



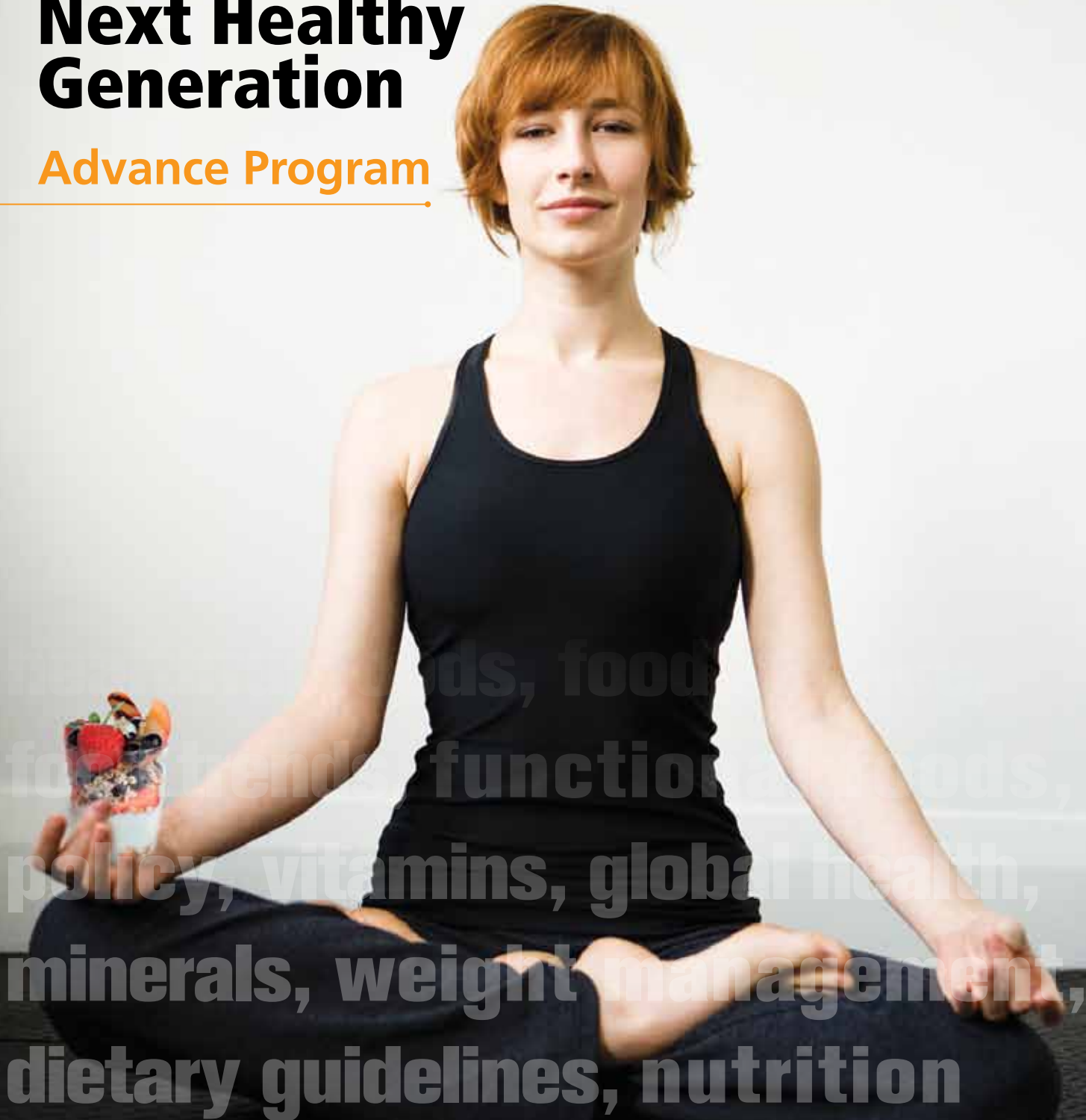
Wellness 12

March 28-29, 2012

InterContinental Chicago O'Hare | Rosemont, Illinois, USA | ift.org/wellness

Lead the Next Healthy Generation

Advance Program



Why Food Health and Wellness?

According to a new report released by the Hudson Institute, food and beverage companies with a higher percentage of sales coming from better-for-you foods and beverages perform better financially, as defined by stronger sales growth, higher operating margins, superior shareholder returns, and better company reputations. The bottom line: selling healthier food products is better for business.

Why, more than ever before, is this the case? The baby boomer generation continues to influence the trend of maintaining wellness and youthful lives, while gen X and millennials are reinforcing this trend through inherited behaviors and motivations. At the same time, companies are uniting to address the global obesity epidemic. As a result, the health and wellness industry continues to grow. In 2011, it is now roughly a \$1 trillion business* with growth showing no indication of deceleration in the near future. Given the collective buying power of these groups, and the universal drive for healthier lives, products in the market continue to have a prevailing focus on improving and maintaining good health, increasing longevity, and preventing chronic diseases.

**Drawn from The Wellness Revolution, by Paul Zane Pilzer*

Why Wellness 12?

To meet marketplace expectations while staying competitive and poised for growth, organizations are tasked with focusing on a number of critical, and sometimes conflicting, areas. The foods they develop must provide added functionality to consumers, their marketing must be both effective and ethical, and they must adhere to policy relating to health claims, labeling, and other factors.

IFT's Wellness 12 offers professionals involved in developing, producing, and bringing healthy foods to market with a unique combination of the latest advances in the healthful foods arena, and the practical knowledge to apply these advances to their own product development initiatives. Divided into Consumer Lifestyles & Demographics, Health Issues, and Weight Management topical tracks, this is *the* event for food professionals to get direction, at the most applicable level, on developing and marketing foods that resonate with today's health-focused consumers.

Who Should Attend?

Professionals at all job levels engaged in the following functions, who are committed to learning what it takes to successfully develop and market healthful foods, will benefit from attending Wellness 12:

- R&D
- Product development
- Sales and marketing
- Brand management
- Nutrition
- Regulatory compliance
- Government
- QA/QC
- Media relations and public affairs



Short Course | Pre-Conference Short Course

Sensory Evaluation: Current Developments and Applications

IFT will be offering a two-day Short Course in conjunction with Wellness 12. This course, which will take place at the InterContinental Chicago O'Hare on March 26-27, will present practices, methods, and strategies for managing resources and information to meet product development deadlines.

