

**Functional Foods and Natural Health Products:
An Emerging Sector – A Strategy for Success**

Nutri-Net Canada First Annual Conference

Delta Hotel, Quebec City, February 17/18/19, 2008

Sunday, February 17, 2008

19:00 to 21:00 Welcome Reception Hosted by Nutri-Net Canada Steering Committee

Monday, February 18, 2008

Session One: Healthy Canadians – A Healthy Economy

Session Chair: Anne Wilkie, Chairperson, Nutri-Net Canada

07:45 to 08:15 Healthy Start Breakfast

08:15 to 08:50 Conference Opening Remarks

Speaker: **The Hon. Gerry Ritz** (invited)
 Minister of Agriculture and Agri-Food
 Government of Canada

Session Two: The Functional Food/Natural Health Products Sector Strategy

Session Chair: John Argall, Executive Director, Bio-Atlantech-NB

09:00 to 09:45 Overview of the Nutri-Net Canada FFNHP Sector Strategy

Speakers: Anne Wilkie
 Vice President and Head of Regulatory Affairs
 Canadian Health Food Association

Richard Cloutier
Vice President, Development, CQVB

Dr. Ann Eastman
Manager, Emerging Sectors
British Columbia Ministry of Agriculture and Lands



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La voix de l'industrie des produits naturels

235 Yorkland Blvd., Ste. 302, Toronto ON M2J 4Y8

Tel.: (416) 497-6939 Fax: (416) 497-3214

E-mail: admin@chfa.ca

09:45 to 10:30 Questions to presenters and panel discussion.

10:30 to 10:45 Health Break

**Session Three: FFNHP Research, Commercialization and Markets –
Creating Vital Linkages in the New Product Supply Chain**

Session Chair: John Kelly, Executive Director, MaRS Landing

10:45 to 11:45 Panel Presentation: Creating Vital R&D/Commercialization Linkages

Speakers: Dr. Peter Jones, Director
Richardson Centre for Functional Foods & Nutraceuticals
University of Manitoba

Dr. Yves Pouliot, Director
INAF - Institut des nutraceutiques et des aliments fonctionnels,
Université Laval

Dr. Rickey Yada, Scientific Director
AFMNet – Advanced Foods and Materials Network
University of Guelph

Dr. Jerzy Zawistowski
Vice President, Functional Foods and Nutraceuticals
Forbes Medi-Tech Inc.

11:45 to 12:00 Questions and panel discussion.

Session Four: Canada Can Succeed in the Global FFNHP Market

Session Chair: Penny Marrett, President, Canadian Health Food Association

12:00 to 13:30 Lunch

12:45 to 13:15 **Omega-3 in Packaged Foods and Beverages – A Global Success Story**

Speaker: Robert Orr
Chief Operating Officer
Ocean Nutrition Canada



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Session Five: Health Claims for Functional Foods and Natural Health Products

Session Co-Chairs: Connie Kehler, Executive Director, Sask. Herb and Spice Association
Isabelle Marquis, Director, Nutra-Innovation Network, CQVB

13:30 to 14:15 **An International Comparison of Pre-market Evaluation of Health Claims: Recommendations for Canada**

Speakers: Lina Paulionis
Regulatory Affairs Consultant
Cantox Health Sciences International

14:15 to 14:45 Questions and panel discussion.

14:45 to 15:00 Health Break

15:00 to 16:00 **Concurrent Sessions: Case Studies in FFNHP Commercialization And Health Claims**

Session A: **Probiotics – Generic and Product-specific Claims For Packaged Foods**
(français)
Dr. Paul Paquin, INAF, Université Laval
Dr. Denis Roy, INAF, Université Laval

Session B: **Pulse Food Health Claims – Diabetes and Cardiovascular Health**
(English)
Lina Paulionis, Cantox Health Sciences International

16:00 to 16:45 **Building FFNHP Analytical Laboratory Capacity in Canada to Support Research and Regulatory Compliance – BCIT Demonstration Project**

Speaker: Paula Brown
Program Head, NHP Research Group
British Columbia Institute of Technology

16:45 to 17:00 Questions and discussion

Session Six: A Taste of Foods for Better Health

Session Chair: Richard Cloutier, Vice President, Development, CQVB

18:00 to 18:45 Reception



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18:45 to 20:30 Dinner
Keynote Speaker: TBA

Tuesday, February 19, 2008

Session Seven: Health Economics of Functional Foods and Natural Health Products

Session chair: David Sparling, University of Guelph

07:15 to 08:00 Healthy Start Breakfast

08:00 to 08:25 **Incidence of Diet-related Adverse Health Outcomes in Canada**

Speaker: Dr. Hasan Hutchinson
Institute of Nutrition, Metabolism and Diabetes
Canadian Institutes of Health Research

08:25 to 09:15 **Potential Role of Functional Foods and Natural Health Products in Reducing Health Care Costs in Canada**

Speakers: Joan DaVanzo
Dobson /DaVanzo
Health Policy Analysts

Dr. Bruce Holub
Professor Emeritus of Nutritional Sciences
University of Guelph

09:15 to 09:45 Panel Discussion

09:45 to 10:00 Health Break

Session Eight: Nutri-Net Canada – Implementing the Sector Strategy

Session Chair: Marc Valois, Chairman, Intersol

10:00 to 10:30 **Nutri-Net Canada's Sector Strategy Priorities for 2008/2009**

Speakers: Anne Wilkie
Vice President and Head of Regulatory Affairs, CHFA

Richard Cloutier
Vice-President, Development, CQVB



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10:30 to 12:00 **Interactive Panel Discussion on Setting Priorities –
Conference Participants Provide Their Views**

Marc Valois will lead and moderate a discussion on affirming and ranking the identified sector strategy priorities.

Session Nine: Getting Investment – Getting to Market

Session Chair: Gordon Harrison, InterSect Alliance Inc.

12:00 to 13:30 Lunch

12:45 to 13:15 Speaker: Len Monheit
President and Editor
NPIcentre Ltd.

**Session Ten: Opportunities for Canada’s Functional Food and
Natural Health Product Sector in the Global Marketplace**

Session Chair: Kelley Fitzpatrick, Director of Health and Nutrition, Flax Canada 2015

13:30 to 14:30 **Functional Food and Natural Health Products Industry Panel**

Speakers: Robert Orr
President
Ocean Nutrition Canada

Jonathan Clifford
Regulatory Affairs Manager
Unilever Canada

Claude Chevalier
President
Bio-K+ International Inc.

Maggie Nielson
General Manager
SISU Inc.

14:30 to 15:00 Questions and panel discussion.

15:00 to 15:15 Health break.



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**Session Eleven: Building Awareness of Potential Health Benefits of
Functional Foods and Natural Health Products**

Session Chair: Richard Cloutier, Vice President, Development, CQVB

15:15 to 16:00 **Outreach to Health Care Professionals – A Practitioner Perspective**

Speakers: Farid Wassef, RPh, CCN
Prescription4Nutrition

Beth Armour, P.Dt., M.Ed.
Consulting Dietitian

Dr. Paul Saunders, ND
Canadian College of Naturopathic Medicine

16:00 to 16:30 Panel Discussion

Closing Session:

16:30 to 17:00 Closing Remarks

Speaker: Anne Wilkie
Chair, Nutri-Net Canada



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