



BRINGING NUTRIGENOMIC FOODS TO THE MARKETPLACE

3RD MAY 2006

Food Business Personnel.....

Can you afford to miss this Groundbreaking Seminar for Competitive Advantage in the Consumer Food Business of the Future?

Nutrigenomics is a relatively new and exciting science which can revolutionise the foods we eat and also confer a competitive advantage on the companies embracing the science and then the commercialised technology. In simple terms the objective is to tailor consumer foods to match an individual's genetic make-up, once this has been established by an analytical technique. This will enable consumers to make choices between foods that are beneficial for them and foods that may increase their risk of developing an ailment such as cardiovascular disease or inflammatory bowel disease.

As a special feature of the International Conference on Nutrigenomics and Gut Health to be held at the Bruce Mason Centre, Takapuna, Auckland from 30 April – 3 May, the last day will be devoted to a symposium which will introduce a panel of international and national experts who will speak on some of the key issues for the food industry.

Invited speakers include:

David Castle
University of Guelph, Canada

Rosalynn Gill-Garrison
Sciona, Inc., USA

Jim Kaput
NutraGenomics and UC Davis, USA

Lola Reis
University of Alberta, Canada

Mike Boland
Fonterra Research Centre, NZ

Lyn Bridger
New Zealand Trade and Enterprise, NZ

Kevin Davies
Crop & Food Research, NZ

Donald Evans
University of Otago, NZ

Lynn Ferguson
The University of Auckland, NZ

Dean Stockwell
Foods Standards Australia New Zealand

Bob Boyd
Food Standards Australia New Zealand

Topics include:

- 🍌 Nutrigenomics and the food industry
- 🍌 Manipulating nutrients for specific human purposes
- 🍌 Science, supermarket and society – the ethics of personalised nutrition
- 🍌 Public health issues of nutrigenomics foods
- 🍌 Bringing personalised foods to the market: how can NZTE help you?
- 🍌 Consumer perspective: experience of a company specialising in personalised nutrition
- 🍌 Mass customisation as a means of delivery of personalised nutrition
- 🍌 Issues for the New Zealand food industry with nutrigenomic foods
- 🍌 How to substantiate health claims for nutrigenomic foods

For more details and to register:

Full Details on Conference Website: www.nutrigenomics.org.nz

Direct link to On-line Registration

https://www.saviosolutions.com/secure/icngh05_reg.htm

Inquiries

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