Delivering dietary diversity using natural variation in crops

Seminar Session at Food Matters Live, London ExCeL

14:00 – 16:15 Wednesday 18th November 2015

All are welcome to attend but you must register for Food Matters Live in advance

Diversity, both within and between crops, has an often unrecognized role in healthy and nutritious diets. The UK Vegetable Genebank holds a globally significant seed collection representing variation in vegetable crops such as brassicas, onions, lettuce and carrot, and the collection is used to develop new and better vegetable varieties - not only to cope with climate change and associated impacts but to provide enhanced flavour, texture and nutritional value. The aim of this session is to celebrate diversity in crops in a broad sense and highlight where new products have been developed based on existing variability in crops. Speakers offer a range of perspectives from scientist through to grower and retailer, all of which will highlight the range of variation in different crops and the positive impacts such diversity has on consumer choice and health.

14:00 Dr Ian Puddephat  
Senior Director Agro Discovery & Sustainability, PepsiCo  
Introduction by Chair – Challenges of matching agro-derived products with consumer preferences

14:10 Dr Charlotte Allender  
Director, UK Vegetable Genebank, University of Warwick  
The UK Vegetable Genebank: a resource for innovation in fresh produce

14:30 Dr Maria Traka  
Senior Scientist, Institute of Food Research  
Exploiting natural diversity – the development of Beneforte broccoli

14:50 Professor Paul Thornalley  
Professor in Systems Biology, Warwick Medical School, University of Warwick  
Health benefits of fruit and vegetable consumption

15:10 Demonstration of diversity in vegetables – colour and taste

15:20 Mr Guy Thallon  
Head of Research, Development and Innovation, Produce World Group  
Diversity and fresh produce – a producer’s perspective

15:40 Mr David Northcroft  
Category Varietal Development Manager, Waitrose  
Trends in fresh produce – meeting the needs of the sophisticated consumer

16:00 Mr Melville Miles  
Head of CSR and Agronomy, Freshtime  
Summary of session and perspective on future developments on crop diversity

16:15 Close

Organizers: Dr Charlotte Allender, Dr Rosemary Collier, Dr Debbie Girdlestone, Prof Brian Thomas, Dr Peter Walley

For directions and information please visit http://www.foodmatterslive.com/