



Functional Foods for Heart Health: Continuum Between Science and Commercialization

December 10 - 11, 2009

Richardson Centre for Functional Foods and Nutraceuticals, Winnipeg, Canada

CONFERENCE ORGANIZERS

Dr. Peter Jones, University of Manitoba, Canada
Dr. Jerzy Zawistowski, University of British Columbia, Canada

Dr. Sefa Koseoglu, Bioactives World Forum, USA
Ms. Kelley Fitzpatrick, Nutritech Consulting, Canada
Dr. David Kitts, University of British Columbia, Canada

DECEMBER 10, 2009

8:50 am Welcome, Peter Jones, Richardson Centre for Functional Foods and Nutraceuticals, Winnipeg, Canada

Plenary Session:

9:00 am **Omega 3 Market Overview: Products, Size and Applications**, Mr. Adam Ismail, GOED, Salt Lake City, UT, USA

Session 1. Bioactive Ingredients for Heart Health and Scientific Substantiation

10:00 am **Soluble Fiber and Health**, Gary Fulcher, Food Science Department, University of Manitoba, Winnipeg, MB, Canada

10:30 am Coffee/Tea Break

11:00 am **Phytosterols in Disease Reduction and Health**, Peter Jones, Food Science Department, University of Manitoba, Winnipeg, MB, Canada

11:30 am **Heart Health Benefits of Antioxidant Functional Foods – True or False**, David Kitts, Food, Nutrition and Health, University of British Columbia, Vancouver, BC, Canada

12:00 n **Antihypertensive Properties of Milk Polypeptides and Their Commercial Applications**, Paullina Jakala, Institute of Biomedicine, Pharmacology, University of Helsinki, and Anu Turpeinen, Valio Ltd., Finland

12:30 pm Networking Luncheon

Session 2. Global Regulations for Heart Health Functional Foods- Approval Venues and Health Claims

2:00 pm **US Regulations – Health Claims and Labelling**, Clare Hasler, Robert Mondavi Institute for Wine and Food Science, University of California, Davis, CA, USA

2:30 pm **NHPD – A Potential Venue for Regulatory Approval of Functional Foods in Canada**, Kelley Fitzpatrick, President, Nutritech Consulting, Winnipeg, MB

3:00 pm **Functional Foods and Health Claims: EU and Other Countries Perspective**, Jerzy Zawistowski, Food, Nutrition and Health, University of British Columbia, Vancouver, BC, Canada

3:30 pm Coffee / Tea Break

Session 3. Clinical Trials and Safety

4:00 pm **Importance of Clinical Studies in Support of Commercialization of Heart Health Products - How Far We Should Go?** Michael Lyon, Canadian Centre for Functional Medicine, Coquitlam, BC, Canada

4:30 pm **New Techniques and Developments for Monitoring Safety**, Ashley Roberts, Cantox, Mississauga, ON, Canada

5:00 pm **Interruption of Enterohepatic Circulation of Organochlorines to Reduce Risk of Diabetes and Cardiovascular Disease**, Ron Jandacek, Proctor and Gamble, Cincinnati, OH, USA

DECEMBER 11, 2009

Session 4. Challenges in Heart Health Food Formulations and Commercialization

8:30 am **Multi Plex Matrix: A New «Whey» to Capture Obesity-Related Metabolic Disorders**, Pierre Lamieux, BiolActis Inc., Laval, P.Q., Canada

9:00 am **Product Formulation Issues - How to Incorporate Water-insoluble Sterols into Aqueous-base Food Products**, Mira Laza, Omnia Foods Ltd., Vancouver, BC, Canada

9:30 am **To Patent or not to Patent and When? Is Trade Secret a Solution? - Dilemma Facing Small and Medium Size Producers**, Susan Ben-Oliel, Patent & Trade-mark Agency, Vancouver, BC, Canada

10:00 am Coffee/Tea Break

Session 5. Emerging Trends in the Area of Heart Health

10:30 am **Global Trends in Functional Foods and Heart Health Products**, Svetlana Udusliava, Euromonitor International, Chicago, IL, USA

