Forum Agenda
Our schedule is under continuous construction, so please check the website regularly for updates.
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Day 1: June 19 2013
Perennia Incubation Centre, 173 Research Drive, Bible Hill, NS

8:15- 9:00 a.m. Registration

Morning Chair: Dr. Vasantha Rupasinghe, Professor, Dalhousie University

8:30 a.m. Opportunities & Challenges for Agriculture, Food and Health
Dr. Leslie MacLaren, Professor, Dalhousie University

9:00 a.m. Health in Atlantic Canada: Issues & Directions
Dr. Frank Atherton, Deputy Chief Medical Officer for Health, Nova Scotia

10:00 a.m. Morning Break

10:15 a.m. Value-added Food Product Development: Science, Consumer and Industry Challenges
Dr. Phillip Lee Wing, President, Canadian Institute of Food Science & Technology

11:15 a.m. An Innovator’s Perspective
Gregg Curwin, TruLeaf Sustainable Agriculture Ltd.

11:45 a.m. Morning Wrap-up
Dr. Leslie MacLaren

12:00 p.m. Lunch
Introduction and Tour of Perennia Innovation Centre

Afternoon Session Chairs: Dr. Derek Lynch & Dr. Raj Prithiviraj
Professors, Dalhousie University

1:00 p.m. Communications and Marketing Challenges of Connecting Agriculture, Food and Health in Today’s Cacophonic Hypermediatized Environment
Dr. Jordan L. LeBel, Associate Professor, John-Molson School of Business, Concordia University, Montreal

2:00 p.m. Open Discussion: Ag & Food Systems Challenges & Opportunities for Health
Dr. Derek Lynch, Professor, Dalhousie University (Chair)
3:30 p.m. Afternoon Break

3:45 p.m. Open Discussion: Ag, Food and Health in the Future
Dr. Raj Prithiviraj, Professor, Dalhousie University (Chair)
Dr. Chibuike Udenigwe, Professor, Dalhousie University
Dr. Vasantha Rupasinghe, Professor, Dalhousie University
Mr. Shane Petalakis, Business Development, Perennia

5:15 p.m. Day 1 Wrap-up
Dr. Leslie MacLaren, Dalhousie University

Day 2: June 20 2013
Riverview Room, Jenkins Hall, Dalhousie Agricultural Campus

Morning Chair: Dr. Ji Lu, Professor, Dalhousie University

8:45 a.m. Day 2 Introduction
Dr. Leslie MacLaren, Professor, Dalhousie University

9:00 a.m. Social Influences on Food Choices & Habits
Dr. Steve Dukeshire, Professor, Dalhousie University

10:00 a.m. Morning Break

10:15 a.m. Nudge Innovation and Paths of Convergence for Agriculture, Food, Health and Wealth
Dr. Laurette Dubé, Professor, Desautels Faculty of Management, McGill University

11:45 a.m. Morning Wrap-up
Dr. Leslie MacLaren

12:00 a.m. Lunch & Lunchtime Address
Our Journey to Healthy Food and What it Means for Agriculture
Brian Rankine, Director, Managed Services, Capital Health
**Afternoon Chair:** Dr. Chibuike Udenigwe, Professor, Dalhousie University

1:30 p.m.  **Open Discussion: Nutrition, Agriculture and Reality: Barriers and Intersections**  
Dr. Ji Lu, Professor, Dalhousie University *(Chair)*  
Christine Johnson, Assistant Professor, St Francis Xavier University  
Dr. Edith Callaghan, Professor, Acadia University & Nova Scotia Food Policy Council Rep  
Mr. Phil Ferrero, Institute for Bioregional Studies Ltd.

3:00 p.m.  **Afternoon Break**

3:15 p.m.  **Agriculture, Food and Health- A European Perspective**  
Dr. Dinand Ekkel, Senior Researcher, CAH Vilentum University, Almere, The Netherlands

4:00 p.m.  **Facilitated Session: Taking Stock**  
Dr. Kathleen Kevany, Professor, Dalhousie University

5:30 p.m.  **Dinner & Social**

7:30 p.m.  **Special Public Talk: Change Dinner, Change Health, Change Atlantic Canada**  
Ms. Ellen Gustafson, Co-Founder of Food Tank: The Food Think Tank  
**Alumni Theatre, Agricultural Campus**

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**Day 3 – June 21st 2013**

**Riverview Room, Jenkins Hall, Dalhousie Agricultural Campus**

**Chair:** Dr. Leslie MacLaren, Dalhousie University

8:45 a.m.  **Day 3 Introduction**  
Dr. Leslie MacLaren

9:00 a.m.  **Building Bridges: Lessons From Around the Globe**  
Ms. Ellen Gustafson, Co-Founder of Food Tank: The Food Think Tank

11:00 a.m.  **Facilitated Session: Taking Action**  
Dr. Kathleen Kevany, Dalhousie University

12:30 p.m.  **Forum Conclusions and Next Steps**  
Dr. Leslie MacLaren

**Forum Evaluation**