldiretti's Markets, Internationalisation, and European Policies Area. He is the President of Eat Europe and the Vice President of FESASS.



PEER EDERER

Director Of The Global Food And Agri-Industry Network (Gfan); Founder Of Goalsciences

Peer EDERER is the founder and director of GOALSciences, the Global Observatory for Precision Livestock Science, whose mission is to research and communicate scientific evidence on the role of animals in the global food system. He holds a Master's degree in Business Administration from Harvard University, a PhD in Financial Economics, and is an adjunct professor of Innovation Studies. He has extensive experience in strategic consulting for private companies and public agencies in the global food system and is a regular speaker on related topics. He has participated in scientific research in collaboration with leading universities worldwide and is a member of the Scientific Council of the World Farmers' Organization. ORCID: 0000-0002-1077-7230

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HEINZ OSTERLOH

President of the German Livestock and Meat Trade Association (DVFB) and member of the UECBV board of directors

Heinz Osterloh is a leading figure in the European livestock and meat trade, with a professional career spanning more than three decades dedicated to the development, representation, and defense of the meat sector in Europe. He currently holds the position of President of the DVFB (Deutscher Vieh- und Fleischhandelsbund e.V.), the leading livestock and meat trade association in Germany, and is a member of the board of directors of the UECBV (Union Européenne du Commerce du Bétail et de la Viande), the European organization that brings together national livestock and meat trade associations.

In both positions, Osterloh has played a key role in representing the sector before European institutions, actively participating in debates on sustainability, food safety, animal welfare, and meat market regulation. His approach combines in-depth knowledge of the beef value chain with a pragmatic perspective on the challenges facing economic operators in the sector, especially in a context of increasing regulatory pressure, logistical challenges, and changes in consumption patterns. Heinz Osterloh is recognized for his ability to build bridges between producers, marketers, processors, and policymakers, as well as for his advocacy for fair, transparent, and sustainable trade. He has contributed in various European forums to positioning the beef sector as an active part of the European food transition, insisting on the need to ensure economic viability, territorial cohesion, and transparency in the supply chain.

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SECOND PANEL: SOCIAL SUSTAINABILITY: "THE MEAT SECTOR AS A SOCIAL DRIVER"



GIULIANO MARCHESIN

Director at Intercarne Italia

Giuliano Marchesin was born in 1954 and, after completing his studies (Diploma as an Agricultural Technician and university exams in Political Science), he began working in the agricultural sector as an official for the *Coldiretti* organization in 1975.

He has held numerous management positions: (Secretary of Young Farmers, Director of the Vocational Training Center, Director of the Provincial Federation.

In 2004, he joined the management of the *Unicarve* Beef Producers Association (800 member companies producing 240,000 head of cattle) www.unicarve.it. Here, he designed and developed a "National Beef Plan," achieving all its objectives and leading to the creation of all the organizations currently operating in Italy in the cattle sector that he heads:

- AOP Italia Zootecnica (Association of Producer Organizations recognized by the Ministry of Agriculture) www.italiazootecnica.it
- OI Intercarneitalia (Interprofessional Organization recognized by the Ministry of Agriculture) www.intercarneitalia.it
- Consorzio Sigillo Italiano www.sigilloitaliano.it - Consortium recognized by the Ministry of Agriculture for the promotion and dissemination of the National Livestock Quality System. <https://www.masaf.gov.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/4878>
- OP Unicarve (Producers' Organization recognized by the Veneto Region and the Ministry of Agriculture) for the marketing of beef with a "sales mandate."

It also contributed to the creation and establishment of the "European Association for Sustainable Meat" (S.E.L.M.A.) at European level, together with ASOPROVAC, PROVACUNO, and INTERBEV. <https://selma-association.com/>

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Alexander Bernhuber

Member of the European Parliament (Austria) | Co-Chair of the Intergroup on Sustainable Livestock Farming | Livestock farmer

Alexander Bernhuber has been a Member of the European Parliament for Austria since 2019 and is one of the most active voices in the European Parliament in defense of rural areas, agri-food sustainability, and regulatory simplification for the agricultural and livestock sector. Despite his youth, his profile combines solid technical training with outstanding political and institutional experience.

