

## TUESDAY 23 OCTOBER

10:00 > 11:00

### Guided tour ALTERNATIVE INGREDIENTS

Are you sensitive to sustainable development, curious to discover new superfoods or fond of vegetable proteins and other food alternatives? These guided tours are made for you!

**Speakers:** NUTRIMARKETING

10:15 > 11:10

### Improving the dietary practices through positive selection and pushes and nudge translated in

Confronted with the difficulties of public policies to improve dietary practices, for both environmental and health reasons, new drivers based on behavioural encouragement could prove to be effective.

**Speakers:** Sophie Labbé (Co-CEO, Utopies), Jacques Fradin (Medical Doctor, Behaviorist and Cognitivist, Institut de Médecine Environnementale)

11:10 > 11:40

### New healthy ingredients, foods and drinks

Discover the exhibitors' innovations which will make your recipes healthier. Fat, sugar or salt substitutes, fibers, protein and nutrients enrichment...

**Speakers:** Antoine Woitrin (CEO Of Posidonia), Bejit Ideas (Chairman, Laboratoire Ninapharm), Junghoon Moon (Professeur à l'Université Nationale de Séoul)

11:40 &gt; 12:40

### Food for seniors: eating better for better ageing

■ ■ translated in 

Over the past 60 years, the average life expectancy of men and women has increased by 14 years. This increase in longevity does not always come with solid health. What diet can combine both the pleasure of eating and nutrition for younger and older seniors? How to eat better for better ageing?

**Speakers:** Nicole Vidal (Geriatric Doctor, Geria Conseil), Virginie Van Wymelbeke (Doctor of Science in Nutrition - research associate INRA-CSGA Dijon)

14:00 &gt; 15:00

### Advances in diet-health: cancer, microbiota ■ ■ translated in

The role of diet on someone's health is now undeniable: the adoption of a balanced diet lower the risk of developing cancer. Also, the role of intestinal flora in digestive and neurological functions is more and more substantiated.

**Speakers:** David Khayat (Oncologist, founder and former president of the National Cancer Institute), Philippe Langella (INRA Research Director)

14:00 &gt; 15:00

### Guided tour NEW HEALTH ALTERNATIVES ■ ■

Our experts will assist you in discovering the Alternativ 'Food Forum! Free from products, special diets products, organic products... Many solutions and alternatives proposed by manufacturers to meet the new expectations of consumers who are looking for a healthier diet. We will help you to understand this underlying trend during this Health Tour in the heart of the Alternativ 'Food Forum.

**Speakers:** ATLANTIC SANTE

15:00 > 16:00

### What directions can be taken to improve the food at schools?

The school cafeteria is a place to learn about a diverse, balanced diet where children can try different meals that they normally do not eat at home. Today, what are the new expectations and how can we provide the best food in terms of quality, health and value while adapting to this new framework?

**Speakers:** Paul Holmbeck (Director, Organic Denmark), Carole Morin (Mousquetaires Group Quality Director)

16:00 > 16:30

### Aiming for less modified products: focus on the NOVA classification

Food mutation has always been a part of human evolution. From the discovery of fire and the cooking of food to the search for food conservation means and methods. But the ultra-transformation which today characterizes the western world diet plays a role in the expansion of diabete and obesity. Is it possible to turn this around?

**Speaker:** Bernard Lavallée (Dietitian and author, Le Nutritionniste Urbain)

16:30 > 17:00

### Information about product nutritional qualities: NutriScore®, traffic lights...

France has chosen "NutriScore®" to inform consumers about the nutritional qualities of food products, Belgium has adopted it too. But it isn't the only evaluation mean on the amrket today: others are still available, and nothing seems to be mandatory. What are the rights of food industry companies in this matter and what choices do they have?

**Speaker:** Nicole Coutrelis (Lawyer at the Paris/Bruxelles bar, Coutrelis & Associés)