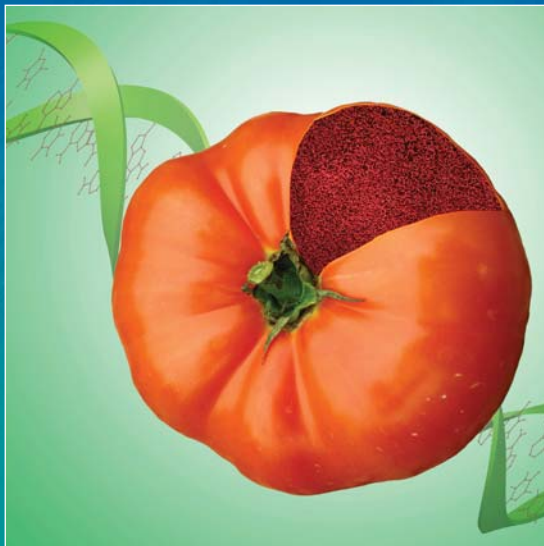


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## Food in the 'Omics' Era: towards personal health and safety

Dr. Bruce German

Professor, University of California, Davis;  
Scientific Advisor, Nestlé Research Centre,  
Lausanne, Switzerland

Wednesday, May 7, 2008

Centennial Room, Westin Hotel

10135 - 100th Street

Edmonton, Alberta

09:30 a.m.      Networking

10:00 a.m.      Seminar with Q&A to follow

11:00 a.m.      Conclusion

To register call:

Marian Parslow  
Alberta Advanced Education and Technology  
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Or register on-line at  
<http://www.technology.gov.ab.ca/vip>

(Registration is complimentary, courtesy of the Alberta Life Sciences Institute and the Alberta Agricultural Research Institute)

Seminar Series Coordinated by

Seminar hosted by the Alberta Life Sciences Institute (ALSI) and the Alberta Agricultural Research Institute (AARI).

Featuring **Very Innovative People**

## Food in the 'Omics' Era: towards personal health and safety

Dr. Bruce German

Wednesday, May 7, 2008

Edmonton, Alberta

- Will we soon be able to buy food which is perfectly matched to our genetic profile?
- What are the new areas of research which will make a seamless bridge between agriculture, food, and health?
- How are food companies responding to these new opportunities?
- Will Alberta be able to participate in this new era of "personalized nutrition" and benefit both economically and socially?



# Topic

## Food in the 'Omics' Era: towards personal health and safety

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It is now recognized that each human's genetic blueprint can be influenced by the nutrient content of the food they consume. Personalized medicine is making advances due to the availability of new technologies. Tools now exist to understand the genetics of individuals and the regulation of each person's genes to produce unique proteins based on each person's nutritional intake. The implications of enhanced understanding of personalized medicine can create new opportunities for linking the agriculture, food, and nutrition communities.

Potential benefits will include:

- The development of agriculture-based specific foods, nutrients, nutraceuticals or drugs that, through specific enhancement or influencing of gene/protein action, will reduce risk or prevent common chronic diseases.
- New knowledge about nutrient-gene interactions in maintaining good health in humans, livestock, and crops.
- The identification of genes and genetic pathways as targets for novel nutrient-based intervention strategies.



# Speaker

## Dr. Bruce German

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Dr. Bruce German, professor at the University of California, Davis, is exploring the structure and function of dietary lipids. The goal of his research is to build a knowledge base to improve human health through superior food products. Through this research, Dr. German is studying how individual human lipid metabolism responds to the chemical composition and structural organization of foods. Of particular interest is the role of milk components in food and health and the application of metabolic assessment to personalizing diet and health.

Dr. German received his PhD from Cornell University in 1984 after earning a Master's degree from the University of Western Ontario. He has been a member of the faculty at the University of California, Davis, since 1988, where he is currently a professor. In 1997, he was named the first John E. Kinsella Endowed Chair in Food, Nutrition and Health. He also serves as a scientific advisor to the Nestlé Research Centre in Lausanne and is head of the Scientific Board of Lipomics Technologies Inc. in California. Dr. German and his colleagues have published more than 250 papers on lipids, metabolism, and metabolite measurements and have patented applications of lipids as bioactive agents.

# Series Coordinator

## Alberta Advanced Education and Technology

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<http://www.technology.gov.ab.ca>

Alberta Advanced Education and Technology is responsible for strengthening the province's knowledge-based economy and enhancing Albertans' quality of life through a province-wide culture of knowledge, skills development, and innovation.

The ministry ensures the province's high-quality learning environment, including an effective apprenticeship and industry training system, is affordable and accessible, and the source of a highly skilled workforce.

Through leadership and strategic investments, the ministry also nurtures an innovation system consisting of world-class research capacity and technology commercialization support designed to accelerate growth and productivity in value-added sectors within four priority areas: energy, information and communications technology, life sciences and nanotechnology.

Five research institutes within the ministry and several other affiliated organizations serve as a resource to government and industry in coordinating funding and promoting activity in priority areas.

## Host Alberta Life Sciences Institute

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The Alberta Life Sciences Institute (ALSI) focuses on life sciences opportunities at the convergence of the traditional sectors of health, agriculture, energy and forestry.

## Alberta Agricultural Research Institute

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The Alberta Agricultural Research Institute (AARI) was established by the Government of Alberta to provide strategic leadership and catalytic funding for the development of agricultural innovation in partnership with industry, academia and government.