

Creating and Capturing Value from the Market for Health Enhancing Foods

Knowledge Transfer Workshop

Researchers at the University of Guelph have undertaken a study aimed at understanding the critical success factors and obstacles related to creating and capturing value in the market for functional foods and natural health products. This interactive workshop is intended to disseminate key knowledge points learned from this study and to engage public and private sector stakeholders in a dialogue that promotes wider dissemination and understanding of these results, and helps shape the future research agenda.

When: 8:30 am to 1 pm (lunch provided) 13 December 2010

Where: Room 442 University Centre, University of Guelph

Agenda

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| 8:30 am | Welcome and project overview |
| 9:00 am | What are the critical success factors and obstacles? Results from in-depth interviews with key decision makers. |
| 10:00 am | Break |
| 10:15 am | How do critical success factors and obstacles affect firm performance? |
| 11:15 am | Break out sessions to address: <ul style="list-style-type: none">• Which critical success factors do we need to understand better?• Which critical success factors provide the best lever for improved firm performance in Ontario?• What are priority issues for future research? |
| 11:50 | Synthesis and path forward |
| Noon | Lunch and open discussion |
| 1 pm | Close |

If you are interested in attending this half-day knowledge transfer workshop please email John Cranfield at jcranfie@uoguelph.ca to reserve your space. Space may be limited so please respond early.