Please note that this course requires a separate registration fee. Register for **Wellness 12 and the Sensory Evaluation Short Course at the same time, and save \$100.**

Monday, March 26, 2012

7:00 – 8:00 a.m.	Registration Opens
8:00 – 8:15 a.m.	Welcome and Introductions Herbert Stone, Ph.D., Senior Advisor & Co-Founder, Tragon Corporation
8:15 – 9:15 a.m.	Introduction to Best Practices in Sensory Evaluation Herbert Stone, Ph.D., Senior Advisor & Co-Founder, Tragon Corporation
9:15 – 10:15 a.m.	Recruiting and Qualifying the Consumer Rebecca N. Bleibaum, Vice President, Sensory and Consumer Insights; Tragon Corporation
10:15 – 10:30 a.m.	Refreshment Break
10:30 a.m. – 12:00 p.m.	Qualifying the Consumer for Analytical Sensory Tests Rebecca N. Bleibaum, Vice President, Sensory and Consumer Insights; Tragon Corporation
12:00 – 1:00 p.m.	Lunch
1:00 – 2:00 p.m.	Best Practices for Discrimination Testing Heather A. Thomas, Vice President, Research; Tragon Corporation
2:00 – 3:00 p.m.	Principles and Developments in Descriptive Analysis Herbert Stone, Ph.D., Senior Advisor & Co-Founder, Tragon Corporation
3:00 – 3:15 p.m.	Refreshment Break
3:15 – 4:30 p.m.	Descriptive Analysis – Speaking Sensory Heather A. Thomas, Vice President, Research; Tragon Corporation
4:30 – 4:45 p.m.	Q/A Wrap-Up
4:45 – 6:00 p.m.	Adjourn for Cocktail Reception

Tuesday, March 27, 2012

7:00 – 8:00 a.m.	Registration Opens
8:00 – 9:00 a.m.	Data Analysis and Panel Performance Criteria for Descriptive Analysis Herbert Stone, Ph.D., Senior Advisor & Co-Founder, Tragon Corporation
9:00 – 10:00 a.m.	Consumer Testing Methods Rebecca N. Bleibaum, Vice President, Sensory and Consumer Insights; Tragon Corporation
10:00 – 10:15 a.m.	Refreshment Break
10:15 – 11:15 a.m.	Defining and Maintaining Product Quality Melissa Knorr, Principal Scientist, Department of Consumer Science; Kraft Foods, Inc.
11:15 a.m. – 12:15 p.m.	Introduction to Experimental Design and Analysis Heather A. Thomas, Vice President, Research; Tragon Corporation
12:15 – 1:15 p.m.	Lunch
1:15 – 2:15 p.m.	Advanced Data Analysis Techniques Heather A. Thomas, Vice President, Research; Tragon Corporation
2:15 – 3:15 p.m.	Beyond Liking—New Tools for Product Development Melissa Knorr, Principal Scientist, Department of Consumer Science; Kraft Foods, Inc.
3:15 – 3:30 p.m.	Refreshment Break
3:30 – 4:00 p.m.	Qualitative Sensory Immersion & Advertising Claims Rebecca N. Bleibaum; Vice President, Sensory and Consumer Insights; Tragon Corporation
4:00 – 4:30 p.m.	Q/A Wrap-Up

Session topics, presenters, and times are subject to change without notice. Requires a separate fee from Wellness 12.

Wednesday, March 28, 2012

7:00 a.m.	Registration Opens
7:00 – 8:00 a.m.	Continental Breakfast
8:00 – 8:20 a.m.	Welcome Remarks
8:20 – 9:05 a.m.	Opening Session Top 10 Functional Food Trends 2012 A. Elizabeth Sloan, Ph.D., President, Sloan Trends, Inc., and Contributing Editor, <i>Food Technology</i>
9:05 – 9:50 a.m.	General Session International Comparison of Food-based Dietary Guidelines: The Nutritional Message Across Countries and Cultures Jim Painter, Ph.D., R.D., Director of Nutrition Research, California Raisin Marketing Board
9:50 – 10:05 a.m.	Refreshment Break
10:05 – 11:30 a.m.	General Session Boomers and Millennials: A Consumer Panel Across the Age Spectrum Lu Ann Williams, M.B.A., Head of Research, Innova Market Insights
11:30 a.m. – 12:30 p.m.	Lunch
12:40 – 1:40 p.m.	Consumer Lifestyles & Demographics Managing Dietary Markets: How to Leverage Halal and Kosher in Product Development Asma Ahad, Director of Halal Market Development, Islamic Food and Nutrition Council of America Joe Regenstien, Ph.D., Professor, Cornell University Brooke Schantz, R.D., Outpatient Clinical Dietitian, Loyola University Medical Center and C.E.O, Bitchin' Nutrition Health Issues The Next Generation of Nutrition Lu Ann Williams, M.B.A., Head of Research, Innova Market Insights Ray Winger, Ph.D., Managing Director, Inside Foods Limited Weight Management Changing the Food Marketing Environment Through Policy and Standards Elaine Kolish, J.D., Vice President, Council of Better Business Bureaus Linda Meyers, Ph.D., Director, Food and Nutrition Board Robert Post, Ph.D., Deputy Director, USDA
1:50 – 2:50 p.m.	Consumer Lifestyles & Demographics Protein for Kids: The Importance of Reaching Parents, Delivering Taste, and Starting Each Day with a Nutritious Breakfast Colleen Conley, B.S., B.A., Lead Sensory Scientist and Associate Fellow; Solae, LLC Barbara Davis, Ph.D., R.D., Vice President, HealthFocus International Heather Leidy, Dr.Ph., Assistant Professor, University of Missouri Health Issues Food Service Responds to Global Nutrition Issues Adam Drownowski, Ph.D., Professor of Epidemiology and Adjunct Professor of Medicine, University of Washington Brinda Govindarajan, Ph.D., M.B.A., C.N.S.; Director, Global Science & Regulatory Affairs; McDonald's Cathy Kapica, Ph.D., R.D., L.D., Senior Vice President, Ketchum Weight Management Leveraging the Glycemic and Digestive Properties of Wholesome Ingredients as an Effective Aid for Consumers to Manage their Middles Richard Mattes, M.P.H., R.D., Distinguished Professor of Foods and Nutrition, Purdue University Kantha Shelke, Ph.D., Principal, Corvus Blue LLC
2:50 – 3:20 p.m.	Refreshment Break

Session topics, presenters, and times are subject to change without notice.

3:20 – 4:20 p.m.

