



**Agri-Food Innovation Forum Program-at-a-Glance (As of May 24, 2005)**

**Sunday, June 19, 2005**

5:00 p.m. - 9:00 p.m. On-site registration (Hilton Toronto Hotel)  
 7:00 p.m. - 9:00 p.m. Opening Reception, Honourable Andy Mitchell, Minister of Agriculture, Agri-Food Canada (invited)  
 Ilse Treurnicht, CEO, MaRS Discovery District

**Monday, June 20, 2005 – Morning Program**

All Forum meals, plenary and speaker sessions will be held at the Hilton Toronto Hotel

7:30 - 8:30	On-Site Registration Desk Opens Continental Breakfast Begins		
8:30 – 9:40	<b>Opening Plenary Session</b> <b>The Honourable Steve Peters, Ontario Minister of Agriculture and Food</b> <b>Dr. David Butler Jones, Chief Public Health Officer, Public Health Agency of Canada, Role of prevention in public health in Canada</b> <b>Ken Knox, President and CEO, Innovation Institute of Ontario, Linking agri-food innovation and health</b>		
9:40 -10:00	Coffee Break sponsored by <b>Ontario Greenhouse Vegetable Growers</b>		
10:00 -11:40	<b>Influences on Agri-Food Innovation</b> Sponsored by <b>Canadian Council of Food and Nutrition</b>	<b>Applying Agriculture to Good Health</b>	<b>Commercializing Agri-Food Innovation</b>
	<b>Agriculture: The Preventative Medicine for Health</b> Moderator: <b>Francy Pillo-Blocka, President &amp; CEO, Canadian Council of Food and Nutrition</b>	<b>Chronic Disease Prevention with Food</b> Moderator: <b>Dr. Gord Surgeoner, President, Ontario Agri-Food Technologies</b>	<b>Innovative Food Products for the Health Market: Animals</b> Moderator: <b>Dr. John Kelly, Executive Director, MaRS Landing</b>
	Public Health Burden of Obesity in Canada <b>Dr. Peter Katzmarzyk, Ph.D., Assistant Professor, School of Physical and Health Education, Queen's University</b>	New diet innovations for chronic diseases <b>Dr. Wim Saris, Director of Nutrition and Toxicology, Maastricht, Netherlands</b>	Omega-3 fatty acids for human health and disease prevention <b>Dr. Bruce Holub, Professor of Nutritional Sciences, Department of Human Biology &amp; Nutritional Sciences, University of Guelph</b>
	Healthy weights, healthy lives <b>Dr. Sheela Basrur, Chief Medical Officer of Health, Province of Ontario</b>	What are Canadians consuming? <b>Dr. Alison Stephen, Head, Nutritional Epidemiology, MRC Human Nutrition Research, Cambridge, UK</b>	Egg innovations: Addressing health issues today and tomorrow <b>Margaret Hudson, Vice President of Sales and Marketing, Retail and Foodservice, Burnbrae Farms</b>
	Closing the Knowledge Gaps from Science to Policy to Practice and Back <b>Dr. Diane Finegood, Scientific Director, The Institute of Nutrition, Metabolism and Diabetes, Canadian Institutes of Health Research</b>	Glycemic Index: Can it help manage obesity and diabetes? <b>Dr. Bruce German, Department of Food Science and Technology, University of California in Davis, Nestlé Research Center, Lausanne</b>	Dairy innovations for health-conscious consumers <b>Peter Gould, Director of Marketing and Production, Regulatory and Compliance, Dairy Farmers of Ontario</b>

The Agri-Food Innovation Forum is a coordinated effort of Agriculture and Agri-Food Canada, Ontario Ministry of Agriculture and Food, MaRS Landing and Ontario Agri-Food Technologies. Funding is being provided through the Agricultural Policy Framework, an agreement among the federal, provincial and territorial governments, to make Canada a world leader in agricultural science and innovation. The Forum is supported by the Agricultural Research Institute of Ontario.

