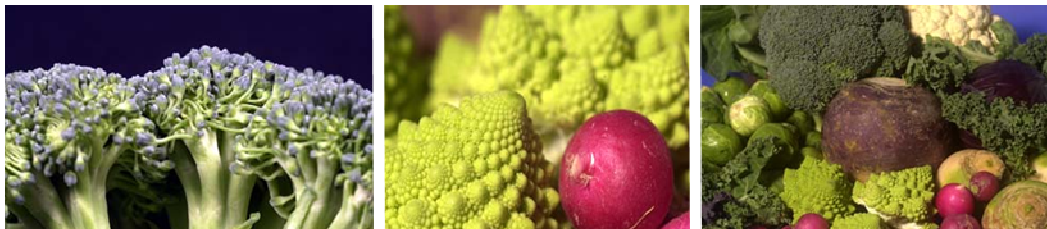


## **“New Approaches to Healthy Foods”**

*How we can use scientific knowledge to develop new beneficial food products*



Joint meeting with the  
Swedish Institute for Food and Biotechnology (SIK),  
& launch of the new FHN cluster “Plants, Food & Health”

Venue: Lecture Theatre  
Institute of Food Research (IFR)  
Norwich Research Park, Colney, Norwich NR4 7UA

Date: 4 & 5 June 2009

*RSVP to Lesley Swift on:*  
Tel: +44 (0)1603 255 082 or e-mail: [lesley.swift@bbsrc.ac.uk](mailto:lesley.swift@bbsrc.ac.uk)

*Delegate attendance fees (+VAT):*  
*FHN Member: £50.00*  
*NON FHN Member: £250.00*

### **Day 1 - Programme – 4 June 2009**

<b>13:30-14:30</b>	<b>Arrival , Registration &amp; Lunch</b>	
<b>14:30</b>	Welcome & Introduction to FHN and the “Plants, Food & Health” cluster	Prof Tim Brocklehurst, IFR
<b>14:55</b>	Introduction to SIK, and the SIK network “How to meet the Healthy Trend”	Annika Åström & Susanne Ekstedt, SIK
<b>15:15</b>	Development of nutritionally-enhanced broccoli – product development and evidence for health benefits	Prof Richard Mithen, IFR
<b>15:40</b>	<b>COFFEE</b>	
<b>16:10</b>	Dietary flavonoids: Bioavailability, health benefits and opportunities for exploitation	Paul Kroon, IFR
<b>16:35</b>	Looking forwards: metabolic engineering of polyphenols in fruits and vegetables	Prof Cathie Martin, John Innes Centre



<b>17:00</b>	<b>Close</b>
<b>18.30</b>	<b>VIP invitation to the Norfolk Network's 6<sup>th</sup> Birthday event at the Forum in Norwich. Arrival, Buffet and Networking</b>
<b>19:30</b>	<b>Guest Speaker</b>
<b>20:30</b>	<b>Wine &amp; Norfolk Network Birthday Cake</b>
<b>21:00</b>	<b>Close</b>

## **Day 2 - Programme – 5 June 2009**

<b>09:45</b>	<b>Arrival and coffee</b>	
<b>10.00</b>	Welcome & Recap on Day 1	Prof Tim Brocklehurst, IFR
<b>10.10</b>	Structuring foods for optimal nutrition – an outline of the EU-funded project “Healthy Structuring”	Lilia Ahrne´, SIK
<b>10:40</b>	Food Neophobia And Consumer Responses To Novel Food Products	Graham Cleaver, Unilever
<b>11.10</b>	<b>COFFEE</b>	
<b>11:30</b>	Campbell Soup Nordic- A Strategic and Health driven Refinement Program	Rickard Albin, Campbell Soup
<b>12.00</b>	Consumer issues regarding optimal nutrition	Gene Rowe, IFR
<b>12:30</b>	<b>LUNCH</b>	
<b>13:30</b>	<b>Meeting closes</b>	

**Cost is £50 + VAT to FHN Members and £250.00 + VAT to NON FHN Members.  
Places allocated on a first come, first served basis**

**To reserve your place and receive your Event Registration Form please contact  
Lesley Swift on : Tel: +44 (0)1603 255 082 or e-mail: [lesley.swift@bbsrc.ac.uk](mailto:lesley.swift@bbsrc.ac.uk)**

**If you are not already a FHN member and would like to join before this event then  
please enquire about membership when you reserve your place.**