Consumer Lifestyles & Demographics

Linking Nutrition, Health, and Wellness to Consumer Behavior

Kathy Hopkinson, M.S., Consumer Research Manager, ACCE

Ann Manley, Senior Analyst, Innova Market Insights

Health Issues

A New Paradigm of Evidence-based Nutrition: Moving Beyond Randomized Controlled Trials

Jeffrey Blumberg, Ph.D., C.N.S., Director, Antioxidants Research Laboratory, Tufts University

Robert Heaney, Ph.D., Professor of Medicine, Creighton University

Douglas MacKay, N.D., Vice President, Scientific & Regulatory Affairs, Council for Responsible Nutrition

Weight Management

Metabolism Matters as Much as Calories

Rodger Jonas, M.S., Director of National Sales, PL Thomas Inc.

Christine Pelkman, Ph.D., Clinical Program Manager, Corn Products International

4:30 – 5:30 p.m.

Consumer Lifestyles & Demographics

Functional Foods, Dietary Ingredients and Health Claims in the EU & U.S.: Are Regulators Closing the Doors on Innovation?

Kathy Musa-Veloso, Ph.D., Associate Director, Intertek Cantox

Anthony Pavel, J.D., Partner, K&L Gates

Health Issues

Health for Better Living with Beans, Pulses, Legumes

Tanya Der, M.Sc., Manager, Food Innovation & Marketing, Pulse Canada

Phillip Perkins, Ph.D., F.I.F.T., Senior Vice President & Director of Research, Development & Innovation, Bush Brothers & Company

Joanne Slavin, Ph.D., R.D., Professor, Department of Food Science and Nutrition, University of Minnesota

Weight Management

Oral Presentations of the Heart-Healthy Product Development Competition, sponsored by CanolaInfo

5:30 – 7:00 p.m.

Networking Reception

Thursday, March 29, 2012

7:00 a.m.

Registration Opens

7:00 – 8:00 a.m.

Continental Breakfast

8:00 – 9:00 a.m.

Consumer Lifestyles & Demographics

School Feeding Programs: Trends and Opportunities

Clare Keating, S.N.S., Executive Director of Account Management, Preferred Meal Systems, Inc.

Gary Vonck, Vice President of Education Division, KeyImpact Sales & Systems

Health Issues

Phyto-nutrients from Plant-based Foods: Whole Food Trend

Connie Diekman, M.Ed., R.D., L.D., F.A.D.A., Director University Nutrition, Washington University

Carl Keen, Ph.D., Professor of Nutrition & Internal Medicine; University of California, Davis

Rashmi Tiwari, Ph.D., Principal Scientist, PepsiCo

Weight Management

Achieving Wellness through Behavior Innovation

Rachel Cheatham Ph.D., Adjunct Assistant Professor, Friedman School of Nutrition Science and Policy, Tufts University

Dave Lundahl, Ph.D., President and C.E.O, InsightsNow

9:15 – 10:15 a.m.

Consumer Lifestyles & Demographics

Marketing Wellness

Jeff Hilton, M.S.A., Co-Founder & Partner, Integrated Marketing Group

Elizabeth Rahavi, R.D., Associate Director, Health and Wellness, International Food Information Council

Health Issues

Replacing SoFAS with Healthy Oils: New Science and Innovative Solutions

David Dziaziak, B.S., Commercial Leader Oils and Grains, Dow AgroSciences

Peter Jones, Ph.D., Director, CRC in Nutrition & Functional Foods; and Professor, Food Science and Human Nutritional Sciences; University of Manitoba

Weight Management

Health Insurance Wellness Programs: Opportunities for the Food Industry?

Presenters TBD

10:15 – 10:45 a.m.

Refreshment Break

10:45 a.m. – 12:30 p.m.

Closing General Session

What Consumers Around the World Will Want from Food Companies in 2020

Linda Eatherton, Partner and Director, Global Food & Nutrition Practice; Ketchum

Christopher Wyse, M.S., Vice President of Communications, PepsiCo Americas Foods

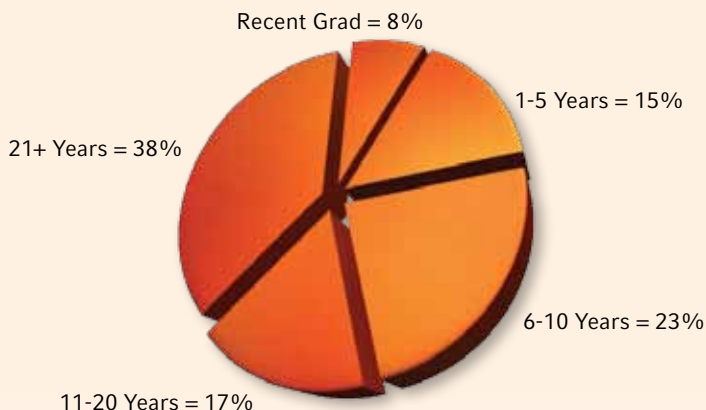
Additional Presenter(s) TBD

Why Exhibit and/or Sponsor?

See for yourself why these are the decision-makers and influencers you want to meet.

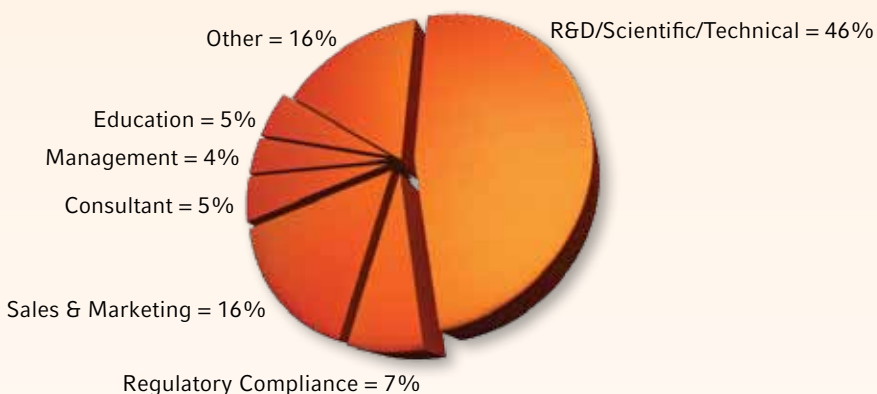
**Our participants are...
experienced in their roles**

