

2 days Master Class “Health Food Innovation”: Research, Development and Claim Substantiation.

Maastricht University & UM Campus Venlo
Thursday Nov 25 and Thursday Dec 2, 2010
10.00 AM-5.00 PM
Maastricht, Netherlands

Background: Health and a healthy life style are key-drivers in food and beverage industry. Market insights have pointed to the fact most of the new food and beverage product launches are accompanied by statements about health or specific body functions.

For fund raising reasons **university employees** are significantly involved in writing research proposals of interest to the food and beverage industry to help unravel the links between diet and disease risks, especially on selected strategic health targets such as heart health, gut health, bone health, brain function and healthy ageing, vitality and wellness. In this respect, it is important to have an appreciation of the views of the food industry regarding the desired benefits, the related scientific substantiation and the interpretation of data. Alternatively, for **industry employees** it is relevant to understand the ethics and boundaries of health and nutrition research using human subjects as well as benefit claim communications, since many of the claims made appear to be insufficiently justified by sound biomedical data.

Additionally it is relevant for all researchers in the area of food and nutrition to understand the basics of “freedom to operate”, ultimately leading to the possibilities to make legally accepted health claims in the biomedical arena that under circumstances not necessarily have to be substantiated by sound scientific data.



Contents:

During the 2 forthcoming Master Classes **“Health Food Innovation”: Research, Development and Claim Substantiation** senior researchers from food and beverage companies and academia will present their views on several of the following aspects:

- *The market for “Health Foods” incl. market key players and market drivers*
- *Food related health concerns/benefits*
- *Strategic research to address these concerns/benefits*
- *Example of product(s) targeting a specific health benefit and scientific data supporting the benefit.*
- *The innovation landscape, what is being looked for?*
- *Research to address innovation targets?*
- *Impact of Food law/legislation on innovation?*
- *Ethics of data handling, interpretation, claims and product marketing*
- *Aspects of sustainable Nutrition*

These lectures form an integrated part of the MSc. program “Health Food Innovation Management” (HFIM) offered at Maastricht University-Campus Venlo. This new multidisciplinary master program aims to develop the required insights and skills that will help students to fulfill demanding roles in the “Business of Healthy Eating” and to develop a solid base for employment and future growth into the area of research and business development.

These master classes take place within the frame of the research schools NUTRIM-VLAG and are also open to external participants Location: Auditorium Maastricht School of Management (opposite of UM-UNS 40 entry). Endepoldomein 150 6229 EP Maastricht

Registration: NUTRIM_VLAG students **FREE!**

Non NUTRIM-VLAG students	Euro 25/day, Euro 50/2 days (incl. beverages and lunch)
<u>Early bird</u> other participants	Euro 100/day, Euro 150/2 days (incl. beverages and lunch)
<u>After October 15 registrations</u>	Euro 125/day, Euro 200/2 days (incl. beverages and lunch).

Registration /Information:

Hilde Maessen, Secr to Prof Dr Fred Brouns

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Sponsors:



Nov 25 Preliminary Program: start 10.00 AM, closure 5.00PM

- Dr Theo. Ockhuizen: **NUTRICOM**: Consumer & Product benefit claims: about Ethics in R&D and marketing of the Food Industry
- Prof.Dr. Alex. Reijnders, **Free University of Amsterdam**: Sustainable nutrition: Carbon Foot Prints in the Food Chain and Public Consumption
- Dr Philip. Rijken , **DSM**: Personalized Nutrition: industrial views on an emerging field of Innovation and New Product Development
- Dr.Ir. M. Kellerhals **Coca Cola Company** Functional beverages: a Personalized Nutrition or Mass Market approach within legal boundaries?
- Prof. Dr Ir Hans van Trijp, **WUR**: Consumer perception of functional foods: do health claims sell?"
- Dr Mirian. Lansink , **Nutricia-Danone**: Medical Nutrition for diabetes patients; new product developments for a growing market.
- Prof. Dr Elke. Trautwein , **Unilever**: Functional Foods for Cardiovascular Disease Risk Reduction
- Dr Gert Meijer, **Unilever**: Healthy ageing, vitality and wellness: demographic changes and strategic considerations in the food industry
- Prof dr Louise Dye, **Leeds University**: Hypothesis on the impact of breakfast on cognition and learning: challenges for the food industry
- Dr Diederick Meyer, **Sensus**: Prebiotics: market, products, science and benefit claims

Dec 2 Preliminary Program: start 10.00 AM, closure 5.00PM

- Prof dr Gerd Harzer, **Techn Univ Munchen, Kraft Foods**: "Food Profile Labeling" for improved Public Health: The views of the food industry
- Prof Dr Hans Verhagen, **RIVM**: Status of nutrition and health claims in Europe
- Dr Cees Vermeer, **VITAK**: The Triage principle exemplified by vitamin K: how long-term micronutrient deficiencies lead to age-related diseases.
- Dr. Tim Lambers. **NIZO Food Research**; Bioactive peptides: from protein technology towards physiological benefits.
- Prof Dr Jan Delcour.**Leuven University**, Cereal Processing for Exploiting their Full health Potential: the Issues at Stake and the Potential
- Dr Bertine Philipsen, **HERO**: Innovation, Research & New product development to help increase consumption of Fruit and Vegetables.
- Dr Henk Zwier, **Lipid Nutrition**: Innovation in lipids with a health benefit/disease risk reduction function
- Dr Jan. Steijns , **Friesland-Campina**: Dairy and diary ingredients: Health Aspects of use in a global setting.
- Dr Sandra Einerhand, **Tate & Lyle**: Added sugar reduction policy and the use of indigestible carbohydrates and sugar replacers in food and beverage
- Dr David. Mela, **Unilever**: Weight management: Opportunities, approaches and hurdles for innovation