11:00 am **Future Approaches in Heart Disease Risk Reduction**, Yanwen Wang, Institute for Nutrisciences and Health, NRC, Charlottetown, PEI, Canada

11:30 am **Nutrigenomics: Tailoring Food to Improve Heart Health Status**, Keith Randolph, Access Business Group LLC, Buena Park, CA, USA

12:00 n – 1:00 pm **Tour of the Richardson Centre for Functional Foods and Nutraceuticals Facilities**



REGISTRATION



SPEAKERS

Ms. Susan Ben-Oliel, Barrister & Solicitor, Patent and Trade-mark Agency, Vancouver, BC, Canada
 Ms. Kelley Fitzpatrick, President, Nutritech Consulting Winnipeg, MB
 Dr. Gary Fulcher, Professor and Head, Food Science Department, University of Manitoba, Winnipeg, MB, Canada
 Dr. Peter Jones, Director, Richardson Centre for Functional Foods and Nutraceuticals, University of Manitoba, Winnipeg, MB, Canada
 Dr. Clare Hasler, Professor, Robert Mondavi Institute for Wine and Food Science, University of California, Davis, CA, USA
 Mr. Adam Ismail, Executive Director, Global Organization for EPA and DHA Omega-3, (GOED), Salt Lake City, UT, USA
 Dr. Pauliina Jakala, Professor, Institute of Biomedicine, Pharmacology, University of Helsinki, Helsinki, Finland
 Dr. David Kits, Professor and Director, Food, Nutrition and Health, University of

British Columbia, Vancouver, BC, Canada
 Ms. Mira Laza, Chief Food Technology, Omnia Foods Ltd., Vancouver, BC, Canada
 Dr. Pierre Lamieux, President and CEO, BioActis Inc., Laval, P.Q., Canada
 Dr. Michael Lyon, Director, Canadian Centre for Functional Medicine, Coquitlam, BC, Canada
 Dr. Ashley Roberts, Vice President and Senior Scientific Consultant, Cantox, Mississauga, Ontario, Canada
 Dr. Keith Randolph, Technology Strategist, Access Business Group LLC, Buena Park, CA, USA
 Ms. Svetlana Uduslivaia, Research Analyst, Euromonitor International, Chicago, IL, USA
 Dr. Yanwen Wang, Scientist, Institute for Nutrisciences and Health, NRC, Charlottetown, PEI, Canada
 Dr. Jerzy Zawistowski, Adjunct Professor, Food, Nutrition and Health, University of British Columbia, Vancouver, BC, Canada

Functional Foods for Heart Health: Continuum Between Science and Commercialization December 10 - 11, 2009

Richardson Centre for Functional Foods and Nutraceuticals, University of Manitoba, Winnipeg, Canada

| | | | |
|-----------------------|------------|--|--|
| First Name for Badge | | | |
| First Name | | | |
| Last Name/Family Name | | | |
| Title | | | |
| Company | | | |
| Address | | | |
| City | | | |
| State/Province | Zip Code | | |
| Country | | | |
| Business Phone | Fax Number | | |
| E-mail | | | |

CREDIT CARD INFORMATION

| | | | |
|--------------------|------|-------------|------------------|
| Credit Card Type | Visa | Master Card | American Express |
| Credit Card Number | | | |
| Expiration Date | | | |
| Name on Card | | | |
| Signature | | | |

REGISTRATION INFORMATION

| Registration Fees | On or Before Nov. 13, 2009 | After Nov. 13, 2009 | Amount |
|----------------------|----------------------------|---------------------|--------|
| Regular Registration | \$595 | \$695 | |
| Academics | \$395 | \$495 | |
| Full-time Students** | \$95 | \$145 | |

PAYMENT INFORMATION

Payment by Bank Transfers: Please request bank transfer information via e-mail or mail

Payment by Check: Checks should be made to "Vista Food" and mailed to:

Vista Food Consulting, 2663 West 22-nd Avenue, Vancouver, BC, V6L 1M3, Canada

Phone: 604-732-9331

Fax: 979-694-7031

E-mail: jzawist@shaw.ca

Payment by Credit Card: The registration form should be emailed to jzawist@shaw.ca or faxed to **979-694-7031**

**Please provide e-mail letter from department head