



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
- 9:45-10:15 *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*
- 11:45-13:25 **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**