

Nutritional science fuelling innovation

High-Value Nutrition NZ Conference 2017
25–26 September, Auckland



conference
programme

National
SCIENCE
Challenges

HIGH-VALUE
NUTRITION

Ko Ngā Kai
Whai Painga



High-Value Nutrition is one of 11 National Science Challenges
funded by the Ministry of Business, Innovation and Employment

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Welcome to the High-Value Nutrition Conference 2017

We want to make our annual conference a unique forum, an environment to reflect genuine intellectual and commercial curiosity and provide the space to take stock of the state of play when it comes to the creation, development and export of high-value foods.

As a recent report noted, New Zealand has significant advantages. We are a country “surrounded by the Pacific ocean, enjoying the light of Spain with the climate of Bordeaux.” The conference is about how the Challenge, its institutional and industry partners and innovative food businesses, are turning that advantage into reality so New Zealand Inc. can prosper.

The conference is our opportunity to tell you about the great progress made by teams of researchers working in collaboration across the country. It’s also the chance for you to hear from people at the sharp end, delivering innovative nutrition products to our major markets. Experience is the best teacher.

At High-Value Nutrition our role is to be the pre-competitive enabler of the high-value food ecosystem. We support the research that would not be done otherwise for the benefit of New Zealand Inc. The research excellence would be worth little unless it can be applied, so we also gather the market intelligence in the form of consumer insights, and reports on the regulatory and patent landscape so New Zealand companies enter new markets armed with insight and hard information.

We look forward to meeting you at Nutrition Science Fuelling Innovation, the High-Value Nutrition National Science Challenge conference 2017. Bringing research and industry together.

Joanne Todd
Challenge Director

Martin Kussmann
Chief Scientist

About the High-Value Nutrition Challenge

National **SCIENCE** Challenges

HIGH-VALUE NUTRITION

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High-Value Nutrition is the National Science Challenge building the science excellence and knowledge New Zealand needs to create and deliver high-value foods to the world that people choose to stay healthy and well

Stay connected with High-Value Nutrition. Sign up for our newsletter. Follow us on social media. Register to access The Knowledge, our resource hub, where you will find market intelligence, updates on export market regulatory regimes and patent landscapes, plus Challenge research publications.

www.highvaluenutrition.co.nz

Our keynote speakers



Peter Wennström, is one of the world's leading experts in nutrition marketing and the founder of international consultancy The Healthy Marketing Team.



Pierre Dechellotte leads the research group UMR 1073 Inserm at Rouen University and is a biotech entrepreneur. He is a leading expert and international speaker on the gut-brain axis.

Day 1: Monday 25 September

Session 1 (9.00–10.30am): The big picture

9.00–9.10am	Conference welcome Mission Possible: \$1 Billion more	Bob Major, Chair High-Value Nutrition
9.10–9.30am	High-Value Nutrition strategy Nutritional science fuelling innovation	Co-presenters: Joanne Todd, Challenge Director Martin Kussmann, Chief Scientist
9.30–10.30am	Keynote What's our second brain thinking? The influence of the gut-brain axis on our health and wellbeing	Pierre Déchelotte University de Rouen Department de Médecine

Morning tea 10.30–11.00am (30 mins)

Session 2: (11.00–2.00pm includes lunch): Consumers are local, trends are global

10.55–11.00am	Introduction	Chair: Sean Strain, Professor of Human Nutrition, Ulster University
11.00–11.40am	Keynote The value chain starts in the mind of the consumer	Peter Wennström, founder, The Healthy Marketing Team
11.40–12.10pm	Markets, economic impact, global trends Measuring what counts: revenue and reputation	Co-presenters: Bill Kaye-Blake, Partner, PWC, Caroline Saunders, Director, Agribusiness and Economics Research Unit, Lincoln University

Lunch 12.10–1.00pm (50mins)

1.00–1.30pm	HVN Science: Consumer Insights At home with new mums in China	Introduction: Roger Harker, Plant and Food Research Presenter: Denise Conroy, University of Auckland
1.30–1.50pm	Industry case study Mixes well with others	Bridget Coates, Kura Nutrition
1.50–2.00pm	Expert panel Consumers are local, trends are global	Chair: Sean Strain Panel: Denise Conroy, Caroline Saunders, Peter Wennström, Bill Kaye-Blake, Roger Harker, Bridget Coates