A graduate in Agricultural Sciences from the University of Applied Sciences in Vienna, Bernhuber has been managing his family's livestock farm in Lower Austria, dedicated to crop cultivation and beef production, for more than a decade. This direct link to the rural world and work in the field gives him a deep understanding of the realities, challenges, and opportunities facing European farmers.

In the European Parliament, he is a member of the European People's Party (EPP) and sits on the Committee on the Environment, Public Health, and Food Safety (ENVI), as well as on the Committee on Agriculture and Rural Development (AGRI). Since 2024, he has also been co-chair of the newly formed Intergroup on Sustainable Livestock Farming, a parliamentary platform that promotes dialogue between institutions, scientists, and representatives of the livestock sector for a balanced and data-driven transition to more sustainable systems.



IRENE TOLLERET

Former Member of the European Parliament; Vice-President of LEADER France

Irène Tolleret is a French public official and rural development advocate with a strong European institutional background. Elected Mayor of Fontanès (Hérault) in 2014, she has also served as Vice-President for European Affairs at the Grand Pic Saint-Loup Community Council and as a member of the

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Hérault Departmental Council. In 2019, she was elected to the European Parliament, where she served on the Committees for Regional Development (REGI), Agriculture and Rural Development (AGRI), and Women's Rights and Gender Equality (FEMM). She was also Co-Chair of the Parliament's Intergroup on Wine, Spirits and Quality Foodstuffs.

Professionally a winegrower, she combines first-hand agricultural experience with a deep commitment to territorial cohesion, equal opportunities, and services for rural communities. She is currently Vice-President of LEADER France, the organization that manages rural development funding in France under the EU's LEADER program. Her work at bridges local agricultural realities with European policies for inclusive, vibrant, and sustainable rural areas.



LIAM MACHALE

Director of the Brussels Office, Irish Farmers' Association (IFA)

Liam MacHale is Director of European Affairs at the Irish Farmers' Association (IFA), the main representative organization for the agricultural sector in Ireland. From his office in Brussels, he acts as a liaison between Irish farmers and the institutions of the European Union.

With extensive experience in political advocacy and agricultural legislation, MacHale participates in networks such as COPA-COGECA and monitors key European debates on sustainability, agricultural income, trade, and ecological transition. His knowledge of the European legislative framework allows him to provide an institutional perspective on how to effectively represent the needs of the countryside in the design of public policies.

At the roundtable on social sustainability, his presentation will offer insights on how to ensure that the voice of farmers is translated into fair regulatory frameworks that strengthen rural roots, livestock viability, and generational renewal.

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THIRD PANEL: ENVIRONMENTAL SUSTAINABILITY: "THE MEAT SECTOR'S PATH TOWARD EMISSION REDUCTION AND SOIL IMPROVEMENT."



FERNANDO ESTÉLLES BARBER

Professor in the Department of Animal Sciences at the Polytechnic University of Valencia (UPV); Deputy Director of the University Institute of Animal Sciences and Technology; Academic Director of the Master's Degree in Precision Livestock Production

Fernando Estellés Barber is an Agricultural Engineer, holds a Master's Degree in Animal Production and a PhD in Agricultural Engineering from the Polytechnic University of Valencia (Spain). He has been a tenured professor at the School of Agricultural Engineering and the Environment at the same university since 2007, teaching both undergraduate and master's level courses on aspects related to livestock production systems, housing systems, and the environmental impact of livestock farming. His areas of research are Livestock and the Environment and the use and development of Precision Livestock Farming tools for the productive and environmental improvement of livestock farming. He collaborates with the productive sector through various innovation projects related to the use of technologies and the improvement of environmental sustainability. He is a founding member of the *Remedia Network*, which focuses on emissions mitigation in the agroforestry sector in Spain.



MATILDE MORO

General Director of ASOPROVAC | Coordinator in Spain of LIFE Beef Carbon

Matilde Moro is the Director General of ASOPROVAC, the main organization of beef producers in Spain, where she leads the dialogue between the livestock sector, public administrations, and European institutions on sustainability, competitiveness, and social recognition of beef.