Level of Experience in Food Science*



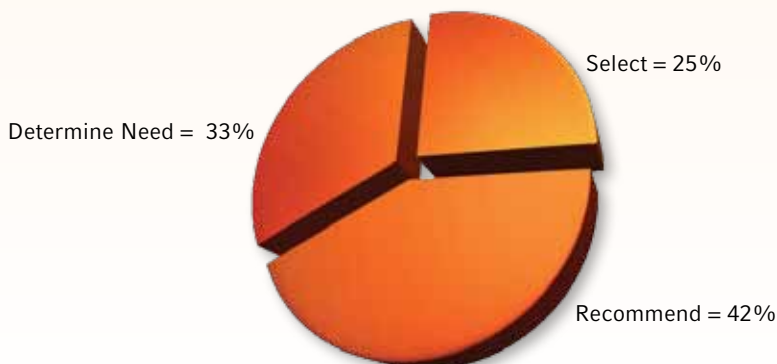
**involved at every level
of the food system**

Work Function*



**in a position to purchase
your products and services**

Buying Influence on Products and Services*



78%* said they identified new business and marketplace opportunities and contacts as a direct result of attending Wellness

**Drawn from Wellness 11 attendee evaluation*

Exhibit at Wellness 12

Maximize your company's visibility with this highly qualified group of food product development, marketing, and brand management professionals. Not only will you have the opportunity to interact informally with them during sessions, planned breaks, and the Networking Reception, but given extended exhibit hours, you'll have 5+ hours of non-competing exhibit time to engage with them.

Sponsor Wellness 12

Take advantage of this opportunity to showcase your brands, your products, and your organization by sponsoring this IFT event. Sponsors will benefit from IFT's promotion of this event in direct mail campaigns and food industry publications, on ift.org and allied websites, and in the media.

Platinum Levels (\$10,000)	Gold Level (\$6,500)	Silver Level (\$4,500–\$5,500)	Bronze Level (\$2,500)
<p>Limited Opportunities Select one from platinum and one from gold</p> <ul style="list-style-type: none"> • 2 of 6 SOLD: Customized food & beverage opportunity during break* • Promotional item room drop for overnight guests • Promotional item tote bag inclusion 	<p>Exclusive Opportunities</p> <ul style="list-style-type: none"> • Lunch – Day 1* • Wireless internet access for all attendees • Opening General Session • Closing General Session • Reception – Day 1* • SOLD: Track 1 – Consumer Lifestyles & Demographics • SOLD: Track 2 – Health Issues • Track 3 – Weight Management • Tote bag with company logo • Portfolio with company logo • SOLD: Webpage banner • 2 GB jump drive 	<p>Exclusive Opportunities</p> <ul style="list-style-type: none"> • Continental breakfast – Day 1 (\$5,500) * • SOLD: Continental breakfast – Day 2 (\$5,500)* • 2 oz. Purell Hand Sanitizer with company logo (\$4500) • Mint tin with company logo (\$4,500) • Water bottle with company logo (\$4,500) 	<p>Multiple Sponsors See below for details.</p>

Recognition	Platinum	Gold	Silver	Bronze
Invitations to VIP dinner with the IFT Board of Directors and Conference Advisory Panel on March 27, 2012	2			
Verbal acknowledgement during opening remarks by moderator	■	■		
Acknowledgement in registrant confirmation e-mail	■	■		
Acknowledgement in registrant thank you e-mail	■	■		
One marketing piece chair drop at conference (order based on contract sign date)	■	■		
Attendee list (one-time use of mailing addresses)	■	■		
<i>Food Technology</i> magazine ad	1 full page, four-color ad	1 full page, four-color ad	50% off 1 full page, four-color ad	
Discounted conference registration	2 complimentary	1 complimentary	1 complimentary	1 at \$550
Acknowledgement in one all-member (18,000) e-mail promoting conference	■	■	■	■
Hyperlinked logo and wording reflecting sponsorship level on ift.org/wellness	■	■	■	■
Onsite signage reflecting sponsorship level	■	■	■	■
Sponsor collateral in general area or course rooms (as space allows)	■	■	■	■
All-sponsor recognition page in conference materials; wording to reflect sponsorship level	■	■	■	■

Interested in exhibiting and/or sponsoring?

Contact George Miller at +1.312.604.0263 or wellness@ift.org.

Continuing Education Credit

Academy of Nutrition and Dietetics

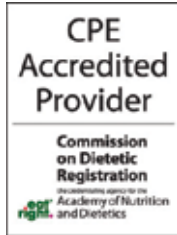
IFT is a continuing professional education provider (IN141) with the Commission on Dietetic Registration. Registered Dietitians and Dietetic Technicians will receive 11 CPEUs for completion of this conference.

Product Development Management Association (PDMA)

Attendees may earn PDHs toward their certification as New Product Development Professionals of the Product Development Management Association. Contact the PDMA for more information.

Research Chefs Association (RCA)

This conference meets the requirements for the Research Chefs Association Certification Commission guidelines for acceptable continuing education for certification renewal purposes for Certified Research Chefs and Certified Culinary Scientists. Contact the RCA for more information.



Build Your Schedule

By Industry Application

Wellness 12 focuses on six of the most rapidly growing industry application areas associated with the development of healthful foods. Within this program, sessions will be color coded by the industry application icons illustrated below:

- Clinical Research/Applied Science
- Consumer Research/Trends
- Foodservice
- Global Applications
- Innovation/New Technologies
- Labeling/Regulations
- Product Development

By Track

Select one track of breakout sessions to focus on your professional role, or move between tracks for broader exposure to key issues that span the lifecycle of a healthful product.

Consumer Lifestyles & Demographics

Sponsored by:



Health Issues

Sponsored by:



Weight Management

Opening Session

Top 10 Functional Food Trends 2012

Wednesday, March 28, 2012

8:20 – 9:05 a.m.

In 2012, *Food Technology* magazine will publish its 6th biannual Top 10 Functional Food Trends State-of-the-Industry report which identifies and details the most important up-and-coming functional food trends for the next two years. The objective of this session is to provide conference participants with a preview of these trends and supporting data, including a detailed data deck that illustrates the cutting-edge market research that went into the development of the report.



**A. Elizabeth Sloan, Ph.D.,
President, Sloan Trends, Inc., and
Contributing Editor, *Food Technology***

Dr. A. Elizabeth Sloan is the former Editor-in-Chief of McCall's magazine, former Director of the Good Housekeeping Institute, and former Assistant Editor-in-Chief of Good Housekeeping magazine. Dr. Sloan served as Senior Vice President and International Director of Food and Nutrition for Hill and Knowlton, Inc. Public Relations, and has received two John W. Hill Awards for the Kraft General Foods Fat-Free Communications program and the Wendy's International Inc., R.D. Thomas platform.

