



Baking Association
of Canada

Association canadienne
de la boulangerie

FALL TECHNICAL SEMINAR BAKERY TRENDS

Making educated food choices from three perspectives

Wednesday October 25th, 2017

CENTENNIAL COLLEGE EVENT CENTRE, 937 Progress Avenue,
Toronto, ON M1G 3T8 • 8th floor – Winter Room

1:00 pm to 4:00 pm

Learn more about our guest presenters...

MARC BORIA

SR. VP BUSINESS DEVELOPMENT – LPSI (LUCROS PARTNERS SHOPPER INTELLIGENCE)

With 25+ years of CPG experience in both Sales and Marketing leadership roles, Marc's passion is to help his clients solve their category and shopper related issues. Be it Category, Shopper or Trade Marketing strategies, he has been fortunate to work with some of the brightest and motivated companies in the world.

Most recently with LPSI, his entire focus is on the Shopper! The last frontier of data analytics, Shopper Intelligence brings with it an unmatched capacity to better understand the shopper.

Neutral, unbiased, comparable data on what category, brand and retail shoppers really want. Shopper Research is an incredibly progressive idea. Born of the age of Category Management, it's fueled by Industry consolidation and the resulting, ever increasing need for retailers and manufacturers to work together to optimize their joint business. When insights are delivered and identify the drivers and barriers of shopper purchasing, changes can be implemented that influence and grow categories to the benefit of both parties. Therefore, the objective of shopper research is to uncover crucial information about how shoppers think, behave and process decisions. Most importantly is the need to discover what shoppers want, and whether or not we are currently giving it to them. Then we must identify how they move from need to purchase.

FLORA WANG

MANAGER OF NUTRITION AND SCIENTIFIC AFFAIRS – CANADIAN SUGAR INSTITUTE

Dr. Wang is the Manager of Nutrition and Scientific Affairs at the Canadian Sugar Institute. In this position she is responsible for ensuring the scientific integrity of CSI's nutrition communications. Responsibilities include national and international research and policy monitoring and input, professional and academic collaboration, sponsorship, presentations, and resource development. She also provides expert opinion and support on food and nutrition policy and guidelines related to sugars consumption and health. Dr. Wang represents the Institute on the Scientific Committee of the World

Sugar Research Organisation and is an active member of the Canadian Nutrition Society, Canadian Diabetes Association, and Dietitians of Canada.

Dr. Wang completed her PhD (Nutrition and Metabolism) at the University of Alberta, Canada and BSc (Biological Science) at Xiamen University, China. Her work during her PhD was among the first to demonstrate the health benefits of natural trans fatty acids (particularly trans-11 vaccenic acid) from dairy products and ruminant meats under conditions of dyslipidemia and the Metabolic Syndrome. Prior to her work at the CSI, she completed a 3-year post-doctoral fellowship at the University of Alberta working on various projects including critical reviews and reports on natural trans fat and cardiovascular health, initiatives pertaining to the CODEX definition and nutrition labelling of trans fat, as well as a Health Canada Clinical Trial Application for a multi-centered randomized clinical trial. In addition, she was involved in a number of clinical studies investigating impaired non-fasting/postprandial dyslipidemia during childhood obesity and early stages of Polycystic Ovarian Syndrome. As a graduate student, Dr. Wang received numerous scholarships and presentation awards including the Anthony Fellowship in Human Nutrition, Young Investigator Award at the International Symposium on Chylomicrons in Disease, and Best Poster Presentation at the Canadian Nutrition Society Annual Meeting.

CHARMAINE KURAN

SECTION HEAD, NUTRITION COMPOSITION, BUREAU OF NUTRITIONAL SCIENCES, HEALTH CANADA

Ms. Charmaine Kuran is Section Head of the Nutrition Composition Section at Health Canada in the Nutrition Regulations and Standards Division in Ottawa, Ontario. Ms. Kuran has a Bachelors of Science in Food Science from McGill University (Macdonald College) and a Masters in Business Administration from Concordia University. Before joining Health Canada in 2009, Ms. Kuran held various positions with the Canadian Food Inspection Agency, Agriculture and Agri-Food Canada and Consumer and Corporate Affairs Canada in Montreal. Ms. Kuran has worked on various food files related to consumer protection and nutrition, including nutrition labelling, sodium reduction, food fortification and others.