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A veterinarian by training, she holds a Master's Degree in Food Technology and Control from CESIF and a specialization in animal production from the National Veterinary School of Nantes. Since joining ASOPROVAC in 2007, she has been intensely involved in technical and strategic representation in national and international forums, being appointed Technical Director in 2012 and General Director in 2018.

Matilde is one of the most active professionals in the implementation of environmental sustainability strategies in the European livestock sector. She is the coordinator in Spain of the European LIFE Beef Carbon project, which focuses on reducing the carbon footprint of cattle farms and increasing carbon sequestration in pastures. She also leads the LIFE Carbon Farming project, aimed at creating voluntary carbon markets, and has promoted pioneering initiatives such as BOVIGREEN and Adaptavac, focused on sustainable models and adaptation to climate change.

She has participated in multiple technical working groups of the European Commission and UECBV, as well as in scientific networks and innovation platforms such as Vet+i. In addition, she is a university professor and a regular speaker at conferences on sustainability, animal welfare, and livestock policies. Her participation in the symposium will provide a practical and committed vision of how the beef sector is leading real environmental mitigation projects, incorporating scientific tools, institutional alliances, and applied methodologies that make the path to sustainability tangible.



Ruairaidh Petre

Executive Director, Global Roundtable for Sustainable Beef (GRSB)

Ruairaidh Petre is the Executive Director of the Global Roundtable for Sustainable Beef (GRSB), the leading international platform that brings together stakeholders from across the beef value chain—from producers to distributors, industry, science, and civil society—with the common goal of promoting sustainability in the sector on a global scale.

Originally from Scotland, Petre is an agricultural engineer specializing in animal production and has developed his professional career in Europe, Asia, Africa, and Oceania. Before heading the GRSB, he first worked as a farm manager and then pursued a career in international cooperation, agricultural systems development, animal health, and responsible livestock production in different climatic and social contexts. His career combines field experience, strategic vision, and the ability to build global alliances.

Under his leadership, the GRSB has promoted international sustainability standards based on environmental, social, and economic criteria, advancing goals such as climate neutrality, animal welfare, efficient land use, and the resilience of rural livelihoods.

During the symposium, Ruairaidh Petre will offer a comparative and global perspective on how multi-stakeholder sustainability frameworks are constructed and how European beef fits into this international context.

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VÍCTOR RESCO DE DIOS

Professor of Forestry Engineering and Global Change at the University of Lleida (UDL), coordinator of the CTFC-Agrotecnio Joint Research Unit, international expert on climate change, forest fires, and territorial resilience

Víctor Resco de Dios is Professor of Forest Sciences and Global Change at the University of Lleida (UDL) and coordinator of the Joint Research Unit between the Forest Technology Center of Catalonia and Agrotecnio ([JRU CTFC-AGROTECNIO](#)).

He was a Ramón y Cajal fellow (2014-2019) and a member of the teaching staff at the Hawkesbury Institute for the Environment (University of Western Sydney, 2011-2014).

He has written a book on the [interactions between plants and fire](#), more than 150 [scientific articles](#), and [has been listed in Stanford's ranking of most cited scientists since 2021](#). His two main lines of research are:

1. Forests and climate change: on the relationship between forests, CO₂, and the effects of climate change.
2. Fire science and management: on the effects of climate change on fire regimes and their consequences for health, safety, and terrestrial ecosystems.

FOURTH PANEL: PRESENTATION OF THE MEAT SECTOR'S SUSTAINABLE COMMITMENTS: "EUROPEAN INITIATIVES AND COLLECTIVE STRATEGIES."



Guillaume Gauthier

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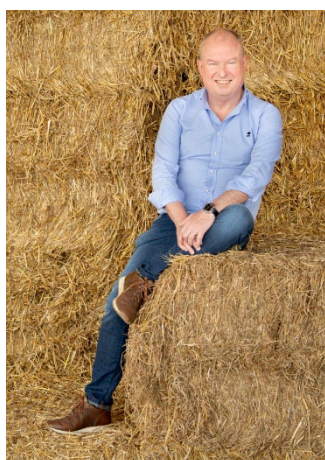
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Cattle farmer - President of the European Association for Sustainable Livestock and Meat (Selma)

