

## IMACE GENERAL ASSEMBLY 2023

### Final Speakers' Programme (24<sup>th</sup> March)

#### Open conference with panel discussion

Duration: 10h-12h30

Format: Keynote speakers + panel

**Title** Impact of geopolitical instability, energy crises, inflation on the vegetable oil and margarine sectors, on food security and on the EU food system sustainability ambition. What is to be expected in the coming years and how best to move forward?

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**Focus** The current geopolitical situation and the ongoing energy crisis had a significant impact on the food sector, as well as on the implementation of the Green Deal and the Farm to Fork Strategy. The vegetable oil and margarine sectors have been especially affected due to the high EU dependency on sunflower oil and its derivatives. Climate changes have already impacted crop yields in various parts of the world and the "ending deforestation regulation" might also have unintended consequences on the international palm oil & soy market. Energy prices and inflation are adding to the challenges.

The panel discussion will explore the following questions: What have been the impacts on the vegetable oil and margarine sector so far? How can the EU food sector adapt to the current geopolitical situation in the midst of an ongoing conflict and a food security threat? Where do the EU food sustainability goals stand in this context? How can the sector anticipate and increase its crisis preparedness? What regulatory environment is needed to facilitate the needed agility?

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**Keynote  
Speakers**

- **Mr. Vito Martielli**, Senior Analyst Grains & Oilseeds, Rabobank  
“Outlook global oil crop markets & geo-political & sustainability impacts”
  - **Mr. Antonio Albaladejo**, Policy analyst, Unit Structural Policy, European Parliament Research Service.  
“EU’s efforts to address the global food security crisis and its impact on European agricultural supply chains”
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**Panel discussion**

**Debate**

- **Mr. Vito Martielli**, Senior Analyst Grains & Oilseeds, Rabobank
- **Mr. Antonio Albaladejo**, Policy analyst, Unit Structural Policy, European Parliament Research Service.
- **Mr. Björn Meyer**, Sales Lead, Global edible oil solutions Europe, Cargill, President GROFOR
- **Mr. John Verbakel**, Chief Research and Development Officer, Upfield; President, IMACE

**Moderated by Florence Ranson**, REDcomms communication

### **Vito Martielli**



Vito Martielli is working as Senior Grains and Oilseeds analyst for Rabobank at Rabo Research Food & Agribusiness department in the Netherlands, since 2005. As expert in grains, oilseeds, meat and vegetable oils, Mr. Martielli has taken part to business trips and was invited to speak in global conferences in Europe, Americas, Asia, Africa and Oceania. His job is mainly focused on the assessment of the business risks for Rabobank and on the evaluation of business opportunities for internal and external clients.

Before joining Rabobank he worked for the Agricultural office of the Dutch Embassy in Rome for bilateral relations in food and agribusiness sectors. He also advised the Italian Ministry of Agriculture for promotion and quality of the Italian food in the world market. Previously he had been employed by McDonald's Italy in Milan working in the marketing research and business development.

He holds a degree in Business Administration from Bocconi University in Milan (Italy) and an International Ph.D. from Faculty of Agriculture of University of Basilicata (Italy) and in cooperation with Wageningen University (the Netherlands).

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### **Antonio Albaladejo**



Antonio Albaladejo (Spain, 1988) graduated in Law at the University of Murcia (Spain) and specialised in EU affairs at the College of Europe. He has worked as a policy advisor in Spain and Ukraine, and since 2019 in the European Parliament. In October 2022, Mr. Albaladejo joined the European Parliamentary Research Service as a policy analyst working on food security topics at the Structural Policies Unit. Mr. Albaladejo's current research focuses on the EU's efforts to address the global food security crisis and its impact on European agricultural supply chains.



### **Björn Meyers**

Björn Meyer is the Sales Lead Food Ingredients Europe within Cargills Edible Oil Division.

([Provider of food, agriculture, financial and industrial products and services to the world. | Cargill](#))

He held several commercial leadership positions within Cargill over the last two decades and is since May 2022 President of GROFOR ([Deutscher Verband des Grosshandels mit Ölen, Fetten und Ölrrohstoffen \(grofor.de\)](#)) and also holds the chair of the Grain Club in Germany (a network of the 4 most relevant Agricultural Associations in Germany: ([Information in english | Grain Club \(grain-club.de\)](#)),

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### **John Verbakel**



John Verbakel is Chief R&D Officer at Upfield. He has over 30 years of experience in the FMCG company Unilever. In Unilever, he has served in multiple senior leadership roles in Research & Development and Supply Chain, at local, regional and global level and in various countries and product categories. He has been part of the team separating the spreads category from Unilever and creating Upfield. Upfield is the world's largest plant based foods company active in plant margarine, plant butter, plant creams and plant cheese with brands like Flora, Becel, Country Crock and Blueband. In Upfield, John is responsible for both strategy and execution of product, innovation and technology.

John holds a PhD in Molecular Biotechnology and a Masters in Biology & Chemistry.

John also holds the position of President in IMACE.

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### **Moderator**

### **Florence Ranson**



Florence Ranson is an event moderator and spokesperson. She has been active in European communications for over 30 years. Florence started her career as Project Manager for the European Commission, setting up and running Team Europe for the Directorate-General for Communication. Before founding REDComms – an EU affairs and communications agency, she held a position as Director of Communications for FoodDrinkEurope. There she defined and managed the communications strategy, as well as coordinated various campaigns launched by the organisation.