



NFU/HDC Summer Conference at STC

Health Claims for Fruit and Vegetables: The Facts

Stockbridge Technology Centre, Cawood, Selby YO8 3TZ

Wednesday 23rd June 2010

Programme

- 10.00 Registration.
- 10.30 Welcome to Stockbridge Technology Centre and the day. Chairman for morning session: **Sarah Pettit**, NFU.
- 10.40 'What is a Health Claim? How to develop and steer a health claim application through EFSA', **Sophia Johansson**, Leatherhead Food Research.
- 11.15 'What are the health benefits (for a product) of having a Health Claim?' **Nigel Baldwin**, **Cantox Ltd.**
- 11.45 'Turning ideas into products: entrepreneurial vision'. **Lawrence Mallinson**, James White Drinks.
- 12.00 Discussion and questions.
- 12.15 Lunch and viewing exhibits.
- 1.00 Introduction to afternoon session: Chairman for afternoon session: **Neil Bragg**, HDC.
- 1.15 'Beetroot and blood pressure: bioactivity and potential.' **Amrita Ahluwalia**, Barts & The London Medical School.
- 1.45 'Tomato flavonoids – diversity and opportunity.' **Genny Enfissi**, Royal Holloway.
- 2.15 'Berry flavonoids and brain function'. **Caroline Saunders**, University of Reading.
- 2.45 'Food as medicine: evidence from studies with carrots and rosehips.' **Dr Kirsten Brandt**, University of Newcastle.
- 3.15 Questions & discussion from afternoon presentations on how to create products from the research findings. Close by GPW
- 3.45 Afternoon Tea and depart.

Media

HorticultureWeek

Partner