Guillaume Gauthier is a beef cattle farmer in Bourbon-Lancy, Saône-et-Loire (France), where he runs a mixed crop and livestock farm and markets *Charolais* beef through direct sales. Committed and determined, he is president of the beef cattle section of the FDSEA (Departmental Federation of Agricultural Unions) of Saône-et-Loire, where he defends the interests of local farmers. At the national level, he is deputy secretary general of the *Fédération Nationale Bovine* (FNB) and president of Social Affairs at *Interbev* (the French interprofessional association for livestock and meat), actively contributing to the representation of the beef sector in France. Since 2023, he has also been president of SELMA (*Sustainable European Livestock & Meat Association*), which brings together the ruminant livestock and meat sectors from across Europe and advocates for a sustainable model before European institutions.



PHILIPPE MATTART

Director General, APAQ-W – Walloon Agency for the Promotion of Quality Agriculture

Philippe Mattart has been Director General of the Walloon Agency for the Promotion of Quality Agriculture (APAQ-W) since 2016, where he leads institutional strategies for communication, promotion of local products, and sustainability in the agri-food sector in Wallonia (Belgium). His work has helped to strengthen the connection between consumers and producers, as well as promoting a comprehensive vision of territorial development focused on quality agriculture.

With a solid professional background in both the public sector and rural heritage management, Mattart was previously Deputy General Administrator of the Walloon Heritage Institute and Chief of Staff to the Vice-President of the Walloon Government, with responsibilities in employment, training, finance, and budget. He also served as Government Commissioner to FOREM (Wallonia's Public Employment and Training Service), giving him a cross-cutting view of economic, rural, and employment development policies.

He has a diverse educational background, holding an Executive Master's in Public Management from the Université Libre de Bruxelles, a Master's in Labor Sciences from the Catholic University of Leuven and th , and a diploma in Marketing from the Haute École Namur Luxembourg. He has also completed executive certificates in public policy analysis and innovation at the London School of Economics and Political Science (LSE).

His connection to the agricultural world is also personal: he grew up in a family environment linked to the land, with maternal grandparents who were farmers and a father who was an agricultural machinery engineer who developed technologies for the Spanish market. This direct connection to agriculture has been key to his motivation and professional commitment to the primary sector.

Within the framework of the symposium, Philippe Mattart represents the institutional dimension of a Europe that is committed to sustainable agri-food systems that are connected to the territory and

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socially responsible. His experience in promotion, public governance, and territorial cohesion will provide a strategic and operational vision of how the sustainability of European beef also involves strengthening the link between quality, consumer confidence, and rural roots.



JAVIER LÓPEZ

Director General of Provacuno (Interprofessional Organization of Beef in Spain)

Doctor of Agricultural Engineering from the Polytechnic University of Madrid, he is the director general of the Interprofessional Organization of Beef from Spain (PROVACUNO-BEEF FROM SPAIN).

Javier has published more than 40 articles in magazines and other publications and has given presentations at conferences. He has also participated in and organized more than 350 seminars for producers, manufacturers, distributors, and others in the beef sector.

Among other achievements, he has been awarded the CESFAC medal for merit in animal feed, is a Knight of the French Order of Agricultural Merit, a Spanish expert in the European Commission's Beef Forecast Group, and an expert in the National Commission for Animal By-products Not Intended for Human Consumption (SANDACH). He is also the director of the Provacuno Chair of Research in Animal Protein, Nutrition, and Health at UCAM.

TECHNICAL DIRECTOR OF THE SYMPOSIUM



FRÉDÉRIC LEROY

Technical Director of the symposium | Professor of Food Science and Biotechnology at the Vrije

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Universiteit Brussel (VUB)

Frédéric Leroy is a professor at the Vrije Universiteit Brussel (VUB), where he teaches on various topics related to agri-food and nutrition. With a background in bioengineering and a PhD in applied biological sciences, he is internationally recognized for his critical and scientific perspective on the future of food systems, particularly the role of animal-based foods in sustainability, nutrition, and culture.

He has published extensively on microbial ecosystems, fermentation, meat science, and the socio-ecological dimensions of livestock production. A staunch advocate for balanced, evidence-based debates on food transitions, Dr. Leroy is a frequent participant in global forums and a member of multiple scientific councils. As technical director of the symposium, he strives for scientific coherence and constructive dialogue between sectors, institutions, and knowledge systems.