## Monday, June 20, 2005 – Afternoon Program

noon - 1:30	Lunch with Guest Speaker <b>Linking Agriculture to Health</b> <b>Gaétan Lussier, Chair, Canadian Agricultural Policy Institute</b>		
1:30 - 3:10	<b>Influences on Agri-Food Innovation</b> Sponsored by <b>Canadian Council of Food and Nutrition</b>	<b>Applying Agriculture to Good Health</b>	<b>Commercializing Agri-Food Innovation</b>
	<b>Value Chain Drivers to Food and Health</b> Moderator: <b>Martin Gooch, Research Associate - Value Chains, George Morris Centre</b>	<b>Food for Weight Control: Options</b> Moderator: <b>TBD</b>	<b>Health Functionality in the Marketplace: Plants</b> Moderator: <b>Murray Porteous, Ontario Fruit and Vegetable Growers' Ass'n</b> Sponsored by <b>Casco Inc.</b>
	Primary producer: Strategic direction on food and health <b>Dr. Bob Church, Alberta Cattle Producer</b>	Dietary CHO and Type-2 Diabetes & CVD <b>Dr. Fred Brouns, Nutritional Sciences Manager, Europe, Cerestar Vilvoorde Research and Development Centre</b>	Novel Soy Food Technologies: Bringing them to market! <b>Yves Potvin, Director, Garden Protein International</b>
	Nutrigenomics and the Quest for Personalized Nutrition  <b>Dr. Ahmed El-Sohehy, Assistant Professor, Department of Nutritional Sciences, University of Toronto</b>	Linking dairy calcium and weight loss <b>Dr. Michael Zemel, Director, The Nutrition Institute, University of Tennessee</b>	Fruits and Vegetables: Driving consumer demand through their attributes <b>Michael Simonetta, Chief Executive Officer, Perfection Fresh, Australia</b>
	Producer Strategic direction on food and health <b>Speaker: TBD</b>	Conjugated Linoleic Acid and weight loss <b>Dr. Mark Tarnopolsky, Associate Professor, Health Sciences Centre, McMaster University</b>	Plant-based attributes: Meeting consumer demand <b>Jim Grey, President, Casco Inc.</b>
3:10 - 3:30	Coffee Break sponsored by <b>Guelph Food Technology Centre</b>		
3:30 - 4:00	Consumer Panel Presentation, <b>John Vieira, Director of Client Services, Strategic Research Associates</b>		
4:00 - 5:00	Day One Wrap Up Session <b>Value Chain Creation and Capture in Food and Health</b> <b>Dr. Gord Surgeoner, President, Ontario Agri-Food Technologies and Dr. Bob Church, Chair, Alberta Science and Research Authority</b>		
5:00	Day One Forum Adjourned		
6:30	Evening Banquet Sponsored by <b>University of Guelph Agri-Food Innovation Awards Program, Hilton Toronto Hotel</b> Master of Ceremonies – <b>Dr. Frank J. Ingratta, Deputy Minister, Ontario Ministry of Agriculture and Food</b> <b>The Honourable Steve Peters, Minister, Ontario Ministry of Agriculture and Food</b> <b>The Honourable George Smitherman, Minister, Ontario Ministry of Health and Long-Term Care (Invited)</b> Entertainment, <b>Jessica Holmes, Royal Canadian Air Farce</b>		

## Tuesday, June 21, 2005 – Morning Program

7:00 - 8:30	Breakfast Sponsored by the <b>Canadian Egg Marketing Agency</b> <b>Speaker: Laurent Souigny, Chair, Canadian Egg Marketing Agency</b>		
8:30 – 9:40	<b>Plenary Session: Agriculture and its Role in Human Health</b> <b>Dr. Alex Jadad, Director, Centre for Global eHealth Innovation, Professor, Departments of Health Administration and Anesthesiology, University Health Network, University of Toronto</b> <b>Dr. Michael Heasman, FoodforGood</b>		
9:40 - 10:00	Coffee Break sponsored by <b>The City of Guelph</b>		
10:00 -11:40	<b>Influences on Agri-Food Innovation</b>	<b>Applying Agriculture to Good Health</b>	<b>Commercializing Agri-Food Innovation</b>
	<b>Innovation and Policy: Application in the Food/Health Sector</b> Moderator: <b>Dr. Harvey Anderson, Director, PFSNRA and Professor, Departments of Nutritional Sciences and Physiology, University of Toronto</b> Sponsored by <b>Gowling Lafleur Henderson LLP</b>	<b>Fat as an Essential Health Component</b> Moderator: <b>TBD</b>	<b>Turning Research into Real Business</b> Moderator: <b>Dr. Larry Milligan, Network Director, Advanced Foods and Materials Network</b>

