

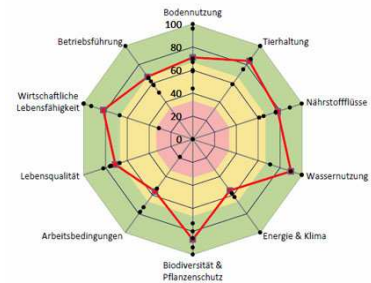
## Thematic Session: Sustainability and Responsibility in Food and Agriculture

Prof. Dr. Werner Hediger  
Center of Economic Policy Research, HTW Chur

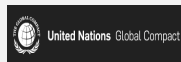
1st RMER Conference, 30 October 2014, Chur

## Sustainability and Responsibility in Food and Agriculture Farm Level ("Sustainability") Assessment

e.g. RISE (Response-Inducing Sustainability Evaluation)



## Food and Agriculture Business (FAB) Principles



- The first set of global voluntary business principles for the food and agriculture sector.
- Launched by the UN Global Compact and introduced in Rome, Italy, on 13 May 2014.
- Designed to serve as umbrella principles that complement existing initiatives on agriculture and food sustainability.

The Principles are:

- aim for food security, health and nutrition;
- be environmentally responsible;
- ensure economic viability and share value; respect human rights, create decent work and help communities to thrive;
- encourage good governance and accountability; and
- promote access and transfer of knowledge, skills and technology, for both small and medium-sized enterprises (SMEs) and smallholders.

## Sustainability and Responsibility in Food and Agriculture Session Program

- 1) **Value chain management in the food industry**  
Max Peter (Head Trade & Supply Chain Management, Emmi, Switzerland)
- 2) **Consumer behaviour & lifestyle**  
Evelyn Markoni (HAFL, Zollikofen, Switzerland)
- 3) **Gastronomy: out-of-home food consumption**  
Peter Lutz (CMO, SV-Group, Switzerland)
- 4) **Innovation management in the restaurant industry**  
Michael Ottenbacher (Prof. Dr., Hochschule Heilbronn, Germany & HTW Chur)
- 5) **Open discussion**

## Sustainability and Responsibility in Food and Agriculture Introduction

### Food and well being

- Basic need / culture / luxury

### Sustainability in agriculture

- The management of natural resources
- Farm level ("sustainability") assessment

### Sustainability and corporate responsibility

- The management of value chains in the food industry
- Consumer behaviour & lifestyle
- Out-of-home consumption / catering / gastronomy
- Innovation management in the restaurant industry