VICTORIAN FOOD INDUSTRY
HIGH PERFORMANCE CONSORTIUM

The
Victorian Food Industry High Performance Consortium
in conjunction with
Food Innovation Partners
is proud to present

Nutrition and Functional Foods

One Day Conference

- *Introduction to the National Centre of Excellence in Functional Foods*
- *Commercialising Functional Foods*
- *Case Studies*
- *A day of presentations, information exchange and discussion*
- *Please book early! Numbers are restricted.*

Venue:
Best Western Wheelers Hill International
242 Jells Road
Wheelers Hill Vic 3150
Phone: (03) 9561 3900

Date:
Thursday, 29th November 2007

Time:
9:30am - 4:00pm

Please RSVP by Monday, 26th November by contacting:
Joanne Whitaker
Victorian Food Industry High Performance Consortium
E-mail: jmw@invetech.com.au
Phone: (03) 9211 7735
Please advise of any special dietary requirements - Thank You.

This program is part of VicStart
- the Victorian Government's technology commercialisation initiative
VicStart www.business.vic.gov.au/Vicstart

Food Innovation Partners
National Centre of Excellence in Functional Foods
CSIRO
VKFSU
Invetech
Victoria The Place To Be

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Agenda

9:30am **Arrive**
Welcome and Introductions

10:00am **Who is the National Centre of Excellence in Functional Foods (NCEFF)?**

What are functional foods vs non-functional foods?
- Examples eg. Soluble fibre, carotenoids, fatty acids, flavonoids etc.

The Foods for Life Program
- Transferring technology from the strategic science program to assist in the commercial development of functional foods by the Australian food industry

10:45am **Discussion / Questions / Morning Tea**

11:00am **Commercialising Functional Foods**

Key Markets
- Current Functional Food Platforms eg. Obesity, Healthy Ageing etc.
- Snapshot - Domestic and Export Markets

Nutritional Claims

Australian R&D Capability for Nutrition and Functional Foods
- State by State
  eg. Vic (DPI, FSA, Deakin University, RMIT, Monash University, Melbourne University)
- NCEFF Capability

11:45am **Discussion / Questions**

12:00pm **CSIRO Food Futures Flagship**
- Transferring technology from the strategic science program to assist in the commercial development of functional foods by the Australian Food Industry

1:00pm **Lunch and Networking Opportunities**

1:45pm **KFSU Pty Ltd - Fibre from Sugar Cane**
- A new ingredient for the functional food market
- How to position, how to commercialise?

2:45pm **Syndicate Approach - sharing the risk, sharing the learning's**
- Case Study - Kid's Functional Foods
- New syndicates: 1) Gut Health 2) Cognitive Health

3:45pm **Next Steps**

4:00pm **Close**

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