



Food and Agriculture  
Organization of the  
United Nations



World Health  
Organization

**CODEX**  
**ALIMENTARIUS**  
INTERNATIONAL FOOD STANDARDS

🕒 Tuesday

**26 November 2024**

13:00-14:00 CET

# Consumer food safety education and advocacy including through digital platforms: Opportunities and challenges

🗨 Languages:  
English

CICG, Amphithéâtre D - Geneva, Switzerland

**CAC47 Side Event**

**CAC47**

## Objective

Raising consumer awareness about food safety is of paramount importance to the prevention of food-borne illness.

There are many stakeholders involved in ensuring food safety: competent authorities, the food industry including primary food producers, food processors, manufacturers, retailers as well as caterers and consumers, all have specific roles to play.

In this Side Event, Codex Members will share experiences about their respective initiatives aimed at promoting consumer food safety education and advocacy effectively including through digital platforms. Indeed, increasing consumer awareness and knowledge about food safety can contribute to the prevention of foodborne illness and thereby safeguard public health.

**Tuesday**

**26 November**

**MODERATOR**

**MRS AWILO OCHIENG PERNET,**  
SWISS FEDERAL FOOD SAFETY AND  
VETERINARY OFFICE,  
SWITZERLAND

**Brief Opening remarks**

Switzerland

**Panel Discussion including the following Codex Members**

1. Canada
2. Chile
3. China
4. European Union
5. India
6. Kenya
7. Morocco
8. USA

**Questions and Answers Session**

**Brief Closing Remarks**

Switzerland