



Canada: A Global Innovator in Functional Food Ingredients

Monday, October 6 and Tuesday, October 7, 2003
The Fairmont Hotel
Winnipeg, Manitoba

The Canadian nutraceutical, natural health product and functional food industry has garnered a great deal of attention and enthusiasm on the part of governments, the agri-food sector, health care and research communities in Canada for its significant potential to provide:

- Diversification and market growth for Canadian agriculture and marine based industries
- Increased economic development in Canada
- Reduced health care costs for all Canadians
- Improved health and well-being and disease reduction for all Canadians

The Canadian industry is characterized by small and medium sized companies that are science-based and focused heavily on research and development to leverage health applications of value-added ingredients from basic agricultural and marine commodities. The industry is moving increasingly to branding of its ingredients, with larger companies bringing the products to market. Functional food ingredient manufacturers face much different challenges than traditional food producers or supplement manufacturers in many aspects of product development, research and marketing.

Program Topics

Functional foods, health and health care costs: Opportunities & issues <i>Ian Newton, Roche Vitamins Inc., NJ</i>	What are investors looking for? <i>Armand Lavoie, Foragen Investments, SK</i>
What are consumers seeking in regard to functional foods and nutraceuticals? <i>Lyn Ciocca, Health Focus International, GA</i>	Canadian functional food ingredient supplier — Panel discussion: Opportunities and challenges facing the industry <i>Discussion moderated by Dr. Michael Heasman</i>
The US experience with functional food ingredients: <i>FloraGlo™</i> <i>John Wesler, Kemin Foods, IA</i>	Strengthening innovation in the functional food and nutraceutical industry <i>Maureen Hatanaka, Industrial Research Assistance Program, National Research Council of Canada</i> <i>Patti Miller, Food Bureau, Market and Industry Services Branch, Agriculture and Agri-Food Canada</i>
Herbs and botanicals as functional food ingredients <i>Dr. Rob McCaleb, Herb Research Foundation, CO</i>	What research is necessary for a successful functional food and nutraceutical industry? <i>Dr. Digvir Jayas, University of Manitoba</i>
Using functional ingredients in beverages <i>Donald Wilkes, Blue Pacific Flavors, CA</i>	Canadian functional food ingredient success stories: The science behind the products <i>Discussion moderated by Dr. Clare Hasler, University of Illinois</i>
Functional ingredients: GRAS versus supplements <i>Dr. Kathie L. Wruck, Food, Health and Nutrition, TIAX LLC, MA</i>	Clinical research in functional foods in Canada <i>Dr. Harvey Anderson, University of Toronto (to be confirmed)</i>
Agriculture and functional food ingredients: New strategies for success <i>Dr. Michael Heasman, Food and Policy expert, Finland</i>	National Centre of Excellence: Activities related to functional foods and nutraceuticals <i>Dr. Rickey Yada, University of Guelph (to be confirmed)</i>
Managing intellectual property in functional foods and nutraceuticals	Canadian regulations related to Natural Health Products <i>Dr. Sinead Tuite, Natural Health Products Directorate, ON</i>

Program Registration

Complete this form and return to:

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	COST
<u>Before September 15</u> \$ 200.00	\$ _____
<u>After September 15</u> \$ 250.00	\$ _____
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For more information, contact

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