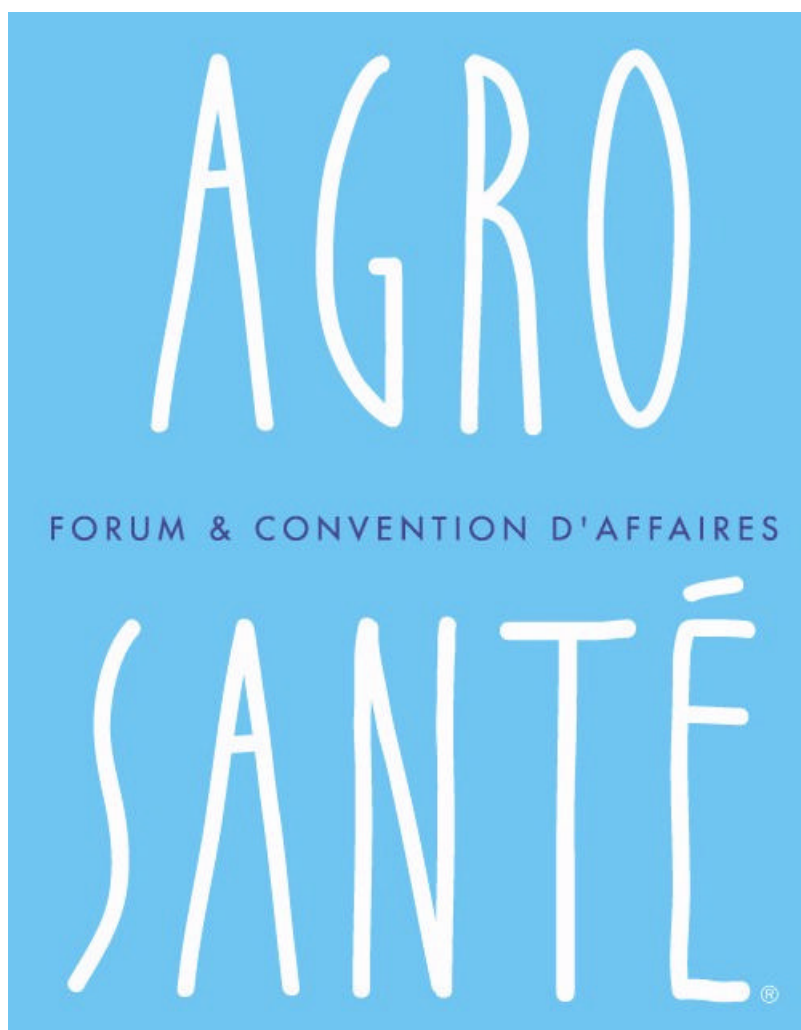


INSTITUT SUPERIEUR
D'AGRICULTURE DE BEAUVAIS
NATIONAL HIGHER INSTITUTE
FOR AGRICULTURE.



THE SECOND



1-2 APRIL 2003

« FROM HEALTHY EATING...
TO HEALTHY FARMING »

A REVIEW OF AGROSANTE®.

For several years the concerns of **health** and **well-being** have been a key element in the development of the food industry and more recently they have also become a determining factor in the future of agriculture.

Indeed, technological developments are revolutionizing production processes and products, and consumers have increasingly legitimate requirements about having healthy food which is both tasty and good for them. Control procedures are becoming tighter, based on scientific evidence and clinical trials. European food and health legislation is coming into force.

In the area of agriculture, whether it is a question of developing sanitary and zootechnical alternatives to the use of antibiotics as growth factors in feed for livestock, or a question of producing functional raw materials which are going to really promote human health by reducing the risk of chronic illnesses, the methodological approaches, the means and the tools are often very similar.

The agricultural industry, international food industry groups and their partners in the wholesale and retail trade are working in global markets. These three sectors have to work together to offer a "meaningful" foods to the consumer and are complementary to each other in terms of rationale and organization.

The AGROSANTE FORUM® provides an ideal opportunity for big international companies, medium and small-sized firms, technology watch-dogs as well as consulting and control agencies, and centres of technological transfer to exchange their know-how and their multi-cultural vision in order to innovate together.

The scientific organizing committee.

