efla EUROPEAN FOOD LAW ASSOCIATION

2026 EFLA CONFERENCE: From labels to algorithms: food information in the digital era

1 December 2026 | Vevey, Switzerland



8:30 - 9:00	**Registration and coffee**
9:00 - 9:05	**Greetings** *Paola Corte, EFLA President*
9:05 - 9:20	**Opening address** *Leanne Geale, Nestlé*

Session I: "15 years of FIC: rethinking consumer information beyond the pack"
Chairperson: *Andreas Meisterernst, Meisterernst Rechtsanwälte, and EFLA Vice-President*

9:20 - 9:45	**Recent CJEU case law on FIC: the evolving canon of the "average consumer"** *Manon Ombredane, Squire Patton Boggs*
9:45 - 10:10	**Nomen Omen: Recent Case Law on Legal Names and Policy Developments** *Paola Corte, Studio Legale Corte*
10:10 - 10:35	**Who is being protected? Courts' interpretation of front-of-pack nutrition labelling requirements** *Francesco Planchenstainer, Nestlé*
10:35 - 10:50	**Discussion session**
10:50 - 11:20	**Coffee Break**
11:20 - 12:05	**Roundtable: Beyond harmonisation: voluntary nutrition schemes, member state activism and private rating systems** • The Belgian digital advertising position giving an overview of options by member states, *Aude Mahy, DALDEWOLF* • French experience - decision of the Conseil d'État on Nutri-Score, *Emily Amat, DWF* • Yuka and private ranking systems , *Petr Mensik, EU Specialty Food Ingredients*
12:05 - 13:05	**Roundtable: FIC & precautionary allergen labelling (PAL): where harmonization is thin** • EU initiatives, Codex PAL, policies in Germany, *Andreas Meisterernst, Meisterernst Rechtsanwälte*

12:05 - 13:05	• **Member States approach to PAL** • *Netherlands, Karin Verzijden, Axon Lawyers* • *Spain, Vicente Rodriguez, Legal Agrifood Abogados* • *UK, Nicola Smith, Squire Patton Boggs*
13:05 - 14:00	**Lunch**

Session II: "The digital dimensions of food information: platforms, search engines, influences and beyond"
Chairperson: *Francesco Planchenstainer, Nestlé, and EFLA Vice-President*

14:00 - 14:25	**Risk, uncertainty and trust: how consumers respond to new technologies** *Michael Siegrist, Zurich Institute of Technology*
14:25 - 14:50	**Beyond the label: trust, standards and AI in consumer food information** *Iain Walker, GS1*
14:50 - 15:15	**Digital Fairness Act & Audiovisual Compact: what it could mean for food marketing** *Ayse Prager, Nestlé*
15:15 - 15:40	**Selling online: algorithms and shared responsibility. Will AI agents become a new marketing channel?** *Dominic Watkins, DWF*
15:40 - 16:00	**Industry self-regulation: managing influencer use in practice** *Peter Loosen, German Food Federation*
16:00 - 16:20	**Discussion session**
16:20 - 16:30	**Concluding Remarks** *Francesco Planchenstainer, Nestlé, and EFLA Vice-President*
16:30	**Farewell coffee**

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EFLA Organising Committee: Emily Amat, Paola Corte, Ina Gertsberger, Joanna Jaskolska, Peter Loosen, Andreas Meisterernst, Francesco Montanari, Manon Ombredane, Francesco Planchenstainer, Marlene Simonini, Elena Todorova

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