

#### STRATEGIC COMMITTEE

- Dr Patricia Gurvey (AgroParisTech)
- François Guillon (IREMAS/LaSalle Beauvais)
- Michel Rogeaux (Danone Research)

#### SCIENTIFIC COMMITTEE

- Pr Ferrandi (ENITIA Nantes)
- Pr Klaus G. Grunert ( Aarhus School of Business)
- Pr Tomé (AgroParisTech)
- Pr Wim Verbeke (Universiteit Gent)

#### ORGANIZATION COMMITTEE

- Dr Patricia Gurvey (AgroParisTech)
- Michel Rogeaux (Danone Research)
- Coline Marquilly, Raphaël Estripeau, Etienne Morisset (AgroParisTech)



Information & Registration on [www.nutreating.com](http://www.nutreating.com)  
If you have any question, please contact : [contact@nutreating.com](mailto:contact@nutreating.com)

AgroParisTech



## « Food, Consumer & Health Claims »

Tuesday, February 9, 2010

PARIS, 19 Avenue du Maine

The link between food and health has become a major concern for consumers, politics and firms, in the context of the 1924/2006 regulation on health claims in the E.U.

The aim of this first NUTREATING symposium is :

- to provide an overview of the up-to-date research on consumer motivation and understanding of food with health claim.
- to promote the mandatory dialogue between consumers, regulatory, industry and research, in order to analyse the trends and future of food with health claim.

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### Morning

8.45 am – Registration & Coffee Welcome

9.15 am – Introduction by Remi Toussain (General Director of AgroParisTech)

9.45 to 10.45 am

« Evolution of the healthy food market, its frontiers and its future »

- Analyses and trends of the French and European markets by experts

10.45 am – Coffee break

11 to 12.30 am

« Regulatory analysis : short term impact & trend »

**Panel discussion regulated by Dr. Gurviez - Contribution of experts from consumer associations, institutions and industries, at a French and European level :**

- BEUC
- CIAA
- EFSSA
- INRA
- DANONE
- NATURALPHA

12.45 am – Lunch at AgroParisTech (19, Rue du Maine)

### Afternoon

2 to 3.30 pm

« Healthy food : Research on consumer motivation and determinants of attitude »

**Chairman : Pr. Wim Verbeke**

**Contribution from:**

- Pr. Suzanne Beckmann (Copenhagen Business School – DK)
- Dr. Pierrick Gomez (Reims MS / Univ. Of Paris Dauphine - FR)
- Pr. Van Trijp (Wageningen/Unilever - NL)
- Pr. Wim Verbeke (Gent University - BE)

4 to 5.30 pm

« Food with health claims : Research on claim understanding »

**Chairman : Pr. Klaus G. Grunert**

**Contribution from:**

- Pr. Klaus G. Grunert ( Aarhus School of Business - DK)
- Pr. Mohamed Merdji (Audencia - FR)
- Henrik Sorensen (Fairspeak Research Groupe - DK)
- Dr. Carolina Werle (EM Grenoble - FR)

5.30 pm – Conclusion & Cocktail

**REGISTRATION FEES (UNTIL THE 15<sup>TH</sup> OF JANUARY)**

[www.nutreating.com](http://www.nutreating.com)

160€ for delegates

85€ for PhD students

The fees include admittance to the conference room, lunch and cocktail