L'INSTITUT SUPERIEUR D'AGRICULTURE DE BEAUVAIS

L'ISAB : ONE SCHOOL, TWO DEGREE COURSES...

150 YEARS OF EXPERIENCE

- ✓ 2 formations
 - ISAB engineer, specialized in Agriculture
 - ISAB engineer, specialized in Food industry and Health, since July 2002 (first graduated in 2004)
- ✓ 800 students
 - Who come from all of France and overseas.
- ✓ A network of 3 500 former students working
- ✓ A team of 60 teaching staff
- ✓ more than 150 visiting staff
- ✓ www.isab.fr

HISTORIC

2000 : ISAB launches the concept of Agrosanté[®], defined as the study of established or supposed relations between animal and human food and health.

2001 : ISAB organizes the first Agrosanté forum, allowing industry-professionals and scientists from different countries and from all sectors to exchange and discuss their points of view. Encouraged by the success of this forum, it is decided to repeat it and make it a biennial event.

2002 : ISAB is given the authority to award a new engineering degree entitled «Food industry and health ».

2003 : The 2nd Agrosanté forum: « From Healthy Eating... to Healthy Farming. »
This 2nd international meeting focused on the links and the synergies between food & health and agriculture & health will bring together producers and suppliers of raw materials and active ingredients, professionals from the food processing industry, retailers, nutritionists, R&D specialists, marketing executives...

THE FORUM 2003

ORGANISATION

- ◆ Dates : 1-2 April 2003
- ◆ The items « From Healthy Eating...to Healthy Farming »
- ♠ Location: Cinéspace. In the center of Beauvais, a contemporary and modern site
- ♣ Organisation : - 11 conferences with more than 20 international experts.
 - 17 Plenary presentations
 - Exhibition stands
 - Workshops with or without site conferences.
- ♥ 2 Tasting sessions of functional products
- ♥ Gala Dinner "The French Paradox" at the reception room of Beauvais City Hall
- ♥ Closing debate: «Is there a health strategy for tomorrow's agriculture? »

WHAT IS YOUR AREA OF INTEREST ?

A Focal Point

- ✚ Find new partners and identify new markets,
- ✚ Promote your company and your products...

Come and join us:

Share your ideas and debate the stakes involved in the innovative area of " Agrosanté "

An overview of scientific trends and new ways of developing functional foods:

- ✚ Raw materials of vegetal origin and nutraceutical ingredients,
- ✚ Healthy eating and well-being in human nutrition,
- ✚ Zootechnical and sanitary alternatives in livestock and pet nutrition.

THE VISITORS

- Professionals from food and feed industries
- Raw materials and ingredients providers
- Transformers
- Distributors
- Health professionals (nutritionists, doctors, vets, public health managers)
- Pharmaceuticals companies
- Agriculture professionals (producers groups, professional organisations, technical advisers, politicians...)
- International research centers
- R&D scientists, producers, managers of innovative products
- Service providers
- Communication and marketing manager and consultants
- Specialized media

AN INTERNATIONAL MEETING

- With the expected participation of companies and research organisations, from Europe, Australia, Asia, Canada, United States...
- Involving European technological networks
- The official language will be French with simultaneous translation into English.
- 10 000 professional invitations
 - ❖ Expected participants: 600 persons per day
 - ❖ Entrance fee 500€ excl. VAT



A REPORT ON THE FORUM 2001

The Agrosanté forum, the first time for an original event in the Food and Health sector, was imagined and conceived by the Institut Supérieur d'Agriculture de Beauvais (ISAB), in partnership with the universities of Picardie Jules Verne (UPJV, France), of Iowa (USA) and of Missouri (USA), and with the financial backing of the government and local authorities.

THE ORIGIN AND OBJECTIVES OF THE FORUM

a) The origin

The origin of this event comes from ideas within ISAB, supported by the request of industry professionals.

ISAB did not in fact wait for certain recent crises (BSE, the food and mouth Epidemic..) to get involved in issues which are today often covered by the media.

As early as 1993, ISAB and the Health section of the UPJV were developing research taking the porcine model as its starting point.