MODERATOR



ANDREA BERTAGLIO

Environmental journalist - author

A journalist specializing in sustainability, climate change, and environmental issues, he holds a degree in sociology. He writes for various newspapers, magazines, and websites. He is one of the coordinators of two communication projects aimed at countering misinformation about meat, livestock, and animal products: "*The Sustainable Meat Project*" in Italy and "*European Livestock Voice*" in Brussels. For years, he has focused his work on the impacts of agri-food production, starting with those related to livestock and animal production. He has published the book "*In Defense of Meat*," now also available in English, in which, in addition to explaining his professional and personal journey that led him to take a stand in defense of livestock farming, he debunks several myths about meat production and consumption.

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I SYMPOSIUM ON THE SUSTAINABILITY OF EUROPEAN BEEF



NOVEMBER 12, 2025
BRUSSELS

09:30 – 16:30

FREE ATTENDANCE

Mixed modality: On-site / online.

* PROGRAM *

8:30h - 9:30h Registration and welcome coffee

9:35h Welcome – Provacuno – **Javier López**, General Director

9:40h Welcome – Apaq-W – **Philippe Mattart**, General Director

9:50h Round table #1 – **ECONOMIC SUSTAINABILITY, “VIALE AND AFFORDABLE PRODUCTION”**

- **Benoît Cassart**, Livestock Farmer; MEP (Belgium); Co-Chair, Intergroup on Sustainable Livestock
- **Heinz Osterloh**, Former president of DVFB and honorary member of the European Union of Livestock Trade and Meat Affairs (UECBV)
- **Peer Ederer**, Director, Global Food and Agribusiness Network (GFAN); Founder, GOALSciences
- **Luigi Scordamaglia**, CEO of Filiera Italia; Director of Markets, Internationalization, and European Policies at Coldiretti

10:40h Question and answer session and discussion with the audience

10:55h Round table #2 – **SOCIAL SUSTAINABILITY: “THE MEAT SECTOR AS A SOCIAL DRIVER”**

- **Giuliano Marchesin**, Director, Intercarne Italia
- **Alexander Bernhuber**, MEP (Austria); Co-Chair, Intergroup on Sustainable Livestock; Farmer
- **Irene Tolleret**, Former Member of the European Parliament (France, 2019–2024); expert in territorial cohesion, rural public services and gender equality.
- **Liam MacHale**, Director of the Brussels Office, Irish Farmers' Association (IFA); key representative between Irish farmers and EU institutions.

11:45h Question and answer session and discussion with the audience

12h - 13:15h Lunch

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13:30h Round table #3 – ENVIRONMENTAL SUSTAINABILITY: “THE MEAT SECTOR’S PATH TOWARD REDUCING EMISSIONS AND IMPROVING SOIL QUALITY”

- **Fernando Estellés**, Professor of Animal Science, Universitat Politècnica de València (UPV); Deputy Director, Institute of Animal Science and Technology
- **Matilde Moro**, General Director of ASOPROVAC and Coordinator in Spain for LIFE Beef Carbon
- **Ruaraidh Petre**, Executive Director, Global Roundtable for Sustainable Beef (GRSB)
- **Víctor Resco de Dios**, Professor of Forestry and Global Change, Universitat de Lleida; Coordinator, JRU CTFC–Agrotecnio

14:20h Question and answer session and discussion with the audience

14:35h Round table #4 – EXAMPLE OF SUSTAINABLE COMMITMENTS IN THE MEAT SECTOR: “EUROPEAN INITIATIVES AND COLLECTIVE STRATEGIES”

- **Philippe Mattart**, General Director at Apaq-W
- **Javier López**, General Director at Provacuno
- **Guillaume Gauthier**, President of SELMA (Sustainable European Livestock & Meat Association) & President of Societal Affairs at Interbev (l'Association Nationale Interprofessionnelle du Bétail et des Viandes)

15:25h Question and answer session and discussion with the audience

15:40h Conclusions

15:55h Institutional closing

SPARKS MEETING: Rue Ravenstein 60, 1000 Bruxelles, Bélgica

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