The Future of Food: Where Science, Policy and Consumers Converge

Wednesday, July 4th | After Hall, Naftali Building, Tel Aviv University

08:30-09:30 Registration and Coffee

09:30-09:45 Greetings
Joseph Klafter, President of Tel Aviv University
Daniel Chamovitz, Dean of the George S. Wise Faculty of Life Sciences, Tel Aviv University
Nir Ohad, Head of the Manna Center Program for Food Security, Tel Aviv University

09:45-11:25 Food Choices in a World of Plenty
Moderator: Efrat Oron, Director of Research and Outreach, Manna Center Program for Food Security

09:45-10:15 Food Policy for All: Using Behavioral Nudges to Go Beyond the Average Consumer
David R. Just, Susan Eckert Lynch Professor in Science and Business, S.C. Johnson College of Business, Cornell University, USA

10:15-10:30 A Journey to Better Health with Microbiome-Based Solutions
Amir Golan, Chief Commercial Officer, International, DayTwo

10:30-10:45 Nutrition Policy in an Era of Obesogenic Built Environments
Ronit Endevelt, Director, Nutrition Division, Public Health Services, Israeli Ministry of Health

10:45-11:00 Social Marketing for Healthier Food Choices
Gitit Bar-On, Department of Communication, Gershon H. Gordon Faculty of Social Sciences, Tel Aviv University

11:00-11:25 Panel Discussion

11:25-11:45 Coffee Break

11:45-12:15 Genetic Engineering: Panacea or Problem
Moderator: Nir Ohad, Head of the Manna Center Program for Food Security

11:45-12:15 Solutions to World Food Security – Available But Not Used
Kevin M. Folta, Professor and Chairman, Horticultural Sciences Department, University of Florida, USA

12:15-12:30 GMOs – An Ecological Perspective
Tamar Dayan, School of Zoology, George S. Wise Faculty of Life Sciences, Tel Aviv University

12:30-12:45 Israel GMO Regulation Facing New Biotechnologies
Shlomo Israel, Coordinator of the National Committee for Transgenic Plants (NCTP), Israel Ministry of Agriculture

12:45-13:00 New Breeding Technologies (NBT) – Point of View of a Global Seed Company
Orna Livneh, Global IP & Innovation Lead, Hazera Seeds

13:00-13:25 Panel Discussion

13:25-14:10 Lunch

14:10-15:00 Tailoring Global Innovations for Local Solutions
Moderator: Maya Oren, Program Director, Manna Center Program for Food Security

14:10-14:40 Reaching Urban Consumers and Building Markets for Smallholder Farmers with Biofortified Sweetpotato Processed Products
Jan W. Low, 2016 World Food Prize Co-Laureate, Principal Scientist & co-Leader of the Sweetpotato for Profit and Health Initiative, SASHA Project Manager, International Potato Center – SSA, Kenya

14:40-14:55 Getting the World’s Smallholder Farmers to Make Sustainable Use of Inputs
Ram Fishman, Department of Public Policy, Gershon H. Gordon Faculty of Social Sciences, Tel Aviv University

14:55-15:10 Introducing Drip Irrigation Technologies to Smallholder Farmers in Africa – The Challenges of Sustainability and Adoption
Tammy Erann-Soussan, Head of French Department, MASHAV’s Agricultural Training Center – MATC

15:10-15:25 In The Service of Smallholder Farmers: Policy, Technology and Innovation
Hilly Hirt, Head i4F Fund, Israel Innovation Authority

15:25-15:50 Panel Discussion

15:50-16:00 Summary Wrap Up