Next came the idea of a teaching module dedicated to innovation in Food, Health and Nutraceuticals (2000/2001). The interest shown by the professionals in this teaching project called for even more ambitious answers: the Agrosanté® forum was one of these.

b) The objectives

The forum was aimed particularly at professionals in this emerging sector. The principle objective was to create new partnerships (putting companies in touch with each other to promote and be the catalyst for new projects), while at the same time taking stocks of the sector and its outlook for development.

THE RESULTS

✓ Attendance : with more than 600 participants over 2 days, the forum was already ask to fulfill a main objective. Industry professionals represented 2/3 of the people who attended.

✓ Levels of satisfaction :

89 % Picked up new information

73% had interesting contacts

99% were well or very well-received

97% judged the overall organisation good or very good

... and overall 93% found the forum interesting or very interesting

PROGRAMME THUESDAY 1ST APRIL

«From Healthy Eating...

9H00 OPENING OF THE FORUM



9H10 PLENARY CONFERENCES IN MAIN LECTURE HALL

CHAIRMEN: PR JEAN PAUL LAPLACE, IFN, INSTITUT FRANÇAIS DE LA NUTRITION, FRANCE
PR JOSEPH BOGUE, CORK UNIVERSITY, IRELAND

At the crossroads of the environment, agriculture and society: achieving good health through the diet dimension

Pr Jean Paul LAPLACE, IFN, INSTITUT FRANÇAIS de la NUTRITION, France.

The clinical guarantee for a health benefits: the French experience

Pr Jean Michel LECERF, IPL, INSTITUT PASTEUR de LILLE, France.

Strategies for documenting a health benefits of food: the US model

Pr Diane F.BIRT, IOWA STATE UNIVERSITY, USA.

The nutrigenomic dimension to understanding individual efficiency

Pr Barry SHANE, UNIVERSITY CALIFORNIA BERKELEY, USA.

Can health benefits be characterised by an analytical signature of the product ?

Pr Douglas RUTLEDGE & Pr Ines BIRLOUEZ-ARAGON, INA-PG, INSTITUT NATIONAL d'AGRONOMIE de PARIS-GRIGNON, France.

Consumer attitude to health and health foods

Pr Joseph BOGUE, CORK UNIVERSITY, Ireland.

What guarantees are really noticed by the consumer? the French experience

Nathalie ARTS-CHISS, UPJV, UNIVERSITE de PICARDIE JULES VERNE, France.



12H30

OPENING OF THE SELF-SERVICE RESTAURANT

OPENING OF THE EXHIBITIONS AND THE THEMATIC WORKSHOPS ON THE STANDS
PRODUCT TASTING SESSION.



16H00-18H00

THE VIEW OF THE PROFESSIONALS INVOLVED IN THE FOOD & HEALTH MARKET
(SUCCESSION OF 15-MINUTE PLENARY PRESENTATION IN MAIN LECTURE HALL)

CHAIRMAN: PR THOMAS PAYNE, MISSOURI UNIVERSITY, USA

- Functional ingredients and innovative diet product
- Pre-clinical and clinical results of health benefits
- Adaptation of processing industry techniques to food
- Product quality charters
- Industrial development strategies and their support
- Marketing, packaging and advertising new strategies
- The strategies and action of supermarket retailers
- The action of public health investigators



20H00

GALA DINNER "THE FRENCH PARADOX" COMMENTED BY PR JOSEPH HOSSENLOPP



PROGRAMME WEDNESDAY 2nd APRIL

... To Healthy Farming»

9H00 OPENING SPEECH



9H10 PLENARY CONFERENCES IN MAIN LECTURE HALL

CHAIRMEN: CEES KARSSSEN, ICA, INTER UNIVERSITY CONSORTIUM FOR AGRICULTURAL & RELATED SCIENCES IN EUROPE, THE NETHERLANDS

How to integrate the “health” dimension into the strategies of agricultural innovation

Pr Catherine WOTEKI, IOWA STATE UNIVERSITY, USA

Pr Christian REMESY, INRA , INSTITUT NATIONALE de la RECHERCHE AGRONOMIQUE, France.

Pr Jan WILLEM VAN DER KAMP, TNO, THE NETHERLANDS ORGANISATION FOR APPLIED SCIENTIFIC RESEARCH.

