

OMEGA – 3 - PLATFORM 2011



8th Practical Short Course: Omega-3s for Cosmetics, Pet Foods, Dietary Supplements/ Drugs and Food Systems

Newport Beach Marriott Hotel and Spa
Newport Beach, CA
August 18-19, 2011



Newport Beach
Marriott Hotel & Spa
Newport Beach, California

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SPEAKERS

Dr. Jeffrey Anshel, President, Ocular Nutrition Society, U.S.A.
Dr. Ignace Debruyne, President, ID&A, Belgium
Dr. Fabien De Meester, CEO, DMF Co. Ltd, Belgium
Ms. Kelley Fitzpatrick, Director of Health and Nutrition, Flax Council of Canada, Canada
Mr. Colin Garrioch, Manager, Business Development Nutrasource Diagnostics, Canada
Dr. Rodney J. H. Gray, Vice President Regulatory Affairs, DSM Martek Division, USA.

Dr. William S. Harris, Professor, University of South Dakota, USA
Mr. Adam Ismail, Executive Director, Global Organization for EPA and DHA Omega-3, USA
Dr. Yuanrong Jiang, Director of Global Research and Development, Wilmar Biotechnology R&D Center, China (P.R.C.)
Dr. Eric Lien, Adjunct Professor, University of Illinois, USA

Dr. Kangming Ma, Business Development Manager, Cognis, USA
Dr. Marc Meyers, CEO, Meyers Consulting, USA.
Dr. Ian Newton, Principal, Ceres Consulting, Canada
Mrs. Diane Ray, Vice President, Strategic Consulting Natural Marketing Institute (NMI), USA
Dr. Aimée Shunney, Medical Advisor, Nordic Naturals, USA.
Ms. Gretchen Vannice, Dietitian, Omega 3 Dietitian, USA
Dr. Puya Yazdi, Medical Director, Cyvex Nutrition, USA.

Day 1: Thursday, August 18, 2011

8:25 am **Welcome - Opening remarks**

MARKET AND REGULATIONS

8:30 am **Omega-3 Market Overview: Products, Size and Applications**, Mr. Adam Ismail, GOED, U.S.A.
 9:00 am **Regulatory and Labeling Challenges for Omega-3 Products**, Dr. Ian Newton, Ceres Consulting, Canada
 9:30 am **Market Research - Consumer Insight Case Studies: Ingredients, Consumer Products and Consumer Attitudes**, Mrs. Diane Ray, Natural Marketing Institute (NMI), U.S.A.
 10:00 am **How to Communicate with Consumers and Health Practitioners**, Ms. Gretchen Vannice, Omega 3 Dietitian, U.S.A.
 10:30 am Coffee/Tea Break and Networking

LATEST SCIENCE ON OMEGA-3 & HEALTH PROMOTION and DISEASE PREVENTION

11:00 am **Review of New Science in Omega-3**, Dr. William S. Harris, Sanford Health, Canada
 11:30 am **Omega-3 and Brain Health**, Dr. Rodney J.H. Gray, DSM Martek Division, U.S.A..
 12:00 noon Lunch and Networking
 1:30 pm **Innovative Uses of Omega-3: Joint Health**, Ms. Gretchen Vannice, Omega 3 Dietitian, U.S.A.
 2:00 pm **DHA, EPA and Dry Eye Disease**, Dr. Jeffrey Anshel, Ocular Nutrition Society, U.S.A.

SENSORY AND ANALYTICAL ISSUES

2:30 pm **Measurement of Contaminants in Omega-3 Oils and How Far to Go**, Mr. Colin Garrioch, Nutrasource Diagnostics, Canada
 3:00 pm **Microencapsulation: Technology, Basic Principles and Materials for Omega 3 Oils--Do's and Don'ts**, Dr. Marc Meyers, Meyers Consulting, U.S.A.
 3:30 pm Coffee/Tea Break and Networking
 4:00 pm **Application of Microencapsulation Technology into Specialty and Omega 3 Oils for Food, Pet Food and Animal Feeds**, Dr. Marc Meyers, Meyers Consulting, U.S.A.

COSMETICS

4:30 pm **Measuring the Levels of DHA and EPA**, Dr. Kangming Ma, Business Development Manager, Cognis, USA
 5:00 pm End of Day 1

Day 2: Friday, August 19, 2011

8:30 am **The Tissue is the Issue: Balancing Your Fats for Optimal Health**, Dr. Aimée Shunney, Nordic Naturals, U.S.A

PET FOODS AND ANIMAL FEED

9:00 am **Companion Animal Omega-3's: Market Size, Trends, and Product Concepts with Fish Oil**, Dr. Ian Newton, Ceres Consulting, Canada
 9:30 am **Plant Based Omega-3s: An Overview**, Ms. Kelley Fitzpatrick, Flax Council of Canada, Canada

DRUG APPLICATIONS

10:00 am **Review of New and Current Omega-3 Drug Formulations**, Dr. William S. Harris, Sanford Health, Canada
 10:30 am Coffee/Tea Break and Networking

SUPPLEMENTS

11:00 am **DPA on the Rise: The Science Behind an Emerging Omega-3 Fatty Acid**, Dr. Puya Yazdi, Cyvex Nutrition, U.S.A.
 11:30 pm **Clinical Applications of Omega 3 Essential Fatty Acids**, Dr. Aimée Shunney, Nordic Naturals, U.S.A.
 12:00 noon Lunch and Networking
 1:30 pm **Background on the Consensus Statements Signed at the Omega-3 Summit 2011**, Dr. Ignace Debruyne ID&A, Belgium

FOOD APPLICATIONS

2:00 pm **Infant Foods: DHA Requirements during the Second Six Months of Life: Challenges and Opportunities**, Dr. Eric Lien, University of Illinois, U.S.A.
 2:30 pm **Stories in Food Application: Innovative Application – Cooking Oil**, Dr. Yuanrong Jiang, Wilmar Biotechnology R&D Center, China (P.R.C.)
 3:00 pm **A Kyoto-type Approach to Omega-6/3 Fatty Acids: The Tissue is The Issue**, Dr. Fabien De Meester, DMF Co. Ltd., Belgium
 3:30 pm End of Program

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Registration rate includes short course manuals, lunches, dinner and coffee Breaks

Registration Fees	On or before July 18, 2011	After July 18, 2011
Regular Registration	\$895.00	\$995.00
GOED Member Registration	\$845.00	\$895.00
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