

Agri and Food

Our practice

The agrifood sector is constantly developing, not only in terms of innovations, but also the legislation and regulatory compliance to which it is subjected. Our long-standing background in this sector gives us an unmatched insight into the issues it is currently facing.

ALTIUS has a proven track record in assisting clients from the agrifood industry in contentious and non-contentious matters. Our team advises national and international food, feed and drink producers, agri-biotech companies, plant breeders and sector organisations.

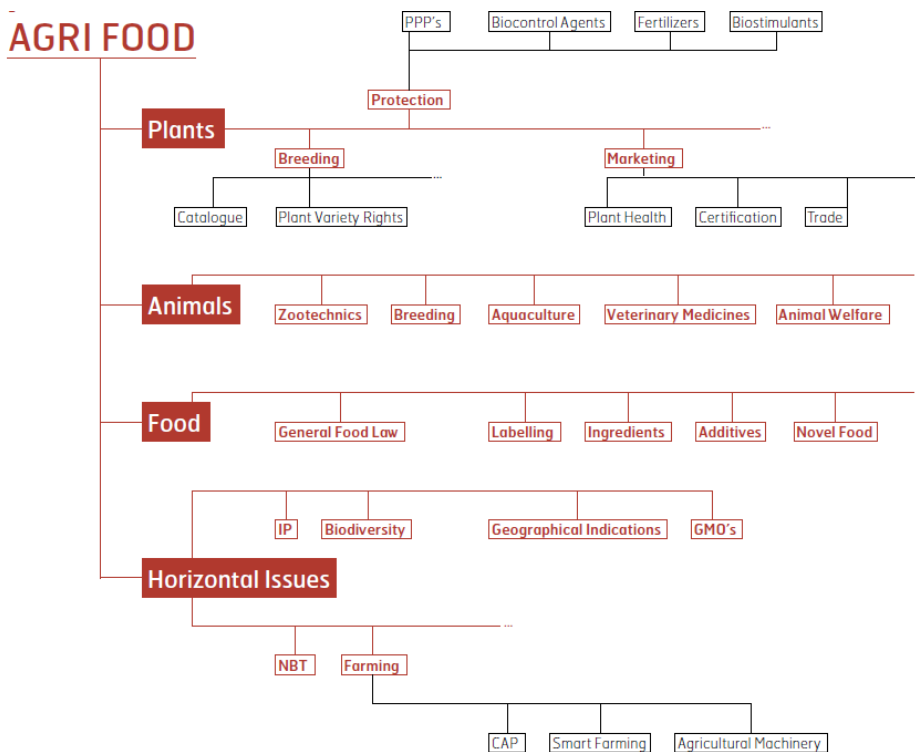
As we are a full service firm, our agrifood team can call on the expertise of colleagues who are specialists in the various legal disciplines affecting the sector, including intellectual property, EU and Belgian regulatory compliance, competition law, product liability, dispute resolution, capital markets, M&A, and corporate finance. This cross-practice structure enables us to devise fully-integrated solutions for the issues that confront our clients in this increasingly challenging regulatory and commercial environment.

We combine our in-depth industry expertise with creative thinking to provide you with practical and innovative solutions to help you achieve strategic, long-term success.

Furthermore, through our active membership in various associations, both legal and industry-driven, we have built a useful network that offers us the opportunity to call on the expertise of third parties where needed.

We regularly speak at industry events and publish articles in leading Belgian and international law reviews.

How we can help



Our expertise

- Intellectual property
- EU and Belgian regulatory affairs
- Agricultural law
- Compliance
- Corporate and M&A
- Consumer protection
- Designations of origin and geographical indications
- Dispute resolution
- Food safety
- Inspections and withdrawal of products
- Labelling and advertising
- Product liability
- Environmental law

Market recognition

"Excellent knowledge of plant specific IP across the EU, as well as competition law aspects. Very strong professional approach to all questions and excellent, accurate responses to all questions." – Legal 500, 2022

A client appreciates that Philippe de Jong is *"able and willing to go down new, unpaved roads and provides full transparency to his clients at all stages of the proceedings."* – Chambers Europe, 2022

A client describes Olivier Vrins as an *"impressive lawyer who is proactive and incredibly effective,"* and adds that *"his responsiveness and accuracy in assessing each case is very much appreciated."* – Chambers Europe, 2022

Philippe de Jong has a broad practice, covering patent infringement, parallel imports and plant variety rights. Clients report to be *"always impressed by his thorough knowledge, which he manages to translate into applications that fit a company."* - Chambers Europe 2021

Known for its *"responsive and proactive"* food and beverages offering, ALTIUS advises international producers as well as domestic plant breeders, farmers and seed treatment organisations. - Legal 500, 2021

Described as a *"highly skilled IP specialist"* and as *"one of the best in Europe in the Customs field"* (Managing Intellectual Property), Olivier Vrins has extensive knowledge of the border measures system in the European Union and has gained expertise in a broad range of other IPR-related topics. Olivier *"also specialises in the field of designations of origin and geographical indications."* – Chambers Europe 2021

"Highly regarded in the agri-food business" Philippe de Jong's *"in-depth knowledge of patent law and eagerness to fully comprehend the invention help him win cases."* IAM Patent, 2021

Philippe de Jong has a broad range of expertise in life sciences, with a particular focus on the food and plant life industry. He advises clients on plant variety rights, the implementation of the Nagoya protocol and toxic substances. Clients report that he is *"very reasonable, quick in responding and understands our company and the context."* - Chambers Europe 2020

"Olivier Vrins is an outstanding thinker and partner in business" - Legal 500, 2020

ALTIUS' agriculture and food group counts many well-known food and beverage brands among its clients and is frequently instructed to handle a range of corporate, commercial and IP-related issues. - Legal 500, 2019

ALTIUS fields a cross-departmental team, which advises its roster of food and beverage clients including national and international food, feed and drink producers, plant breeders and sector organisations. *"They offer a very personal approach to clients; no one-size-fits-all, but rather a tailor-made approach."* - Legal 500, 2020

Client Choice award winner Philippe de Jong is an artful prosecutor and an experienced patent litigator, particularly in food and beverage cases. *"Philippe explains complicated IP issues to laymen clearly and concisely. He identifies and executes realistic solutions at a cost proportionate to the matter at hand. His ability to strike the right tone in order to avoid unnecessary escalation of emotions between conflicting parties is also greatly valued."* - IAM Patent, 2019

Contact



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