



▶ Collaborate with top scientists, agriculture experts, healthcare executives and policy makers



▶ Gain critical new insights into what different consumers prefer



▶ Change how food is grown, processed, distributed, marketed, sold and consumed

**COMPLEX PROBLEMS REQUIRE COMPLEX SOLUTIONS**

## ***PATHS OF CONVERGENCE FOR AGRICULTURE, HEALTH, AND WEALTH***

### **A ROADMAP DEVELOPMENT WORKSHOP FOR REAL WORLD IMPACT**

#### ***THE FOOD INDUSTRY FACES A DAUNTING CHALLENGE***

An enormous percentage of profits comes from ingredients and products that are increasingly associated with the global obesity epidemic and poor nutrition. By staying this course, it faces a growing likelihood of regulation and public vilification. But if it converts to healthier ingredients and products, it risks a steep loss in profits, given the population's reluctance to give up the foods it now loves, and the potentially higher costs of providing significantly healthier foods. The solution lies with finding ways to simultaneously shift what the food industry can provide at reasonable cost, and what consumers choose to buy.

This conference brings together leading players in the food industry with a wide range of top scientists, agriculture experts, healthcare executives and policy makers. The goal: To collaborate on a roadmap for sweeping, innovative changes in how food is grown, processed, distributed, marketed, sold and consumed, so that improved population-wide health can go hand-in-hand with a thriving food industry.

#### ***WHY ATTEND?***

Leaders who attend will have a chance to set a global agenda for reconfiguring the food chain in ways that may affect profitability for decades. They will interact with scientists at the leading edge of changing the way food is grown and processed; with researchers compiling vast new databases on, and gaining critical insights into, what different consumers prefer; with policy makers who will be deciding on food-related regulation and incentives; and with fellow industry leaders who share an interest in protecting profits while leaping from being part of the problem to being part of the solution. They will be among the first people in the world to see and help shape the roadmaps leading to long-term, far-reaching change in the food industry. And they will gain access to new tools and ideas that they can take back to their organizations.

***New Delhi, India  
June 22nd -24th,  
2012***



**PARTICIPATE IN DETERMINING THE FUTURE OF FOOD, AND OF ITS RELATIONSHIP TO HEALTH AND WEALTH.**

<http://www.mcgill.ca/desautels/mwp/>



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#### **Select Attendees Include:**

**Aldo Uva**, President, Flavors Division, Firmenich  
**Prabhu Pingali**, Deputy Director, Agriculture Development at Bill & Melinda Gates Foundation  
**Steven Thompson**, CEO, John Hopkins Medicine International, USA  
**Jan Westrate**, SVP, R&D, Pepsico - Asia Middle East Africa  
**Rajeev Batra**, Group Head, Corporate Affairs, Hindustan-Unilever, India  
**Gerald Combs**, Center Director, Grand Forks Human Nutrition Research Center, USDA-ARS  
**Paul Donato**, EVP and CRO, The Nielsen Company, USA;  
**Poonam Khetrapal Singh**, WHO Deputy Regional Director for South-East Asia  
**Ellen Gustafson**, The 30 Project; Co-Founder, FEED Project, USA