



Healthy diet, healthy environment within a fruitful economy: the role of Fruit and Vegetables

Chair:

RIBOLI Elio - Director - School of Public Health - Imperial College London - UK

Scientific Committee:

AMIOT Marie-Josèphe - Vice Director of the Research Unit Nutrition - INRA / INSERM - FR

CARAHER Martin - Professor of Food Policy - City University London - UK

CAROLI Margherita - Head of the Nutrition Unit ASL Brindisi - IT

DARMON Nicole - Research Director - INRA - FR

FRELUT Marie-Laure - Pediatrician - Hôpital de Bicêtre, Hôpitaux Paris Sud - FR

GOMES Fabio - Senior Analyst - National Cancer Institute of Brazil (INCA) - BR

HALFORD Jason - Professor Psychological Sciences - University of Liverpool - UK

JAMES Philip - Past-President World Obesity Federation - London School of Hygiene and Tropical Medicine - UK

NORAT Teresa - Epidemiologist - Imperial College London - UK

NUGENT Rachel - Clinical Associate Professor and Project Director - University of Washington - USA

PANICO Salvatore - Research Professor - Federico II University - IT

RIBOLI Elio - Director - Imperial College London - UK

RICCARDI Gabriele - Professor of Endocrinology and Metabolic Diseases - Federico II University - IT

Scientific Coordinator:

BARNAT Saida - Scientific Director - Aprifel - FR

June 3rd - 5th 2015

FIERA MILANO - Congress Centre Stella Polare



Wednesday, June 3th 2015

	Plenary Session
	MARTINI ROOM
12:00	Desk Registration & Poster Set-up
14:30 - 15:30	<p>Official opening</p> <p>A. Berger - <i>Commissioner General of the French Pavilion</i> A. Delahaye - <i>Member of European Parliament</i> Welcome - S. Barnat - <i>EGEA Scientific Coordinator - Aprifel - FR</i></p>
15:30 - 17:00	<p>ROUND TABLE A world tour Fruit & Vegetable policies animated by M. Caraher - UK</p> <p>With: F. Branca - WHO, UR. Charrondiere - FAO, P. James - Representative of EGEA Chairs, P. Roux - DG SANTE - EC, R. Van der Stappen - DG AGRI - EC</p>
17:15 - 18:30	<p>KEYNOTE LECTURES</p> <p>Epidemiology of food, nutrition, physical activity and cancer - E. Riboli - UK Mis-selling foods: Marketing strategies in the multi-media world and their impact - J. Halford - UK Policies coherence to promote fruit and vegetable intake - B. Sinclair - UK</p>
18:30 - 20:30	Welcome cocktail - <i>With the kind contribution of Freshfel Europe</i>

Plenary Session			
MARTINI ROOM			
08:30	Desk Registration		
09:00 - 10:30	SESSION 1 Agriculture & Health: a promising wedding Chair: K. Brownell - USA Remediating the food based costs of chronic diseases - M. Cecchini - FR New food system approaches to managing and resolving the burden of obesity and chronic diseases - R. Pederson - BE Transforming the food chain to combat inequity and environmental degradation - P. James - UK		
10:30 - 11:00	Break - Poster Exhibition		
Parallel Sessions			
	MARTINI ROOM	SAGITTARIUS ROOM	LIBRA ROOM
	NUTRITION & HEALTH	ADVERTISING	SUSTAINABLE AGRICULTURE
11:00 - 13:00	SESSION 2 Nutrition & chronic diseases: What is new? Chair: T. Norat - UK Nutrition and cancer - An apple a day keeps the doctor away? - E. Kampman - NL Vegetables and fruit keep preserving cardiovascular health S. Panico - IT Dietary intake of fiber, F&V for preventing diabetes and its complications - G. Riccardi - IT Healthy aging E. Jirillo - IT	SESSION 3 Zoom on advertising policies Chair: M. Caroli - IT What has been achieved so far at international level? - M. Mwatsama - UK EU policies on labelling S. Bodenbach - DG SANTE - EC Social marketing to promote F&V consumption as part of a healthy diet - J. Jewell - WHO F&V marketing: no lie, no sale? M. Canavari - IT	SESSION 4 Sustainability of F&V production Chair: MJ. Amiot-Carlin - FR Agro-ecology & sustainable food systems for good nutrition & health - MJ. Amiot-Carlin - FR Incentivizing investments for F&V in a healthy food system R. Nugent - USA Biodiversity & nutrition UR. Charrondiere - FAO F&V for a sustainable production M. Tchamitchian - FR
13:00 - 14:15	Buffet Lunch		

