

# Agenda



## **CIFAR Advisory Board Meeting II**

**Founders Room, Buehler Alumni and Visitors Center**

**University of California, Davis**

**June 4, 2008**

**1:00 – 5:00 p.m.**

**1:00 Self-introductions.**

**1:10 Recognition of New CIFAR Members.**

DPW Corporation, Wayne, PA and Shanghai, China (not present)

Fujian Fuda Biotech Co., Ltd. Fuzhou, China (not present)

Fujian Sunner Development Co., Ltd, Guangze, China (not present)

Mattson, Foster City, CA

Primafuel Inc., West Sacramento, CA (May 29)

Renewable Energy Institute International, Roseville, CA (May 29)

The Morning Star Company, Woodland, CA (June 4)

*Each new company representative is invited to speak for up to 5min*

**1:30 CIFAR/Campus Status Report.**

*Sharon Shoemaker and Executive Committee Members*

**2:00 Food Foresight: Trends in Food and Agriculture.**

*Sharon Long-McNerney, Vice President, Food Foresight, Sacramento, CA*

*Presentation will include highlights of May 1-3 panel retreat.*

**2:30 The Latest Consumer Trends on Functional Foods and Health**

*Dave Schmidt, President & CEO, International Food Information Council, Washington D.C.*

Update on IFIC's research on how US consumers view functional foods and health in a media and regulatory environment that is second-guessing many claimed health benefits.

**3:00 Break**

**3:15 Round Table Discussion with Input from Board Members and Advisors.**

**3:45 Campus Spotlight: The UC Davis Milk Bioactives Consortium.**

*Dave Mills, Professor, Viticulture and Enology*

**4:15 Tour of Robert Mondavi Institute of Wine and Food Science.**

*Participants must have appropriate dress, closed toed flat shoes; hard hats and glasses will be provided. Tour given by Allen Lowry, Senior Project Manager, UC Davis Architects and Engineers, and Clare Hasler, Executive Director, Robert Mondavi Institute of Wine and Food Science.*

**5:00 Adjourn.**

**6:00 Dinner at Season's Restaurant, Davis**

June 5, 6:15 a.m. Bus departs from Hallmark Inn to CIA in St. Helena.