NASULGC*, NATIONAL ASSOCIATION OF STATE UNIVERSITIES AND LAND GRANT COLLEGES

The position of agriculture in the structuring of the economic sector of food & health

François GUILLON, ISAB, INSTITUT SUPERIEUR d'AGRICULTURE de BEAUVAIS, France.

Agriculture & health seen by the food industry

ANIA*, ASSOCIATION NATIONALE des INDUSTRIES ALIMENTAIRES, France

Agriculture & health seen by the food retailing sector

EUROCOMMERCE*, Commission européenne



12H30

OPENING OF THE SELF-SERVICE RESTAURANT

OPENING OF THE EXHIBITIONS AND THE THEMATIC WORKSHOPS ON THE STANDS
PRODUCT TASTING SESSION.



15H00-17H00

THE VIEW OF THE PROFESSIONALS INVOLVED IN THE WORLD OF AGRICULTURE & HEALTH
(SUCCESSION OF 15-MINUTE PLENARY PRESENTATION, IN MAIN LECTURE HALL)

CHAIRMAN: PR PAMELA J. WHITE, IOWA STATE UNIVERSITY, USA;

PR DANIEL THOMAS, UTC, UNIVERSITE DE TECHNOLOGIE DE COMPIEGNE, FRANCE

- Zootechnical and sanitary interests of ingredients and functional raw materials in livestock farming
- Typology and differentiating criteria for innovative products
- The adaptation of livestock and arable farming techniques to enrich agricultural products
- The methods and results of zootechnical and clinical studies to validate functional benefits of feeds
- Charters of quality for products
- Agricultural development strategies
- Marketing and advertising strategies in functional pet foods
- The action of food industry and supermarket retailers in the supply chain
- The need for human skills and their adaptation to the agriculture & health market



17H00-18H00

CLOSING DEBATE « IS THERE A HEALTH STRATEGY FOR TOMORROW'S AGRICULTURE ? »
CHAIRMAN BY PATRICE-THÉDY COLLEUILLE, SECRETARY GENERAL OF THE FRENCH ASSOCIATION
OF AGRICULTURAL JOURNALISTS



* Speaker to be approved

IMAGE ADVERTISING

- ✓ Your logo on: The visitor's guide, the CD-Rom of the proceedings.
- ✓ Your presentation: on a stand/ workshop, on a simple stand, in the briefcase, the CD-rom
- ✓ Exhibition of your products and tasting session

REF	ITEM	DESCRIPTION (technical cost excluded)	PRICE IN € Excl. VAT
1	VISITOR'S GUIDE	Advertisement inside front or back cover, outside back cover, A5 size document in four colours	1000
2	BRIEFCASE	A4 size document or advertising gift.	1000
3	Agrosanté CD ROM « The proceedings »	Contact details (Company, address, tel/fax/e-mail)	800
4		Full contact details, (logo, company, address, contact, company activity in 100 words)	1000
5		Your name in an advertising strip and hyperlink to a page of advertising or website.	1200
6	STAND (2 days)	Your stand, 9m², 2 free admissions.	2500
7	STAND - WORKSHOP (2 days)	Your stand, 18m², offering enough place to welcome 15-20 people for 20-minute presentations, (total of 5 hours over 2 days), 2 free admissions	3000
8	WORKSHOP	One 20-minute presentation a day on a collective stand, 2 free admissions.	1500
9	PLENARY PRESENTATION	One 15-minute plenary presentation, in main lecture hall, on the topics announced in advance, 1 free admission.	2000

All presentations during workshops and stand/workshops will be advertised.

CONTACT

SCIENTIFIQUE COMMITTEE

Pr Jean Paul LAPLACE,

President of the French Institut for Nutrition (IFN)

Pr Jean Michel LECERF,

Professor of Human Nutrition, Lille Pasteur Institute (IPL)

Pr Joseph HOSSENLOPP

Specialist of hedonism and health in food

Pr Bernard PARAGON,

Professor of Pet Nutrition and Health, Maisons Alfort Veterinary School (ENVA)

Mr Philippe POUILLART,

Lecturer and researcher of Immunology and functional food science, ISAB

Mr François GUILLON,

Lecturer and researcher of Marketing & Management, ISAB

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We will be glad to welcome you to our international forum.
Do not hesitate to contact us to have any further information.