Session 3 (2.00–3.25pm) High-value Nutrition and metabolic health

2.00–2.05pm	Introduction	Chair: Frank Bloomfield, Director, Liggins Institute
2.05–2.20pm	HVN Science: Peak Nutrition for Metabolic Health The diabetes tsunami – a rising tide for Asia	Sally Poppitt, Director, Human Nutrition Unit, University of Auckland
2.20–2.50pm	HVN Science Insights into diabetes susceptibility and resilience: outcomes from the TOFI_Asia Study Unlocking Mātauranga: Collaboration in the Research Interface	Ivana Sequiera, Research Fellow, Human Nutrition Unit University of Auckland Meika Foster, Nuku ki te Puku
2.50–3.15pm	Industry case studies Heath claims are not (necessarily) the Holy Grail Turning over a new leaf	Juliet Ansell, Innovation leader, Nutrition and Health, Zespri Jackie Evans, Head of Product Research, Comvita
3.15–3.25pm	Expert panel High-Value Nutrition and metabolic health	Chair: Frank Bloomfield Panel: Sally Poppitt, Ivana Sequiera, Meika Foster, Juliet Ansell, Jackie Evans

Afternoon tea/coffee 3.25–3.40pm (15mins)

Session 4 (3.40–4.30pm) From eureka to market

3.40–3.45pm	Introduction	Chair: Joanne Todd, Challenge Director
3.45–4.05pm	Navigating the High-Value Nutrition ecosystem	Craig Armstrong NZTE, Lauren Smith, Callaghan innovation, Angus Brown, Food Bowl, NZ Food Innovation Network; Donnell Alexander, Ministry of Primary Industries
4.05–4.25pm	Intellectual property Guarding your recipes for success	John Mansell, James and Wells
4.25–4.30pm	Expert panel From eureka to market	Chair: Joanne Todd Panel: Craig Armstrong, Lauren Smith, Angus Brown, Donnell Alexander, John Mansell
4.30–4.40pm	Insights from Day One	Joanne Todd, Challenge Director

Conference networking over refreshments and nibbles 4.40–6.00pm

Day 2: Tuesday 26 September

7.30–8.30am	Conference breakfast forums Navigating the regulatory roadmap in health claims (Coromandel Room) Four factors to success: the checklist for success in food and health marketing (Auckland Room)	Donnell Alexander, Senior Adviser Food Claims, Ministry of Primary Industries Peter Wennström, founder, The Healthy Marketing Team
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Session 5 (8.45–10.00am): High-value nutrition and healthy digestion

8.45–8.50am	Introduction	Chair: Connie Weaver, Head of Nutrition Science, Purdue University
8.50–9.05am	HVN Science Unlocking the mysteries of gut comfort	Introduction: Science leader, Nicole Roy, Food and Nutrition AgResearch
9.05–9.35am	Research spotlight Emerging biomarkers of gut comfort Are microbes the missing piece of the gut comfort puzzle?	Karl Fraser, AgResearch Wayne Young, AgResearch
9.35–9.50am	Industry case study A2 milk and healthy digestion	Andrew Clarke, Director Innovation, A2 Milk
9.50–10.00am	Expert panel High-Value Nutrition and healthy digestion	Chair: Connie Weaver Panel: Karl Fraser, Wayne Young, Nicole Roy, Andrew Clarke

Morning tea 10.00–10.25am (25mins)

Session 6 (10.15–11:40am): High-value nutrition and enhanced immunity

10.25–10.30am	Introduction	Chair: Phil Calder, Professor of Nutritional Immunology, University of Southampton
10.30–10.45am	HVN Science Finding the right bioactives to build a stronger immune system	Olivier Gasser, Malaghan Institute
10.45–11.15am	Research spotlight Functional foods for keeping lungs healthy in polluted cities Enhancing flu vaccine efficacy with functional foods	Odette Shaw, Plant and Food Research Anna Mooney, Malaghan Institute
11.15–11.30am	Industry case study How Māori can develop new opportunities in food from science	Wayne Mulligan, Fomana Capital, Anagenix
11.30–11.40am	Expert panel High-value Nutrition and enhanced immunity	Chair Phil Calder Panel: Olivier Gasser, Odette Shaw, Anna Mooney, Wayne Mulligan

Lunch 11.40–12.30pm (50mins)

Session 7 (12.30–1.25pm): High-value Nutrition and healthy babies

12.30–12.35pm	Introduction	Chair: Kevin Marshall, Chair, Challenge Industry Advisory Group
12.35–1.05pm	HVN Science Good bacteria for healthy babies Seeding through feeding	Clare Wall, University of Auckland Martin Kussmann, Liggins Institute
1.05–1.15pm	Industry case study How a safe “raw” milk can reduce allergies	Kusal Perera, Miraka
1.15–1.25pm	Expert panel High-Value Nutrition and healthy babies	Chair: Kevin Marshall Panel: Clare Wall, Martin Kussmann, Kusal Perera

