



# Future Food Utrecht - Symposium 'Bright Food Solutions, Better Life'

14 October 2016 – De Uithof - [Victor J. Koningsberger building](#)

## Programme

### 9:00 Registration

09:30 Welcome, Prof. dr. Rens Voesenek (Chairman board Future Food Utrecht, Utrecht University)

09:35 Opening, Prof. dr. Bert van der Zwaan (Rector Magnificus, Utrecht University)

09:45 Prof. dr. Rob Hamer (VP Discover/Director of Lab at Unilever)  
*"The consumer and food: a matter of love and hate?"*

10.10 Dr. Ir. Gerda Feunekes (Director of The Netherlands Nutrition Centre Foundation)  
*"Promoting healthy and sustainable food. How can we reach the consumer?"*

10:35 Prof. dr. Paschal Sheeran (Professor of *Psychology*, University of North Carolina)  
*"Promoting reception, motivation, and action in eating behavior interventions."*

### 11.15 Coffee & Tea break

11:35 Dr. Marieke Adriaanse (Associate professor, Department of Social Health and Organizational Psychology, Utrecht University)

*"Confabulating reasons for eating"*

12:00 Prof. dr. Julia Bailey-Serres (Director Center for Plant Cell Biology,  
University of California, Riverside)

*"Waterproofing rice: From the genes to farmers' fields."*

**12:40 Lunch**

13:30 Prof. dr. Arjan Stegeman (professor at Epidemiology, infectious  
diseases and health care, Utrecht University)

*"Animal Health Challenges in Sustainable Livestock Production."*

13:55 Prof. dr. Renger Witkamp (Professor in Nutrition and Pharmacology,  
Wageningen University)

*"When food and pharma meet at the dinner table, who decides on the menu?"*

**14.35 Coffee & Tea break**

14:55 Prof. dr. Johan Garssen (Head Division of Pharmacology, Utrecht  
University: Director Immunology Utrecht/Singapore, Nutricia Research)

*"Dietary intervention and immune regulation: Impact for NCDs."*

15:20 Discussion led by Prof. dr. Paul Schnabel (University Professor, Utrecht  
University)

16:10 Closing

**16:20 Networking and drinks**

17:30 End of symposium

