

**Workshop, 23 August, 2013**  
**“Developing high-value foods with validated health benefits”**

Liggins Seminar Room (Room 505-003), Ground Floor,  
Faculty of Medical & Health Sciences, University of Auckland

*We know that industry is concerned about the current FSANZ health claim regulations. That is, content vs general health vs high level health claims. What does this mean for industry? What is the best way to understand consumer preferences and use the claims to industry's advantage? How can industry set product development strategies that include health claims for their products? How can Nutrigenomics New Zealand and other new technologies help?*

**Programme**

- 9.00-9.30 **Steve Hathaway, MPI**  
How the Ministry for primary industries will work with the new FSANZ regulations for health claims.
- 9.30-10.00 **Angela Rowan, Fonterra**  
Health Claims for Foods – An Industry Perspective.
- 10.00 – 10.20 **Laurence Eyres, ECG Ltd**  
Health Claims Legislation – is it good for business?
- 10.20-10.40 Morning tea
- 10.40-11.20 **Trevor Lockett, CSIRO, Australia**  
How Australia is working with the new FSANZ regulations for health claims.
- 11.20-12.00 **Harjinder Singh, Riddet Institute, Massey University, New Zealand**  
Developing high value foods for export markets.
- 12.00-12.30 **Lynnette Ferguson, University of Auckland and Nutrigenomics New Zealand**  
New technologies, biomarkers and the regulatory environment.
- 12.30-1.30 Lunch
- 1.30-1.50 **Rhodi Bullock, The University of Auckland**  
Systematic review approaches to evaluating the clinical potential of high value foods.
- 1.50-2.10 **Carolyn Lister, Plant and Food Research.**  
The scientific process of substantiating food claims.
- 2.10-2.25 **Sara Jaeger, Plant and Food Research**  
The importance of health claims to consumers.
- 2.25-2.45 **Nicole Roy, AgResearch and Nutrigenomics New Zealand.**  
Summary and overview of science solutions to producing high value foods with validated health benefits.
- 2.45-3.30 **Panel discussion**  
**Chair: Max Kennedy, MBIE**  
**Panel:** Jocelyn Eason, Plant and Food Research; Abby Thompson, Riddet Institute & Massey University; Simon Parry, AgResearch; Karl Crawford, Uniservices; Others TBA.
- 3.30-3.35 **Summary** and close of workshop
- 3.35-5.00 Afternoon tea, drinks, nibbles and networking
- 5.00. Shuttle to airport

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