Session 8 (1.25–2.30pm): Designing bioactive foods

1.25–1.30pm	Introduction	Chair: Martin Kussmann, Chief Scientist, High-Value Nutrition
1.30–1.45pm	HVN Science Redesigning how we develop foods with bioactives	Harjinder Singh, Massey University, Institute of Food Science and Technology
1.45–2.00pm	Research spotlight Right time, right place: bioactive delivery systems	Alejandra Acevedo, Zhigao Niu, Massey University
2.00–2.10pm	Research spotlight What about the texture?	Bryony James, Research Centre for Surface and Materials Science, University of Auckland
2.10–2.20pm	Industry case study Targeting the gut microbiome: New technology for commercially viable synbiotics	Peter Brown, Innovation and Research Manager, Goodman Fielder
2.20–2.30pm	Expert panel Designing bioactive foods	Chair Martin Kussmann Panel: Harjinder Singh, Bryony James, Alejandra Acevedo, Zhigao Niu, Peter Brown

Afternoon tea 2.30–2.50pm (20mins)

Session 9 (2.50–4.10pm): Connect and collaborate

2.50–3.50pm	Matchmaking and speed dating: connect and collaborate	Challenge team
3.50–4.00pm	From project to programme – the future of HVN	Martin Kussmann, Chief Scientist
4.00–4.10pm	Closing: Nutritional science fuelling innovation	Joanne Todd, Challenge director

Conference concludes

Chairs

Bob Major, Board chair, High-Value Nutrition

Connie Weaver, Head of Nutrition Science,
Purdue University

Frank Bloomfield, Director, Liggins Institute

Joanne Todd, Challenge Director,
High-Value Nutrition

Kevin Marshall, Chair of the Industry Advisory
Group, High-Value Nutrition

Martin Kussmann, Chief Scientist,
High-Value Nutrition

Phil Calder, Professor of Nutritional
immunology, University of Southampton

Sean Strain, Professor of Human Nutrition,
Ulster University

Ivana Sequiera, Research Fellow, School of
Biological Sciences, University of Auckland

Jackie Evans, Head of Product Research,
Comvita Ltd

Joanne Todd, Challenge Director,
High-Value Nutrition

John Mansell, Senior Associate,
James and Wells

Juliet Ansell, Innovation Leader,
Health and Nutrition, Zespri International Ltd

Karl Fraser, Senior research scientist,
AgResearch

Kusal Perera, General Manager,
Business Development, Miraka Ltd

Lauren Smith, Customer Manager,
Food and Beverage, Callaghan Innovation

Martin Kussmann, Chief Scientist,
High-Value Nutrition

Meika Foster, Science Leadership Team,
High-Value Nutrition, Edible Research

Nicole Roy, Science Leadership Team,
High-Value Nutrition, Food Nutrition and
Health, AgResearch

Odette Shaw, Scientist, Food and Wellness,
Plant and Food Research Ltd

Olivier Gasser, Science Leadership Team,
High-Value Nutrition, Malaghan Institute

Peter Brown, Innovation and Research
Manager, Goodman Fielder

Peter Wennström, Founder,
The Healthy Marketing Team

Pierre Déchelotte, Head, Clinical Nutrition Unit,
University Hospital of Rouen

Roger Harker, Science Leadership Team,
High-Value Nutrition, Plant and Food Research

Sally Poppitt, Science Leadership Team,
High-Value Nutrition, University of Auckland

Wayne Mulligan, Board member, Anagenix

Dr Wayne Young, AgResearch

Zhigao Niu, Postdoctoral fellow,
Riddet Institute, Massey University

Presenters

Alejandra Acevedo-Fani, Postdoctoral
Research Fellow, Riddet Institute

Andrew Clarke, Chief Scientific Officer,
The a2 Milk Company.

Angus Brown, Business Development
Manager, NZ Food Innovation Network

Anna Mooney, researcher, Malaghan Institute

Bill Kaye-Blake, Director, PWC

Bridget Coates, Co-founder, Kura Nutrition

Bryony James, Professor of Chemical and
Materials Engineering, University of Auckland

Caroline Saunders, Director of AERU,
Lincoln University

Clare Wall, Science Leadership Team,
High-Value Nutrition, University of Auckland

Craig Armstrong, Director, New Zealand Trade
and Enterprise

Denise Conroy, Senior Lecturer, Marketing,
University of Auckland

Donnell Alexander, Senior health claims
adviser, Ministry of Primary Industries

Harjinder Singh, Science Leadership Team,
High-Value Nutrition, Institute of Food Science
and Technology, Massey University