General Session

International Comparison of Food-based Dietary Guidelines: The Nutritional Message Across Countries and Cultures

Wednesday, March 28, 2012

9:05 – 9:50 a.m.

Nutrition, and its relationship to health, is increasingly more important worldwide. Food manufacturers face a global marketplace, where success in marketing and distribution is based on understanding the definitions of a healthy diet according to the countries served. This session will describe the food-based dietary guidelines' systems across a number of different countries. Given that the basic theme of food and nutrition for an overall healthy, well-balanced diet remains notably similar across countries, it is necessary for the food and ingredient industry to understand what makes up a healthy diet worldwide in order to manufacture foods that meet health guidelines.



**Jim Painter, Ph.D., R.D., Director of Nutrition
Research, California Raisin Marketing Board**

Dr. Jim Painter has worked with the Marriott Corporation, taught at the University of Illinois, and is a Professor and Chair of the School of Family and Consumer Science at Eastern Illinois University. He serves on advisory boards for Paramount Farms Pistachio Health and Disney, and is the Director of Nutrition Research for the California Raisin Marketing Board. Mr. Painter is associated with the Apicius International School of Hospitality in Florence, Italy, and is the recipient of numerous grants focused on changing our eating environment.

Boomers and Millennials:

A Consumer Panel Across the Age Spectrum

Wednesday, March 28, 2012

10:05 – 11:30 a.m.

How do consumers make shopping and dining decisions? Does age matter? Join us for a conference session favorite as a live, moderated panel of shoppers from the Chicago area speak to their shopping and dining experiences, including what drives and influences their purchases.



**Lu Ann Williams, M.B.A., Head of Research,
Innova Market Insights**

Lu Ann Williams started her career in The Netherlands twenty years ago with Wolters Kluwer before becoming Leading Science Publisher for Elsevier. For the past fifteen years, she has been involved in the international food industry, where she partners with the world's largest food and beverage companies on product development and marketing strategies, trends analysis, open innovation projects, and technology scouting. Ms. Williams also oversees the content for the "Taste the Trend" Pavilion at the IFT Food Expo®.

Closing General Session

What Consumers Around the World Will Want from Food Companies in 2020

Thursday, March 29, 2012

10:45 a.m. – 12:30 p.m.

Consumers want more control over their health, and the health of the world. A survey of consumers in the U.S., UK, Germany, Argentina, and China finds that consumers will expect more from their food in 2020—food will have to satisfy taste, quality, price, and nutritional value expectations, plus provide health benefits and source of origin. This session will explore these findings in detail, define the relationships between policy and values-based pressures on multinational food companies, and offer potential next steps for food companies.



**Linda Eatherton, Partner and Director, Global
Food & Nutrition Practice, Ketchum**

Linda Eatherton joined Ketchum in 2001 to lead the firm's worldwide Food & Nutrition Practice. Prior to joining Ketchum, Ms. Eatherton served as the Vice President of Public and Industry Communications for Dairy Management Inc. (DMI), which manages \$18 million in marketing, research, technology, and education programs for the American Dairy Association and the National Dairy Council. She was responsible for product, industry, crisis, and shareholder/member communications.



**Christopher Wyse, M.S., Vice President of
Communications, PepsiCo Americas Foods**

Christopher Wyse is responsible for internal and external communications across customers, employees, the media, and other key stakeholders for PepsiCo Americas Foods, including Frito-Lay North America, PepsiCo Mexico Foods, and PepsiCo South America Foods. He joined PepsiCo in June 2010, after serving for nearly 14 years at Whirlpool Corp. Mr. Wyse holds a master of business administration degree from Loyola University in Chicago and a bachelor of science degree in Political Science from Indiana University.

Additional Highlights

Heart-Healthy Product Development Competition Sponsored by CanolaInfo



Cardiovascular disease is the number one cause of death for adults in the U.S. and Canada. To address this public health issue, and to highlight the Dietary Guidelines for Americans, CanolaInfo presents a student competition for IFT Student Association members. Through this competition, students are asked to create heart-healthy food products that are low in saturated fat and free of trans fat. The goal of this competition is to showcase how the food industry can position itself to help consumers comply with the forthcoming Dietary Guidelines' recommendation of saturated fat comprising 7% of total daily calories. The three finalist teams will feature their presentations at Wellness 12.

Breakout Sessions

Wednesday, March 28, 2012

Consumer Lifestyles & Demographics Managing Dietary Markets: How to Leverage Halal and Kosher in Product Development

12:40 – 1:40 p.m. ■ ■ ■ ■

Today, accommodating diverse dietary needs in product development to attract multiple consumer profiles is the new norm. There is a need to appeal to a wide range of global, multicultural consumers, while at the same time reducing regulatory costs, saving time, and resolving clean labeling issues. In this session, participants will learn specific R&D information that highlights similarities and differences between halal and Kosher, two examples of special dietary needs that dominate global food products. Participants also will learn about the markets demanding these certificates, and the challenges around dual certification during product development. Insight into what appeals to consumers during religious observances also will be explored.

Asma Ahad, Director of Halal Market Development, Islamic Food and Nutrition Council of America

Joe Regenstein, Ph.D., Professor, Cornell University

Brooke Schantz, R.D., Outpatient Clinical Dietitian, Loyola University Medical Center and C.E.O, Bitchin' Nutrition

Protein for Kids: The Importance of Reaching Parents, Delivering Taste, and Starting Each Day with a Nutritious Breakfast

1:50 – 2:50 p.m. ■ ■ ■ ■

Marketing healthy children's foods successfully has always been a tricky business. Parents, as the "gatekeepers," have a voice in what foods are brought into the home. Children, through acceptance or rejection of those selections, directly impact whether that food makes a return visit. Along that journey, many factors can influence success, including packaging, positioning, healthfulness, taste acceptance, and perceived value based on investment. This session will focus on market opportunities for protein-enhanced foods targeting children. It will examine parents' role as the gatekeeper for children's foods, uncover new research reinforcing the importance of breakfast as the cornerstone of healthy eating and a key opportunity for protein-based foods, and identify sensory approaches that can help predict market success or failure.

