



Breaking News on Food & Beverage Development - North America

FOOD VISION USA 2016: Can personalized nutrition transition from lucrative niche to scalable mainstream?

By Elaine Watson+, 29-Sep-2016

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From personal shopping to personal trainers, we are far more willing to part with our cash for a product or service that gives us exactly what we want – not a lazy or well-meaning approximation. And diets are no exception, with a flurry of firms now offering tailored products and dietary advice based on clients' individual genetic makeup. But what – if anything – does this mean for the wider food industry?

And is this a category that can successfully transition from lucrative niche to scalable mainstream?

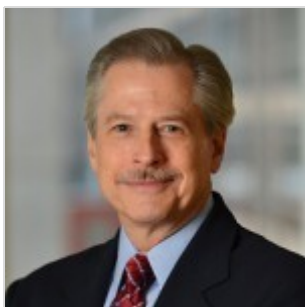
Find out at **Food Vision USA** in Chicago on November 9-11 when our panel of personalization experts – in a debate moderated by **Dr Stephen Daniells**, Senior Editor, NutraIngredients-USA and FoodNavigator-USA - will consider the challenges that must be overcome to introduce 'personal shopping' to food retail.

Andrew Steele, head of product development, DNAFit



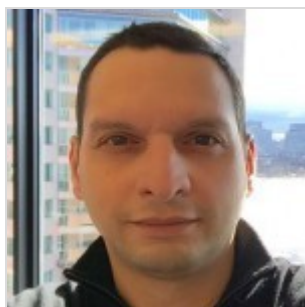
Andrew Steele is a recently retired Olympic athlete, running the 400m and 4x400m for Great Britain. Having competed internationally for 12 years, Andrew was one of the most experienced athletes on Team GB, being part of national teams at European, Commonwealth, World and Olympic level. Alongside his athletic career, Andrew is also a founding member and head of product development for personal genetics company DNAFit, specializing in DNA testing for both fitness and nutrition response, to allow truly personalized exercise and nutrition advice.

Tim Morck, PhD, president and founder, Spectrum Nutrition Consulting



After more than 35 years working for some of the biggest names in food and nutrition, Tim established Spectrum Nutrition Consulting in August 2016 to provide expertise on nutrition-based research, product development plus regulatory, public policy and global scientific affairs. He spent the previous five years at Nestlé, most recently as VP scientific and regulatory affairs in Washington, DC, and before that was president of personalized nutrition at DSM, where he developed concepts and prototypes to improve personal health. He has a BS in animal science from Penn State University and a PhD in nutrition from Cornell.

Rony Sellam, CEO, InsideTracker



Rony became CEO of InsideTracker in 2013, after a 12-year career in the health technology sector where he developed a passion for products at the intersection of science and technology with a mission. The mission of InsideTracker, he says, is to *"transform the way every human being eats, sleeps and moves to live a longer, better life"*. Rony was born and raised in France and started his career as a management consultant with Deloitte, working first in Switzerland, then joining the company's American business in 1999.

François Scheffler, VP, head of human nutrition business, BASF

François has been responsible for BASF's global human nutrition segment since May 2014 and has been with BASF since 2003. François holds a degree in chemistry from F. Schiller University, Jena, Germany, and a degree in Chemical Engineering from ENSCM,

Montpellier, France.



I feel it in my gut...

Delegates interested in personalized nutrition will also hear from **DayTwo** CEO and co-founder Lihi Segal, who will address the question: Could your microbiome - a huge ecosystem of trillions of bacteria living inside your body - explain why you find it harder to regulate your blood sugar than the next person?

It's an emerging area of study, but research by DayTwo scientists at Israel's Weizmann Institute suggests a link between an individual's microbiome and his or her blood sugar reactions to different foods, which could explain why some people following an apparently healthy diet still find their blood sugar levels hard to control, claims Segal.

Based on this research, DayTwo is using machine learning algorithms to predict individuals' responses to different foods and to develop personalized diets that regulate

blood sugar levels.

Food Vision USA 2016

Held at the Drake Hotel in Chicago on November 9-11, **Food Vision USA 2016** brings together senior figures in food and consumer research from Hartman Group CEO Laurie Demeritt to 'Mindless Eating' author Brian Wansink, coupled with a clutch of entrepreneurs spanning everything from 'veggie fries' to cold-pressed nut milks (MALK), HPP babyfood (PureSpoon), steel cut oat entrees (Grainful) and protein bars, snacks and shakes (Quest Nutrition).

We're shining a spotlight on the companies – large and small – that are doing most to drive innovation and champion change.

Themes we'll address on the conference floor include:

- Is the future of food plant-based?
- Can we end metabolic disease?
- What really motivates mainstream consumers (and how do you find out)?
- Are meal-kits and other direct-to-consumer businesses a long-term trend or a fad?
- How do you build a completely new food category?
- How much protein do we really need?
- Who is the 'progressive consumer'?
- What can we learn from social media conversations about food?
- What do Americans actually eat (and does it bear any correlation to the Dietary Guidelines)?
- Are traditional focus groups past their sell-by-date?

Check out the full list of [SPEAKERS](#) and the [PROGRAM](#).

Food & beverage entrepreneurs: Want to win a FREE place at Food Vision USA?



We're also excited to launch our **TRAILBLAZERS** initiative at the event this year: We're searching for trailblazing, entrepreneurial start-ups to present their red hot food and nutrition innovations on day one of **Food Vision USA**.

The top three entries will win a FREE place at the three-day conference (including accommodation) and get the opportunity to present their ideas live on stage in front of the audience and an expert panel featuring **Seth Goldman**, founder of Honest Tea and executive chairman of Beyond Meat, **John Haugen**, general manager of General Mills' venture fund, 301 INC, **Jason Starr**, head of funds at online investment platform, CircleUp, and **Jon Sebastiani**, founder and CEO of the venture fund and consumer brands incubator, Sonoma Brands (and founder of KRAVE Jerky).

A further five shortlisted candidates will get a 50% discount on tickets to the three-day conference.

Find out more [HERE](#) and [SUBMIT YOUR ENTRY HERE!](#)

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