	Parallel Sessions		
	MARTINI ROOM	SAGITTARIUS ROOM	LIBRA ROOM
	NUTRITION & HEALTH	ADVERTISING	SUSTAINABLE AGRICULTURE
14:30 - 16:00	<p>SESSION 5 - <i>Co-organized with DG-JRC</i> Food safety and nutrition towards 2050 - opportunities and challenges Chair: AK. Bock - DG JRC - EC</p> <p>EU Food production and consumption in 2050. Alternative scenarios S. Caldeira, F. Ulberth - DG JRC - EC</p> <p>Scenario implications: different perspectives H. Daniel - DE, HCJ. Godfray - UK</p> <p>Our future food - Panel discussion Moderator: E. Anklam - DG JRC - EC</p> <p>Participants: H. Daniel - DE, D. Jacobs - BE, P. Roux - DGSANTE-EC, P. Verhelst - BE</p>	<p>SESSION 6 Tools to implement policies on advertising Chair: F. Gomes - BR</p> <p>What about F&V labelling? P. Binard - BE</p> <p>How to effectively advertise healthy foods? S. Levie - NL</p> <p>How price control and other related policies can increase F&V intake? - K. Brownell - USA</p>	<p>SESSION 7 Health as an ethical and sustainability issue Chair: P. James - UK</p> <p>Opportunities for plant-based diets as a sustainable and healthy food choice W. Verbeke - BE</p> <p>Sustainable diet: a matter of food choices N. Darmon - FR</p> <p>Promoting population health and tackling health inequalities - E. Ziglio - AU</p> <p>Food waste reduction: an ethical or financial issue? A. Segrè - IT</p>
16:00 - 16:45	Break - Poster Exhibition		
17:00 - 18:30	<p>SESSION 8 - MARTINI ROOM F&V consumption: a multisectoral systemic approach Chair: E. Riboli - UK</p> <p>Reports from the parallel sessions of the day - Chairs of parallel sessions</p> <p>Policy coherence to achieve healthy diets – a call from the 2nd International Conference on Nutrition - F. Branca - WHO</p> <p>Building and strengthening fruit and vegetable-friendly food systems - F. Gomes - BR</p>		
18:30 - 19:00	Poster rewards - 1st Part		

	Plenary Session
	MARTINI ROOM
08:00	Desk Registration
08:30 - 10:30	SESSION 9 Nutrition in childhood: short and long term health Chair: M. Caroli - IT The biology of taste and flavor learning - J. Mennella - USA How family influences children's eating behaviour - S. Issanchou - FR Nutrition and epigenetics in the perinatal environment - U. Simeoni - CH Nutritional education to children: a realistic tool or a dream? - M. Caroli - IT
10:30 - 11:00	Poster rewards - 2nd Part
11:00 - 11:30	Fruit and Coffee break - Poster exhibition
11:30 - 13:30	SESSION 10 Advertising vs. adversity: a moving border? Chair: ML. Frelut - FR Cognitive development from early childhood to adolescence and impact of old and new media advertising - ML. Frelut - FR Shaping the school environment to promote healthy diet and lifestyle habits S. Storcksdieck - DG JRC - EC Food advertising to children effect of self-regulation vs legislation - J. Halford - UK Food marketing regulation: time to seize the bull by the horns - A. Garde - UK
13:30 - 14:30	Buffet lunch
14:30 - 16:30	SESSION 11 - Co-organized with DG-AGRI European School Fruit and Vegetable Scheme - SFVS & The New Zealand Fruit in School at a glance - FIS Chair: M. Tarabella - Member of the European Parliament - BE The SFVS: a collaboration between agriculture and health - I. de la Mata - DG SANTE - EC The New Zealand FIS at a glance - P. Dudley - NZ The SFVS: a successful initiative within the Common Agricultural Policy R. Van der Stappen - DG AGRI - EC SFVS on live: One scheme, plenty implementing ways - Short movie on participating Member States - G. Keller - DG AGRI - EC
16:30 - 17:00	Conclusions - E. Riboli - UK