Colleen Conley, B.S., B.A., Lead Sensory Scientist and Associate Fellow; Solae, LLC
Barbara Davis, Ph.D., R.D., Vice President, HealthFocus International
Heather Leidy, Dr.Ph., Assistant Professor, University of Missouri

Linking Nutrition, Health, and Wellness to Consumer Behavior

3:20 – 4:20 p.m. ■ ■ ■ ■

This session will address the information consumers use to make healthy food choices, how consumers make their food decisions in the grocery store, and the differences for generation Y, boomers, seniors, and families. It will also cover the top 10 global food and beverage trends, and the consumer needs that drive these trends. Finally, this session will explore an analysis of global fortified products from a product positioning, product marketing, and creating an "un-processed appeal" through front-of-package labeling perspective.

Kathy Hopkinson, M.S., Consumer Research Manager, ACCE
Ann Manley, Senior Analyst, Innova Market Insights

All speakers, topics, and times are subject to change.

Functional Foods, Dietary Ingredients, and Health Claims in the EU & U.S.: Are Regulators Closing the Doors on Innovation?

4:30 – 5:30 p.m. ■ ■ ■ ■ ■

Functional foods, dietary ingredients, and health claims are of great interest to consumers today. On a global level, government regulatory and enforcement bodies are increasingly scrutinizing the claims made regarding functional foods. The U.S. FDA and FTC have increased their enforcement activities, and private litigation over claims also has escalated in recent years. In the EU, all health claims, whether in advertising or labeling, are required to undergo pre-market scientific review and approval, resulting in a large number of claims being rejected in recent years. This session will cover the regulatory oversight of claims in the U.S. and the EU, and will provide strategies for navigating the regulatory morass around functional ingredients and health claims.

Kathy Musa-Veloso, Ph.D., Associate Director, Intertek Cantox
Anthony Pavel, J.D., Partner, K&L Gates

Health Issues

The Next Generation of Nutrition

12:40 – 1:40 p.m. ■ ■ ■ ■ ■

A wide range of medical conditions, including diabetes, hypertension, and renal disease, can be ameliorated through dietary intervention. However, the food industry pays too little attention to a number of these conditions, as the percentage of instances in the greater population are relatively low, and they perceive that the current food supply is catering adequately to these needs. This session will explore the definition of medical foods, the global market size of various categories, and how a new approach can assist patients while providing a new revenue stream for food companies.

Lu Ann Williams, M.B.A., Head of Research, Innova Market Insights
Ray Winger, Ph.D., Managing Director, Inside Foods Limited

Food Service Responds to Global Nutrition Issues

1:50 – 2:50 p.m. ■ ■ ■ ■ ■

Consuming foods and beverages outside the home has been increasing in countries around the world. Some see a correlation between increased use of food service and rising rates of obesity and other chronic disease. This session will explore the facts around this issue, and examine case studies of how the food service industry has responded worldwide.

Adam Drewnowski, Ph.D., Professor of Epidemiology and Adjunct Professor of Medicine, University of Washington
Brinda Govindarajan, Ph.D., M.B.A., C.N.S., Director, Global Science & Regulatory Affairs; McDonald's
Cathy Kapica, Ph.D., R.D., L.D., Senior Vice President, Ketchum

A New Paradigm of Evidence-based Nutrition: Moving Beyond Randomized Controlled Trials

3:20 – 4:20 p.m. ■ ■ ■ ■ ■

During this session, an expert panel will set the stage for developing a new paradigm for how micronutrients and non-nutrient dietary components should be studied and utilized to make scientifically substantiated policy decisions. Unlike drugs, nutrients, and other bioactive dietary components working in complex networks are homeostatically controlled, and cannot be contrasted to a true placebo group. In this panel session, participants will evaluate the appropriateness of the randomized controlled trial, learn new approaches to defining evidence-based nutrition, and understand implications for health-related claims. The session will conclude with a balanced discussion on using the totality of evidence to define the parameters of "evidence-based nutrition," and developing stronger public policy recommendations to result in more informed and healthier consumers.

Jeffrey Blumberg, Ph.D., C.N.S., Director, Antioxidants Research Laboratory, Tufts University
Robert Heaney, Ph.D., Professor of Medicine, Creighton University
Douglas MacKay, N.D., Vice President, Scientific & Regulatory Affairs, Council for Responsible Nutrition

Health for Better Living with Beans, Pulses, Legumes

4:30 – 5:30 p.m. ■ ■ ■ ■ ■

Beans, pulses, and legumes are a healthy and diverse family of foods and food ingredients with a rich supply of nutrients. Unfortunately, consumers in North America do not include enough of these foods in their diets. This session will cover the sustainable, nutritional, and healthful aspects of beans, pulses, and legumes within view of the 2010 Dietary Guidelines and recent clinical research. It will supply new consumption data for this family of foods and food ingredients using the most recent NHANES databases. To increase the daily consumption of this flexible food family, food application opportunities and marketing approaches with consumers also will be discussed.

Tanya Der, M.Sc., Manager, Food Innovation & Marketing, Pulse Canada
Phillip Perkins, Ph.D., F.I.F.T., Senior Vice President & Director of Research, Development & Innovation, Bush Brothers & Company
Joanne Slavin, Ph.D., R.D., F.I.F.T., Professor, Department of Food Science and Nutrition, University of Minnesota

Industry Application Areas

- | | |
|-------------------------------------|-------------------------------|
| ■ Clinical Research/Applied Science | ■ Innovation/New Technologies |
| ■ Consumer Research/Trends | ■ Labeling/Regulations |
| ■ Foodservice | ■ Product Development |
| ■ Global Applications | |

Weight Management

Changing the Food Marketing Environment through Policy and Standards

12:40 – 1:40 p.m. ■ ■ ■

The May 2010 White House Childhood Obesity Task Force (COTF) plan outlines a national strategic plan to address the obesity epidemic by involving individuals and organizations in the socio-ecological framework. The food industry has been identified as a contributing factor to public health problems due to its marketing approaches. Processors, advertisers, communicators, and policymakers who have been cited as culprits are dedicated to significantly changing the public health landscape and helping consumers make healthier choices. The panelists in this session will describe their organizations' initiatives to change the food marketing environment through research recommendations and new voluntary nutrition and marketing standards designed to improve consumer adherence to the 2010 Dietary Guidelines for Americans.

