



# CENTER FOR FRUIT & VEGETABLE QUALITY

## Spring 2008 Symposium

### “Fruit & Vegetable Health Claims – What, Why & How”

Co-Sponsored by the Foods for Health Institute and the Postharvest Technology Research and Information Center

Walter A. Buehler Alumni and Visitors Center, Alpha Gamma Rho Room

Thursday, May 15, 2008

8:00 – 8:30	Registration & Continental Breakfast
8:30 - 8:45	<b>Overview of the Center for Fruit &amp; Vegetable Quality</b>
8:45 – 9:30	<b>FDA Regulatory Framework for Labeling Related to Nutrition and Health</b> Barbara Schneeman, Director of ONLDS/CFSAN/FDA
9:30 – 9:45	Animated Discussion, moderated by Jim Gorny, Executive Director, UC Davis Postharvest Technology Research & Information Center
9:45 – 10:00	Break
10:00 – 10:30	<b>Health Claims in US: Public Health Boon or a Tower of Babel?</b> Clare M. Hasler, Executive Director, Robert Mondavi Institute
10:30 – 10:45	Animated Discussion, moderated by (TBD)
10:45 - 11:15	<b>Measuring What You Want and Wanting What You Measure</b> Susan Ebeler, Professor, UC Davis Viticulture & Enology
11:15 – 11:30	Animated Discussion, moderated by Dan Kliebenstein, Professor, UC Davis Plant Sciences
11:30 – 12:30	Lunch
12:30 – 1:00	<b>You Are What You Eat and We Can Prove It!</b> Charles Stephensen, Research Scientist, USDA Western Human Nutrition Research Center
1:00 – 1:15	Animated Discussion, moderated by (TBD)
1:15 – 1:45	<b>Successfully Navigating Regulatory Health Claim Data and Legal Requirements</b> Leslie T. Krasny, Keller and Heckman, LLP
1:45 – 2:00	Animated Discussion, moderated by Clare M. Hasler, RMI
2:00 – 2:15	Break
2:15 – 4:30	<b>Foods for Health Institute Organized “University-Industry Partnering Workshop: An Experiment in the High Throughput and Rapid Assessment of Compatibility”</b> M.R.C. Greenwood, Director, Foods for Health Institute Melanie Funes, Executive Assoc. Director, Foods for Health Institute
4:30 – 5:30	<b>Fruit &amp; Vegetable Tasting/Social</b>

