



PRESS RELEASE

New European Healthy Ageing Food Industry Platform: Combining Business & Innovation

- The Platform for Food, Medical Nutrition & Dietary Supplements -

Bilthoven (The Netherlands) 25 September 2012 – **The 2nd edition of the *Healthy Ageing Conference* will be held on 15 & 16 November 2012 in Frankfurt (Germany). This is the business and research meeting on healthy ageing markets for medical nutrition, food industry and dietary supplements. More than 150 experts will gather and discuss business and innovation opportunities and how to reach out to the consumer in an effective way.**

Healthy Ageing is an important theme for many food, medical nutrition and dietary supplement companies as most Western societies are ageing very fast. It is important to keep track of the challenges and opportunities from an European and global perspective. 2012 is the Healthy Ageing year in Europe. More than 30 regional initiatives will be launched in Brussels on 6 November. DG SANCO (Health & Consumer Department of European Commission) will present four European initiatives on malnutrition with short and long term vision and actions at Healthy Ageing 2012. They will be joined by more than 150 food industry experts from German and international manufacturers, ingredient companies, retailers, research institutes and universities including speakers from Fresenius, Nestle, Danone, Fonterra, Abbott, DSM, Goethe University and many others.

How can food companies capitalise on these trends? Elderly people do not want to be addressed as "elder or part the greying society". Getting the positioning right is key! *"With time we are subject to involuntary loss of muscle mass: sedentary individuals over 30 years of age undergo a reduction in lean muscle mass of 3 to 8% per decade. With aging, this condition worsens through degenerative loss of skeletal muscle mass and strength. Also known as sarcopenia, this condition affects significantly 30% of the population over 60, and 50% of the population over 80",* says Jean Heggie, Director of Marketing at Solae, LLC (USA). How to address this via retailing channels? *"Our consumer research shows that older consumers start to feel the impact of muscle loss in a variety of ways; and consumers in different markets focus on different indicators of age. The ability to position new products to appeal to these issues, we believe, is one of the keys to success; and dairy protein is particularly well placed to help address these issues to assist ageing consumers to maintain active lifestyles,"* says Brian Watson, General Manager of the Mobility Nutritional Platform for Fonterra Nutrition.

This Healthy Ageing platform consists of 2 tracks with a total of 9 sessions and 40+ expert speakers. The two main tracks are:

* **Business & Marketing Strategy** track, with a focus on 'Building the business case'. Sessions will include, amongst others; 'Capitalising on the growing care needs and markets' and 'Exploring the Food Market potential'. This track is of great interest for strategy, business and sales & marketing managers.

* **Innovation & Research** track with a focus on "Technology, Nutrition & Market". This track will share experiences and insights on Medical Nutrition, Brain Memory & Cognition Food, Ageing Actively, Blood Glucose & Vitality, Bone & Joint Health and Heart Health and is an excellent platform for the R&D, innovation and marketing manager.

Note to the editor

Bridge2Food is a knowledge and network agency based in The Netherlands. Its key strength is the development of specific platforms for the food industry: '**Building bridges between food professionals**'. Bridge2Food is operating in the international food sector. Bridge2Food facilitates **international food networks** such as the **Protein Innovation Network (PIN)** for research managers with an interest in food proteins. Bridge2Food



also organizes a wide range of [food industry conferences](#) for senior managers of food manufacturing companies in Europe, the USA and Asia.

You are kindly requested to list this conference in your possible event calendar (online and/or offline). More information about Healthy Ageing; <http://www.cvent.com/events/healthy-ageing-2012/event-summary-e864e798cb934f14943948c9a1fcb753.aspx>

The logos of Bridge2Food and Healthy Ageing 2012 are available for download. Please find here 3 different sizes which you can use:

[Banner 1 \(160 x 240\)](#)

[Banner 2 \(299 x 60\)](#)

[Banner 3 \(620 x 120\)](#)

For more information and photo material please contact:

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Upcoming Bridge2Food platforms:

- 3rd [Sports & Performance Nutrition Conference](#), October 2012 (Germany)
- Protein 2013, April 2013 (Netherlands)
- 8th Food Proteins Course, July 2012 (USA)
- 9th Food Proteins Course, September 2013 (Netherlands)
- 3rd Healthy Ageing, October 2013 (Germany)
- 4th Sports & Performance Nutrition, November 2013 (France)