

PROGRAMME
AU FOODNET brainstorming
about
organic food
Monday, 7 June 2010, 10:00-15:00
at Aarhus University.

Meeting place: Aarhus School of Business, Building R, Room R220, [Fuglesangs alle 26](#), 8210 Aarhus V. Please note that the meeting will generally be held in English, as non Danish speaking persons will be present.

We expect from the meeting to

- achieve the basis for applications to the “ØkoForskPlus” and other future programmes
- create and strengthen interdisciplinary networking and contacts within food research
- achieve ideas for new future long term efforts regarding organic food.

Programme.

09:30-10:00 Arrival and coffee

10:00-10:05 Welcome by Research director Jacob Holm Nielsen, Faculty of Agricultural Sciences (DJF)

10:05-10:15 Talk. “What is special about the ØkoForskPlus Programme” by Head of center Niels Halberg, ICROFS

10:15-10:30 Talk. ”Organic food R&D from a company perspective” (in Danish) by Head of R&D Mogens Poulsen, Thise Mejeri

10:30-10:40 Talk. ”Why do consumers buy organic food? For selfish reasons or the common good” by Professor John Thøgersen, MAPP

10:40-10:50 Talk. “Hard core organic food science” by Jacob Holm Nielsen, DJF.

10:50-10:55 Introduction to brainstorming in groups by Jacob Holm Nielsen.

10:55-11:05 Break

11:05 -12:20 Brainstorming in groups regarding suggestions for project ideas

12:20-13:00 Light lunch

13:00-14:00 Group presentations and discussions in forum, including selection of projects to proceed with and appointment of project coordinators, Chairman Jacob Holm Nielsen

14:00-14:20 Coffee break

14:20-15:00 Planning in selected groups on how to proceed with project descriptions.
(The groups may continue their discussions also after 15:00, if wanted).

Contact person:

Karl Tolstrup, Faculty of Agricultural Sciences, Secretary, AU FOODNET
Telephone 8999 1062/mobile 2217 2062, e-mail: Karl.Tolstrup@agrsci.dk