Elaine Kolish, J.D., Vice President, Council of Better Business Bureaus
Linda Meyers, Ph.D., Director, Food and Nutrition Board
Robert Post, Ph.D., Deputy Director, USDA

Leveraging the Glycemic and Digestive Properties of Wholesome Ingredients as an Effective Aid for Consumers to Manage their Middles

1:50 – 2:50 p.m. ■ ■ ■

Emerging science shows that some intrinsic properties of foods may significantly affect consumers' appetite and food choices at subsequent meals. As the food industry looks for ways to help abate the obesity crisis, breakfast and snacks are key opportunities for improvement. Traditional breakfast foods and snacks globally have evolved toward simple carbohydrates or proteins that may also be high in saturated fat. Diets higher in fiber, protein, unsaturated fat, various phytochemicals, magnesium, and Vitamin E may ameliorate the problem. In this session, the role of food structure in solid food products and the subsequent effect on consumers' appetite and blood glucose levels based on almond, legume, and whole grain case studies, will be explored.

Richard Mattes, M.P.H., R.D., Distinguished Professor of Foods and Nutrition, Purdue University
Kantha Shelke, Ph.D., Principal, Corvus Blue LLC

Metabolism Matters as Much as Calories

3:20 – 4:20 p.m. ■ ■ ■

Weight management has focused on calories and sugar reduction for decades. Consumers are conditioned to know that they will gain weight when they eat more energy than they use, and vice versa. However, these strategies are less than effective in enabling and sustaining weight loss. This session will examine some of the underlying metabolic parameters linked with fat metabolism and will offer metabolic approaches that may extend nutritional options with regards to weight management. The role of fat in the liver as an early indicator of insulin resistance, and the scientific evidence illustrating how the quality of carbohydrates impact insulin resistance, will be explored.

Rodger Jonas, M.S., Director of National Sales, PL Thomas Inc.
Christine Pelkman, Ph.D., Clinical Program Manager, Corn Products International

Oral Presentations of the Heart-Healthy Product Development Competition, Sponsored by CanolaInfo

4:30 – 5:30 p.m.

(see "Additional Highlights" on p. 10)

Thursday, March 29, 2012

Consumer Lifestyles & Demographics

School Feeding Programs:

Trends and Opportunities

8:00 – 9:00 a.m. ■ ■ ■

Foodservice programs are a vital part of the U.S. K-12 education system, but the changing and often complicated, local and federal nutritional policies can be a barrier for food manufacturers. A diverse panel will share the regulatory, financial, and product development obstacles and opportunities for success in this market.

Clare Keating, S.N.S., Executive Director of Account Management, Preferred Meal Systems, Inc.
Gary Vonck, Vice President of Education Division, KeyImpact Sales & Systems

Marketing Wellness

9:15 – 10:15 a.m. ■ ■ ■

Food is an essential part of our lives, and consumer interest in foods and beverages that promote health is thriving. This session will address new research findings from the International Food Information Council's Functional Foods/ Foods for Health Survey which demonstrates consumers' interest in functional foods and the barriers that prevent consumption. The session also will explore the increased buying power of several emerging audiences. Children and pre-teens, moms, and Millennials are rapidly expanding segments that demand resonant product attributes and customized brand messages. By understanding these three burgeoning and influential markets, formulators and marketers can develop and deliver healthy foods and beverages to these underserved audiences.

Jeff Hilton, M.S.A., Co-Founder & Partner, Integrated Marketing Group
Elizabeth Rahavi, R.D., Associate Director, Health and Wellness, International Food Information Council

Health Issues

Phyto-nutrients from Plant-based Foods: Whole Food Trend

8:00 – 9:00 a.m. ■■■■

Fruits, vegetables, grains, legumes, and nuts are increasingly becoming a part of dietary recommendations. With increasing knowledge about phytonutrients fulfilling the molecular and cellular needs of the human system, there is greater demand for good health intervention through food. Epidemiological and clinical observations suggest positive health effects of many phytonutrients associated with the consumption of fruits, vegetables, grains, legumes, and nuts. However understanding their role in nutrition is still a major challenge. This session will address emerging evidence that suggests the health benefits of plant-based foods may be attributed to the additive and synergistic interactions of phytochemicals present in whole food.

Connie Diekman, M.Ed., R.D., L.D., F.A.D.A., Director University Nutrition, Washington University

Carl Keen, Ph.D., Professor of Nutrition & Internal Medicine; University of California, Davis

Rashmi Tiwari, Ph.D., Principal Scientist, PepsiCo

Replacing SoFAS with Healthy Oils: New Science and Innovative Solutions

9:15 – 10:15 a.m. ■■■■

A new challenge surfaced for the food industry when government guidelines showed that over 35% of calories consumed are from solid fats and added sugars (SoFAS). An emerging body of nutrition research is defining what and how to replace solid fats and added sugars in healthy diets. New technologies are making it possible with processed foods. This session will provide an in-depth review of the latest nutrition science on fats and oils, and their relationship to carbohydrates and proteins in healthier products. Research indicates not only that trans fats should be replaced by healthier oils, but that there are also benefits to replacing saturated fats and refined carbohydrates.

David Dzisiak, B.S., Commercial Leader, Oils and Grains, Dow AgroSciences

Peter Jones, Ph.D., Director, CRC in Nutrition & Functional Foods, and Professor, Food Science and Human Nutritional Sciences, University of Manitoba

Weight Management

Achieving Wellness through Behavior Innovation

8:00 – 9:00 a.m. ■■■■

Behavioral innovation is a revolutionary approach to food product development designed to encourage more healthful consumption behaviors. In this session, the first discussion will focus on how current consumption patterns for meals, snacks, and other eating occasions intersect with more healthful food choices. The second discussion will focus on how behavioral innovation can be applied to increase wellness by changing meal replacement behavior through innovation. Seven meal replacement behavior segments will be characterized by occasions, moments, behavior drivers, products, habits, and seeking behaviors. These behavior segments will be further explored, helping food innovators and developers find profitable opportunities to achieve greater wellness for consumers.

Rachel Cheatham Ph.D., Adjunct Assistant Professor, Friedman School of Nutrition Science and Policy, Tufts University

Dave Lundahl, Ph.D., President and C.E.O, InsightsNow

Health Insurance Wellness Programs: Opportunities for the Food Industry?

9:15 – 10:15 a.m. ■■■■

As healthcare costs skyrocket, the insurance industry increasingly offers programs that encourage members to be healthier. Sample programs may include access to personal trainers and dietitians, incentives for eating healthier, and higher premiums for those who participate in riskier behaviors such as smoking. Learn how these programs work, how they benefit consumers and carriers, and how the food industry can partner in these initiatives for a healthier population.

