

Functional and Bioactive Ingredients for Food Products and Specialty Drinks

November 4 - 5, 2010 • “Het Pand” – Ghent University, Ghent, Belgium



OBJECTIVES

This is the only extensive program in Europe that covers a wide range of topics with specific practical aspects! The program looks at the major drinks and beverages markets, such as nutritional and sports drinks, dairy products, soft drinks and waters. The Practical Short Course is presented as a crash course for new plant personnel. It offers a great opportunity for those who are experienced to meet experts in the field and discuss their current problems to enhance their plant operations. The course material will serve as a useful reference for processors, product formulators,

chemists and technicians as well as business managers familiar with market understanding, health and functionality communication and marketing of functional and healthy beverages.

TARGET GROUP

Decision makers such as product technicians, R&D engineers, engineering supervisors, QA technicians, project engineers, process improvement engineers, business development managers, sales and marketing specialists, equipment manufacturers, product formulators, plant engineers, processors, chemists, and technicians.

Media Partners



SPONSORS



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Bioactives World Forum
FUNCTIONAL FOODS AND BIOACTIVE INGREDIENTS NETWORK

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SPEAKERS

Dr. Nino Binns, Principal, Health & Nutrition Claims Consulting, Ireland
Dr. Fred Brouns, Associate Professor, Maastricht University, the Netherlands
Dr. Inge Dirinck, Technology Advisor, Senstech, Catholic University College Ghent, Belgium
Dr. Marijke Edelman, Senior Scientist Innovatiecentrum Food, Purac, The Netherlands
Dr. Iwao Funahashi, Healthcare Products Business Unit, Kaneka Corporation, Japan
Mr. Patrick Heens, Business Development & Key Account Manager Lipid Nutrition, The Netherlands
Mrs. Noémie Lénial d'Amari, Junior Application Specialist Beverages & Dairy Desserts, Danisco Cultures, France
Ms. Kathy McNab, Senior Director Europe, Ocean Nutrition Canada Ltd., Canada
Ms. Jan A. Mills, President, Artemis International, USA

Mr. Rob Minnee, CEO, Red Tree Beverages b.v., The Netherlands
Dr. Lorraine Niba, Regional Marketing Manager - Americas Friesland Campina Domo, USA
Ms. Claudia O'Donnell, Editor, Prepared Foods Magazine, USA
Dr. Andreas M Papas, Adjunct Professor, Health Sciences East Tennessee State University, USA
Dr. Greg Paul, Director Research & Development, Solae LLC DuPont, U.S.A.
Dr. Anne Pihlanto, Principle Research Scientist, MTT - Agricultural Research Centre, Finland
Dr. Reginald Van Bokkelen, EMEA Beverage Lead Application Specialist, Cargill Global Food Technology, the Netherlands
Dr. John Van Camp, Professor Food Safety & Quality, Faculty of Bioscience Engineering, Ghent University, Belgium
Dr. Robert Winwood, Director of Scientific Affairs (Europe), Martek Biosciences Corporation, U.K.
Dr. Jerzy Zawistowski, Adjunct Professor Food, Nutrition and Health, University of British Columbia, Canada

TECHNICAL PROGRAM

NOVEMBER 4, 2010

FUNCTIONAL FOODS

- 9:00 Opening remarks
 9:10 **Nutrition Dimension in the Food Industry**, Dr. John Van Camp, Ghent University, Belgium
 9:40 **Marketing Food Ingredients: Novel Products and Recent Consumer Trends**, Ms. Claudia O'Donnell, Prepared Foods Magazine, USA
 10:10 **Impact of Nutrition and Health Claim Regulation in Marketing Functional Foods**, Dr. Nino Binns, NMB Consulting, Ireland
 10:40 *Coffee/Tea Break*
 11:10 **Clinical Testing Design for Bioactives in Functional Foods**, Dr. Jerzy Zawistowski, University of British Columbia, Canada

