



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

## Chair:

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## Scientific Committee:

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June 3<sup>rd</sup> - 5<sup>th</sup> 2015

FIERA MILANO - Congress Centre Stella Polare

	<b>Plenary Session</b>
	MARTINI ROOM
<b>14:30 - 15:30</b>	<p><b>Official opening</b></p> <p><b>Berger A.</b> - <i>Commissioner General of the French Pavilion - Milan World Exhibition</i></p> <p><b>Delahaye A.</b> - <i>Member of European Parliament - Committee on the Environment, Public Health and Food Safety</i></p> <p><b>High level representatives of European Commission and Member States</b></p>
<b>15:30 - 17:00</b>	<p><b>ROUND TABLE</b></p> <p><b>A world tour Fruit &amp; Vegetable* policies</b></p> <p>animated by <b>Caraher M.</b> - UK</p> <p>With: <b>Branca F.</b> - WHO, <b>Charrondiere R.</b> - FAO, <b>Korte J.</b> - DG Agri, DG Sanco Representative, Egea Chairs</p>
<b>17:15 - 18:30</b>	<p><b>KEYNOTE LECTURES</b></p> <p>Nutrition and chronic disease development - <b>Riboli E.</b> - UK</p> <p>Information, communication, and plagiarism: the complex roads of marketing - <b>Halford J.</b> - UK</p> <p>Policies for coherence between F&amp;V consumption and economic benefits - <b>Hawkes C.</b> - UK</p>
<b>18:30 - 20:30</b>	<p><b>Welcome cocktail</b> - Sponsored by Freshfel</p>

\* Fruit and Vegetable: F&V

Plenary Session			
MARTINI ROOM			
<b>09:00 - 10:30</b>	<b>SESSION 1</b> <b>Agriculture &amp; Health: a promising wedding</b>  Chair: <b>Brownell K.</b> - USA  Remediying the food based costs of chronic diseases - <b>Cecchini M.</b> - FR  New food system approaches to managing and resolving the burden of obesity and chronic diseases - <b>Sienkiewicz. D.</b> - BE  Transforming the food chain to combat inequity and environmental degradation - <b>James P.</b> - UK		
<b>10:30 - 11:00</b>	<b>Break - Poster Exhibition</b>		
Parallel Sessions			
	MARTINI ROOM	SAGITTARIUS ROOM	LIBRA ROOM
	NUTRITION & HEALTH	ADVERTISING	SUSTAINABLE AGRICULTURE
<b>11:00 - 13:00</b>	<b>SESSION 2</b> <b>Nutrition &amp; chronic diseases: What is new?</b>  Chair: <b>Norat T.</b> - UK  Nutrition and cancer <b>Ulrich C.</b> - DE  Vegetables and fruit keep preserving cardiovascular health <b>Panico S.</b> - IT  Dietary intake of fiber, F&V for preventing diabetes and its complications - <b>Riccardi G.</b> - IT  Healthy aging <b>Jirillo E.</b> - IT	<b>SESSION 3</b> <b>Zoom on advertising policies</b>  Chair: <b>Caroli M.</b> - IT  What has been achieved so far at international level? - <b>Glazer A.</b> - UK  EU policies on labelling <b>Representative DG Sanco</b> - EC ( <i>tbc</i> )  Social marketing to promote F&V consumption as part of an healthy diet - <b>Breda J.</b> ( <i>tbc</i> ) - WHO  F&V marketing: no lie, no sale? <b>Canavari M.</b> - IT	<b>SESSION 4</b> <b>Sustainability of F&amp;V production</b>  Chair: <b>Amiot M-J.</b> - FR  Agro-ecology & sustainable food systems for good nutrition & health - <b>Amiot M-J.</b> - FR  Fruit and vegetables for the future? <b>Nugent R.</b> - USA  Biodiversity & nutrition <b>Charrondièrè R.</b> - IT  F&V for a sustainable production <b>Tchamitchian M.</b> - FR
<b>13:00 - 14:15</b>	<b>Buffet Lunch</b>		