Presenter(s) TBD

Industry Application Areas

- Clinical Research/Applied Science
- Consumer Research/Trends
- Foodservice
- Global Applications
- Innovation/New Technologies
- Labeling/Regulations
- Product Development

Registration & Fees

Wellness 12 Only

March 28 – 29, 2012

Conference registration includes a jump drive with PDF files of session materials, continental breakfasts, lunch, networking breaks, and reception.

By March 1, 2012 Members: **\$895** | Non-Members: **\$995** | Government Workers*: **\$550** | IFT Student Members: **\$550**

After March 1, 2012 Members: **\$995** | Non-Members: **\$1,095** | Government Workers*: **\$650** | IFT Student Members: **\$650**

Wellness 12 + Short Course

March 26 – 29, 2012

Save \$100 when you register for Wellness 12 and the Sensory Evaluation Short Course at the same time.

By March 1, 2012 Members: **\$1,470** | Non-Members: **\$1,735** | Member Government Workers*: **\$1,125**

Non-Member Government Workers*: **\$1,290** | IFT Student Members: **\$625**

After March 1, 2012 Members: **\$1,620** | Non-Members: **\$1,885** | Member Government Workers*: **\$1,275**

Non-Member Government Workers*: **\$1,440** | IFT Student Members: **\$725**

Short Course Only

March 26 – 27, 2012

Course registration includes a course binder, morning and afternoon refreshment breaks, lunch, and reception at the conclusion of the first day.

By March 1, 2012 Members: **\$675** | Non-Members: **\$840** | IFT Student Members: **\$175**

After March 1, 2012 Members: **\$725** | Non-Members: **\$890** | IFT Student Members: **\$175**

*The government rate is subject to approval. In order to qualify, participants must be employed by an official government agency. There are a limited number of spots available at this rate.

Register by Mail:

Mail registration form and payment to:

Institute of Food Technologists
Attn: Lizzy Martin
525 W. Van Buren Street
Suite 1000
Chicago, IL 60607-3830

Register by Fax:

Fax registration form to +1.312.596.5685 (credit cards only)

Team (Discounts Available)

Bring your whole team! Save \$100 on each individual registration when three or more people from the same organization register as the same time. This discount applies to members and non-members from a single organization, and cannot be combined with other discounts or specialty rates, including students, government workers, sponsors, or speakers. Contact Lizzy Martin at +1.312.604.0285 or wellness@ift.org for more information.

Cancellation Policy

You will receive a full refund, less \$100 per event, if you cancel your registration(s) on or before March 7, 2012, by contacting wellness@ift.org or +1.312.604.0285. No refunds will be honored after that date.

Substitution Policy

If you registered for the conference/course but are unable to attend, please contact wellness@ift.org or +1.312.604.0285 with the name and contact information of your replacement.

Event Cancellation

In the event of conference/course cancellation, IFT is not responsible for attendee reimbursement of travel, lodging, or any other costs associated with this conference/course beyond refunding the full registration fee.

Hotel & Travel

InterContinental Chicago, O'Hare
5300 N. River Road, Rosemont, IL 60018
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www.icohare.com

Guest Rooms

A block of rooms at this property has been reserved at the rate of \$172 per night plus applicable taxes. To reserve your room, please call 800.341.7949 and ask for the conference rate using group code "FTE". The conference rate is available until March 1, 2012. Reservations after that date will be accepted at the prevailing rate, as available. No cancellations will be accepted after 24 hours prior to arrival date. Check in time is 4:00 p.m. and check out time is 11:00 a.m.

Ground Travel

The hotel has a complimentary shuttle service that runs every 20 minutes from O'Hare International Airport. To take advantage of this service, go to the baggage claim area and follow the red signs down one level to the hotel shuttle center. Wait between doors #1 and #2. Taxi service is also available for a fee of \$12–15 one way, on the baggage claim level.

Air Travel

Airfare discounts have been arranged with United Airlines for fares to the Chicago area on United qualifying flights. Purchase your ticket online and receive a 5% discount off the lowest applicable fares. After you link to united.com, enter your origin, destination, travel dates, and the Promotion Code "501CE" (case sensitive); the available flights will be displayed. There are no fees for booking online when you use the special promotion code. Discounts are also available by calling the United Meetings Plus reservation service at 800.521.4041 or a travel professional of your choice. Be sure to mention Promotion Code 501CE when making your reservation by phone.

Attire

Dress for this event is business casual. Meeting rooms may be cool, so it is recommended that you bring a light jacket or sweater.

ATTENDEE INFORMATION

Please duplicate this form for additional attendees. Please print or type clearly.

First Name Last Name

IFT Member – Enter IFT Member Number: _____ **Non-Member** **Government Worker**

IFT Student Member – Enter IFT Member Number: _____ **Non-Member Government Worker**

Company Name

Mailing Address

City State Postal Code Country

() ()
Telephone Fax

E-mail Twitter Handle

REGISTRATION QUESTIONNAIRE (* indicates required questions)

1. First name for my badge* 2. My job title*

3. Please list any special dietary needs

4. Pursuant to the Americans with Disabilities Act, please list any special services you require.

5. Please indicate if you would like to learn more about sponsorship:

- Yes!** I'd like to learn more about sponsoring Wellness.
- Yes!** I'd like to learn more about sponsoring the Pre-Conference Short Course.
- No, thank you.**

6. My Certificate of Attendance should include language regarding the following IFT Continuing Education Partner:*

- Save the paper, as I don't need a certificate.
- American Academy of Nutrition and Dietetics
- Product Development and Management Association
- Research Chefs Association
- No special language is needed for my certificate.

7. How did you hear about these events?*

- ift.org
- Food Technology ad or article
- Event brochure that accompanied Food Technology
- Direct mail promotion
- E-mail promotion
- IFT online Community
- IFT section meeting
- IFT Twitter or Facebook group

8. Did you hear about Wellness 12 from a colleague? Please enter their name here so that we can thank him or her.

9. If you heard about Wellness 12 from a source other than those listed above, please tell us here.

10. Please provide the name, phone number, and relationship of your emergency contact.*

PAYMENT METHOD Payment must accompany registration form. **U.S. funds from a U.S. bank only.**

I'm registering for: Pre-Conference Short Course, Sensory Evaluation: Current Developments and Applications

Wellness 12 **Both Events**

Total Enclosed: \$ _____ Coupon Code (If Applicable) _____

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Card Number Expiration Date

Name on Card (Please print) Signature (As on card)

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