BIOACTIVES

- 11:40 **Omega-3 Fortified Drinks for Eye & Brain Development**, Dr. Robert Winwood, Martek Biosciences Corporation, U.K.
 12:10 **Vitamin E – a New Perspective: Challenges and Opportunities in Beverages**, Dr. Andreas M Papas, Health Sciences East Tennessee State University, USA
 12:40 Lunch Break and Networking
 14:00 **Marketing, Claims, and “State of the Science” on Anthocyanins**, Ms. Jan A. Mills, Artemis International, The Netherlands
 14:30 **Coenzyme Q10 Bio-activity and Applications in Functional Drinks**, Dr. Iwao Funahashi, Kaneka Corporation, Japan
 15:00 **Calcium Fortification for Bone Health Management**, Dr. Marijke Edelman, Purac, The Netherlands
 15:30 *Coffee/Tea Break*
 16:00 **Release of Milk-derived Bioactive Peptides during Fermentation – Role in Functional Foods**, Dr. Anne Pihlanto and Hannu Korhonen, MTT - Agricultural Research Centre, Finland

- 16:30 **CLA: New Science and Opportunities of Healthy Lipids for Weight Management**, Mr. Patrick Heens, Lipid Nutrition, the Netherlands
 17:00 **Update on Soy Proteins - Health Benefits of Soy Proteins**, Dr. Greg Paul, Solae, U.S.A.
 17:30 *End of Day 1*

NOVEMBER 5, 2010

FUNCTIONAL DRINKS

- 9:00 **Going From Weight Management Ingredients to Market Positioning of A Functional Beverage**, Mr. Rob Minnee, Red Tree Beverages, The Netherlands
 9:30 **Probiotics and Digestive Health**, Mrs. Noémie Lénial d'Amari, Danisco Cultures, France
 10:00 **Whole-Grain and Fiber Fortified Beverages**, Dr. Lorraine Niba, FrieslandCampina Domo, USA.
 10:30 *Coffee/Tea Break*
 11:00 **Aroma and Flavor Pattern Analysis as Tool for Developing Drinks**, Dr. Inge Dirinck, Catholic University College Ghent, Belgium
 11:30 **Plant Sterols and Stanols for Heart Health in Drinks and Beverages**, Dr. Jerzy Zawistowski, University of British Columbia, Canada
 12:00 Networking Lunch
 13:30 **Functional Beverages: Science and Technology and Product Development**, Dr. Fred Brouns, Maastricht University, The Netherlands
 14:00 **Combination of Commercial Juices into Healthy Beverages with High Antioxidant activity**, Dr. Reginald Van Bokkelen, Cargill Global Food Technology, the Netherlands
 14:30 **How to incorporate Omega-3 Oils into Specialty or Functional Beverages for Product Success**, Ms. Kathy McNab, Ocean Nutrition, Canada
 15:00 *End of program*

REGISTRATION

4th Practical Short Course: Functional and Bioactive Ingredients for Food Products and Specialty Drinks Het, Pand, Ghent, Belgium • November 4 - 5, 2010

First Name for Badge			
First Name			
Last Name/Family Name			
Job Title			
Company			
Address			
City			
State/Province		Zip Code	
Country			
Business Phone		Fax Number	
E-mail			
VAT			

REGISTRATION INFORMATION

Registration Fees	On or Before October 3, 2010	After October 3, 2010	Amount
Oil Processing	€ 695.00 (EUR)	€ 795.00 (EUR)	

(*) Registration rate includes short course e-manuals, lunch and coffee breaks

PAYMENT INFORMATION

International Bank Transfers: Make transfer to: IBAN account number BE33 7380 1743 3346 (BIC code: KRED BEBB) of Ignace Debruyne & Associates - BEVERAGES, KBC Bank, Izegem, Belgium. Please mention: "FUNCTIONAL BEVERAGE SHORT COURSE".

Cheques should be payable to “Functional Beverage Course” and mailed to: Ignace Debruyne and Associates, VOF-BEVERAGES, Haverhuisstraat 28, B-8870, Izegem (Belgium) Tel: +32 51 31 12 74; Fax: +32 51 31 56 75; Email: beverages@scarlet.be

Credit Card Payment: Web: <http://www.smartshortcourses.com>

VAT: Non-Belgian registrations are exempt from VAT except if registered at private title; 21% VAT has to be charged for private registrations, and for all registrations of participants affiliated to Belgium-registered companies or institutions

Cancellation Policy: See link: http://home.scarlet.be/%7Etpm12374/smartshortcourses/beverages/registration_beverages.html#Cancellationpolicy