Nutrition promotions to Canadians <b>Mary Bush</b> , <i>Director General, Office of Nutrition Policy and Promotion, Health Canada</i>	Metabolic syndrome, quality of dietary fats and the role of adipose tissue <b>Dr. Lindsay Robinson</b> , <i>Assistant Professor, Dep't of Human Biology and Nutritional Sciences, University of Guelph</i>	Food innovation: The corporate supply innovation <b>Rick Smith</b> , <i>President and CEO, Dow AgroSciences Canada Inc.</i>
Regulations: Pros and cons <b>Dr. Ron Doering</b> , <i>Partner, Gowling Lafleur Henderson LLP</i>	Postprandial fatty acid assimilation and the human liver <b>Dr. Elizabeth Parks</b> , <i>Assistant Professor, Department of Food Science and Nutrition, University of Minnesota</i>	Successfully commercializing innovation: A Canadian perspective <b>Jacqueline Shan</b> , <i>President, CEO and Chief Scientific Officer, CV Technologies Inc.</i>
Policy driving product development <b>Speaker: Dr. Jeff Zachwieja</b> , <i>Gatorade Sports Science Institute</i>	Postprandial fat metabolism, sex differences and risk of Type 2 diabetes <b>Dr. Charles Couillard</b> , <i>Researcher and Professor, Laval University</i>	Successfully commercializing innovation: An international perspective <b>Dr. Lekh R. Juneja</b> , <i>Executive Vice President, Taiyo Kagaku, Japan</i>

## Tuesday, June 21, 2005 – Afternoon Program

noon - 1:30	Lunch with Moderated Panel Sponsored by <b>Maple Leaf Foods, Inc.</b> <b>The Role of Agriculture and Food in the Business of Health</b> <b>Michael Vaughan</b> , <i>Report on Business Television</i> <b>Steven Graham</b> , <i>Vice President Research and Development, Campbell Soup Company Ltd.</i> <b>Wilf Keller</b> , <i>Research Director, Plant Biotechnology Institute</i> <b>Susie Langley</b> , <i>Registered Dietitian</i>		
1:30 – 3:10	<b>Influences on Agri-Food Innovation</b>	<b>Applying Agriculture to Good Health</b>	<b>Commercializing Agri-Food Innovation</b>
	<b>Can Food Innovation Change the Shape of a Nation?</b> Moderator: <b>Rickey Yada</b> , <i>Professor, Department of Food Science, University of Guelph</i> Sponsored by <b>Ontario Apple Growers</b>	<b>Nutraceuticals and Functional Foods</b> Moderator: <b>TBD</b>	<b>Maximizing corporate and retail opportunities</b> Moderator: <b>TBD</b>
	Healthy hearts, healthy minds <b>Kristen Callow</b> , <i>General Manager, Ontario Greenhouse Vegetable Growers</i>	Type 2 diabetes and CVD risk: the impact of different grains and breads <b>Dr. Terry Graham</b> , <i>Professor and Chair, Department of Human Biology and Nutritional Science, University of Guelph</i>	Business barriers and opportunities for innovation <b>Dr. David Sparling</b> , <i>Associate Professor, Department of Agriculture, Economics and Business, University of Guelph</i>
	Addressing obesity through emerging science <b>Dr. Claude Bouchard</b> , <i>Director, Pennington Biomedical Research Center, Louisiana State University</i>	Nutraceuticals, stanol/sterols and heart disease <b>Dr. Peter Jones</b> , <i>Professor, School of Dietetics and Human Nutrition, McGill University</i>	Maximizing corporate and retail opportunities: A corporate strategic view <b>Richard Ellis</b> , <i>Vice President, Communications and Public Affairs, McDonald's Restaurants of Canada Limited</i>
	Linking emerging science to personal health <b>Dr. Gregor Reid</b> , <i>Director, Canadian R&amp;D Centre for Probiotics, Lawson Health Research Institute</i>	The science of designing healthy fats <b>Dr. Alex Marangoni</b> , <i>Professor and Canada Research Chair in Food and Soft Materials Science</i>	The end game: Selling retail on your product <b>Speaker: TBD</b>
3:10 - 3:30	Coffee Break sponsored by <b>Pioneer</b>		
3:30 – 4:30	Conference Wrap Up Plenary Session <b>Dr. David Hughes</b> , <i>Professor of Agribusiness and Food Marketing, Department of Agricultural Sciences, Imperial College of Science, Technology and Medicine, Wye, UK</i>		
4:30 - 5:00	<b>Canada's Role in Innovation, Food and Health</b> <b>Annalisa King</b> , <i>Senior Vice-President, Vertical Coordination, Maple Leaf Foods Inc.</i>		
5:00	Forum Adjournment		