

Session II - Lone Star Room

2:00 – 3:30 p.m.

Round Table Discussion

The Health Impact of Fruits and Veggies: Perspectives on Challenges and Opportunities

Moderator:

John Sauve, Swardlick Marketing Group

John Suave currently leads the Food & Nutrition Practice at Swardlick Marketing Group--the Maine-based firm that first discovered and launched the antioxidant-ORAC health-based story for the wild blueberry industry and also created the '5-A-Day The Color Way' strategic communication program for the produce industry. With over 40 years in the food industry, Suave has a wealth of marketing and operations experience. Prior to joining Swardlick Marketing Group, John served as Executive Director of the Wild Blueberry Association of North America. He has served as a principal with The Hale Group, a Boston-based management and consulting firm, and held executive positions in operations and marketing for a major restaurant chain and ice cream retailer in the northeast.

Panelists:

Jim Gratzek, General Mills

David Gombas, United Fresh

Chris Romano, Whole Foods

Hugh Topper, HEB Grocery

Gary Huddleston, Kroger

Richie Jackson, Texas Restaurant Association

John Kreger, Houston Fresh Fruit and Vegetable Association

Break

3:30 – 4:00 p.m.

Session III

4:00 – 5:30 p.m.

Chair, Kendal Hirschi, Assistant Director VFIC

Research Updates:

Genetics/Breeding/Environmental Effects on Bioactive Compounds - *Kevin Crosby*

Bioassay Derived Assays and Isolation and Purification of Bioactives - *K.N.C. Murthy & G.K. Jayaprakasha*

Mechanism of Action Studies Related Disease Prevention - *Cynthia Thomson*

