

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 <i>Senior Director Agro Discovery & Sustainability, PepsiCo</i>	Introduction by Chair – Challenges of matching agro-derived products with consumer preferences
14:10	Dr Charlotte Allender <i>Director, UK Vegetable Genebank, University of Warwick</i>	The UK Vegetable Genebank: a resource for innovation in fresh produce
14:30	Dr Maria Traka <i>Senior Scientist, Institute of Food Research</i>	Exploiting natural diversity – the development of Beneforte broccoli
14:50	Professor Paul Thornalley <i>Professor in Systems Biology, Warwick Medical School, University of Warwick</i>	Health benefits of fruit and vegetable consumption
15:10	Demonstration of diversity in vegetables – colour and taste	
15:20	Mr Guy Thallon <i>Head of Research, Development and Innovation, Produce World Group</i>	Diversity and fresh produce – a producer’s perspective
15:40	Mr David Northcroft <i>Category Varietal Development Manager, Waitrose</i>	Trends in fresh produce – meeting the needs of the sophisticated consumer
16:00	Mr Melville Miles <i>Head of CSR and Agronomy, Freshtime</i>	Summary of session and perspective on future developments on crop diversity
16:15	Close	