

EATERS™

UNDER INFLUENCE

SIAL Canada is proud to host the second edition of the Eaters Under Influence conference, which will take place on April 21, 22 and 23 as part of the SIAL Canada 2010 trade show in Montreal.

Eaters Under Influence is an event created by Enzyme, a leading food and health marketing agency. Aimed at local and international food industry professionals, it is a forum that allows participants to share in-depth knowledge, valuable experiences and unique perspectives related to the hottest trends and topics in today's food marketplace.

This year, the theme of Eaters Under Influence is "Feed Me." It can be summed up as follows: *In their role as eaters, people around the world seek taste, quality and natural goodness, and they want the food on their plate to be provided in an ethical, transparent manner. What can the food industry do to meet these expectations? Using a conference format focused on practical applications and case studies, Feed Me will shed light on the latest trends in the food business with respect to innovation and sustainable commitment.*

3 days overview

April 21

Innovation

Encouraging It, Maintaining It, Managing It—Grist for the innovation mill! Drawing on current trends and promising new developments, speakers from all areas of the food industry will explain how to make innovation a central element in your strategic approach.

■ **Participants include:**

Xavier Terlet, president, **XTC World Innovation**

"Profile of the North American 2009 trends in Food Innovation"

Jordan LeBel, Ph.D., pleasure specialist, **Concordia University**

"Integrating Pleasure and Health Innovation Based on Consumers' Decision-Making Process"

Stéphane Drouin, president, **SVM**

"Turning Consumers into Buyers: How to Optimize Your In-Store Strategies"

And many others...



April 22

Sustainable Engagement

Taking Corporate Social Responsibility to the Next Level—Discover the new formula for success in the food industry from companies that have been able to combine business opportunities with social vision through activities aimed at responsible supply chains, community engagement and the integration of green technology.

■ Participants include:

Andrea Roy, associate and director of business development, **OCO Technologies**

"The Impact of the Carbon Market on the Food Industry"

Mathieu Laperle, director, food and hospitality services, and **Oliver De Volpi**, executive chef, **McGill Food and Dining Services**

"A Sustainable New Vision for Institutional Food Service"

Jérôme Bonduelle, general director, **Bonduelle North America**

"Social Engagement in the Community: Going Beyond Your Brand and Products"

And many others...

April 23

Improving Your Food Products

Learn to Take the Initiative—More than ever before, consumers and governments are pressuring the industry to develop food products that are healthier, safer and more respectful of the environment. Through a series of discussion panels, the conference's third day will show you what approach your company can take in light of this new development that offers the industry a chance to make itself over.

■ Participants include:

Veronique Jeannotte, P.Dt., **Agri-Food Export Group**

"Marketing and Regulation: Bridging the Two Worlds"

Islem Yezza, Ph.D., sustainable packaging and biomaterials consultant

"Food Packaging: A Friend to the Environment and Intelligent Partner"

Donna Bottrell, director of nutrition, **Compass Group Canada**

"Playing a Role in Creating a Healthier Canada: Providing Balanced Meals in Workplaces and Schools"

And many others...

