

Welcome to join the seminar!

FOOD&LIFE – ROAD MAP TO WELL BEING THROUGH KNOWLEDGE

Place	Frami, Kampusranta 9, Seinäjoki
Time	February 10th, 2011
Target group	<ul style="list-style-type: none"> - Researchers, developers and experts in nutrition and food products - Organizations and companies serving food, both public and private - Organizations dealing with well being, both public and private - Other interested people or organizations
Purpose of the seminar	<p>To search for answers to question: How to act, according to the best available knowledge, in the best possible way in order to promote well being through nutrition, health promotion and exercise</p>
Registration	http://www.oske.net/elintarvikekehitys/en/activities/food-life-seminar/
Programme	(So far preliminary, will be adjusted before long)
9.30 – 10.00	Welcome coffee and registration
10.00 – 10.20	Well Being from the Government Perspective Minister Paula Risikko, Ministry of Social Affairs and Health
10.20 – 10.45	Food&Life, structures behind the concept Program Director Jukka Lähteenkorva, Food Development Cluster
10.45 – 11.15	More vitality to life cycle with exercise Tapio Korjus, Finnish Olympic Committee, member of the development team for Finnish Top Sport activities
11.15 – 11.50	Roots on the ground, Food Province and its background Market research manager Suvi Luoma, Foodwest Ltd
	Discussion
12.00 – 13.00	Lunch and presentations in the lobby

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Program is divided in two for the afternoon:

Program A for those serving food to others and interested in well being in general

Program B for developers, researchers and food producing companies

PROGRAM A, language either finnish or english

13.00 The latest know how about weight management, how to avoid hidden calories? (In Finnish)
Professor Pertti Mustajoki, The Finnish Medical Society Duodecim

13.50 GOAL– how to activate old people in the field of well being? (In Finnish)
FD Raisa Valve, University of Helsinki/Palmenia unit

14.20 InForm – intervention study among the young concerning healthy lifestyle (In English)
MD Martin Haldeland, Sykehuset i Vestfold, Norway

14.50 – 15.20 Coffee and networking

15.20 Our sensory world is personal (In Finnish)
Docent Mari Sandell, University of Turku, biochemistry and food chemistry

15.45 Is it possible to prevent memory problems? (In Finnish)
Expert doctor Satu Ahtiluoto, National Institute for Health and Welfare

16.15 Is there enough food for all of us according to recommendations today? (In Finnish)
Professor Raija Tahvonen, MTT Agrifood Research Finland, Biotechnology and Food Research

16.40 Pleasure from food – experiences every day
Project Manager Leena Pölkki, University of Applied Sciences, Jyväskylä

17.00 – 17.15 Discussion and conclusions

PROGRAM B, kieli englanti

13.00 Can good taste and healthiness come together in a food product – what does the consumer think?
Research Professor Harri Luomala, University of Vaasa/Epanet

13.40 Roadmap to Intelligent Nutrition – from Nutritech visions to actions
Vice President, R&D, Anu Kaukovirta-Norja, VTT

14.10 Lifestyles, metabolic syndrome and T2DM
Professor Matti Uusitupa, University of Eastern Finland, Institute of Public health and Clinical Nutrition

14.40 Dietary fibre – why, what, where?
Professor Kaisa Poutanen, VTT and University of Eastern Finland

15.10 – 15.30 Coffee and networking

15.30 The Danish way of managing well being of children by promoting local and organic food
Dr. Jannie Vestergaard, Skåne Food Innovation Network

16.00 Restaurant of the Future
Dr. Marchel Gorselink, Wageningen University and Research Center, Consumer Science

16.30 Are Ostrobothnians healthy and what do they think about it? – Results of TervAs study
Professor Anu Hopia, University of Turku/Epanet

17.00 – 17.30 Discussion and conclusions

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