	Parallel Sessions		
	MARTINI ROOM	SAGITTARIUS ROOM	LIBRA ROOM
	NUTRITION & HEALTH	ADVERTISING	SUSTAINABLE AGRICULTURE
<b>14:30 - 16:30</b>	<p><b>SESSION 5</b> - <i>Co-organized with JRC</i>  <b>Food safety and nutrition towards 2050 - opportunities and challenges</b>            Chair: <b>Bock A-K.</b> - EC - DG JRC</p> <p>EU Food production and consumption in 2050.            Alternative scenarios  <b>Caldeira S., Ulberth F.</b> - EC - DG JRC</p> <p>Scenario implications: different perspectives  <b>Daniel H.</b> - DE, <b>Frewer L.</b> - UK, <b>Hawkes C.</b> - UK</p> <p>Our future food - Panel discussion            Moderator: <b>Anklam E.</b> - EC - DG JRC</p> <p>Participants: <b>Daniel H.</b> - DE, <b>Frewer L.</b> - UK, <b>Hawkes C.</b> - UK, <b>Davies S.</b> - UK, <b>Jacobs D.</b> - BE, European Commission, DG SANCO (<i>tbc</i>), Belgian Farmer Association (<i>tbc</i>)</p>	<p><b>SESSION 6</b>  <b>Tools to implement policies on advertising</b>            Chair: <b>Gomes F.</b> - BR</p> <p>What about F&amp;V labelling?            Evidence point - (<i>tbc</i>)            Missing point - <b>Binard P.</b> - BE</p> <p>How to effectively advertise healthy foods?            (<i>tbc</i>)</p> <p>How price control and other related policies can increase F&amp;V intake? - <b>Brownell K.</b> - USA</p>	<p><b>SESSION 7</b>  <b>Health as an ethical and sustainability issue</b>            Chair: <b>James P.</b> - UK</p> <p>Opportunities for plant-based diets as a sustainable and healthy food choice  <b>Verbeke W.</b> - BE</p> <p>Sustainable diet: a matter of food choices  <b>Darmon N.</b> - FR</p> <p>Promoting population health and tackling health inequalities - <b>Ziglio E.</b> - IT</p> <p>Food waste reduction: an ethical or financial issue?  <b>Segrè A.</b> - IT</p>
<b>16:30 - 17:00</b>	<b>Break - Poster Exhibition</b>		
<b>17:00 - 18:30</b>	<p><b>SESSION 8</b>  <b>F&amp;V consumption: a multisectoral systemic approach</b>            Chair: <b>Riboli E.</b> - UK</p> <p>Reports from the parallel sessions of the day - <b>Chairs of parallel sessions</b></p> <p>Who is first? Health or Economy? - <b>WHO Representative</b> (<i>tbc</i>)</p> <p>Building and strengthening fruit and vegetable-friendly food systems - <b>Gomes F.</b> - BR</p>		
<b>18:30 - 19:30</b>	<b>Poster rewards (From Academic Societies and Organizations)</b>		

	<b>Plenary Session</b>
	MARTINI ROOM
<b>09:00 - 11:00</b>	<b>SESSION 9</b> <b>Nutrition in childhood: short and long term health</b>  Chair: <b>Caroli M.</b> - IT  The biology of taste and flavor learning - <b>Mennella J.</b> - USA  How different family's background influences children's eating habits - <b>Issanchou S.</b> - FR  Nutrition and epigenetics in the perinatal environment - <b>Simeoni U.</b> - CH  Nutritional education to children: a realistic tool or a dream? - <b>Frelut M-L.</b> - FR
<b>11:00 - 11:30</b>	<b>Fruit and Coffee break - Poster exhibition</b>
<b>11:30 - 13:30</b>	<b>SESSION 10</b> <b>Advertising vs. adversity: a moving border?</b>  Chair: <b>Frelut M-L.</b> - FR  Cognitive development from early childhood to adolescence and impact of new forms of advertising/media <b>Caroli M.</b> - IT  School food policies: what is going on in Europe? - <b>Storcksdieck S.</b> - IT  Food advertising to children effect of self-regulation vs legislation - <b>Halford J.</b> - UK  Food marketing regulation: time to seize the bull by the horns - <b>Garde A.</b> - FR
<b>13:30 - 14:30</b>	<b>Buffet lunch</b>
<b>14:30 - 16:30</b>	<b>SESSION 11 - Co-organized with DG AGRI</b> <b>School Fruit and Vegetable Scheme - SFVS</b>  Chair: <b>Tarabella M.</b> - Member of the European Parliament  The SFVS: a prosperous collaboration between agriculture and health - <b>Roux P.</b> - DG SANCO  The outcome of 3 years of SFVS: a success story - <b>Van der Stappen R.</b> - DG AGRI  SFVS on live - Short movie on participating Member States - <b>DG AGRI representative</b>
<b>16:30 - 17:30</b>	<b>CONCLUSIONS</b> <b>Riboli E.</b>
<b>17:30 - 18:30</b>	<b>Farewell drinks</b>
	Access to the Universal Exhibition - Expo Milano 2015 - On request