



CONGRESS
FOOD FUTURES
PROGRAM

Congress FOOD FUTURES | Program

Subject: Food Futures: good, clean and fair

For a Happy world

Objective: Discuss the agro-food supply and demand chain value on a holistic perspective, highlighting Slow Food movement principles: Good, Clean and Fair

Place: Salão Nobre da Câmara Municipal da Maia, Quinta da Gruta

Panels Themes: Agriculture; Nutrition; Agro-food Marketing.

Format: International Scientific Congress

Product demonstration and *show cooking* - *Only local producers and seasonal products.*

Date: 12/13 May 2017.

12 May'17 | Friday

9:00 - Reception of participants

Inaugural Session: *Rui Rosa Dias – Slow Food Porto President*

9:15 - *Opening Session*

António Silva Tiago – Vice President of Maia City Hall

Giuseppe Morabito - Italian Ambassador in Portugal

Fernando Bernardo - Food and Veterinary General Manager

Moderator: Henrique Pires – Slow Food Porto

9:45 - *Plenary Session*

Carlo Petrini – International Slow Food President

10:30- *Organic Break - Convivium Slow with Biological Products.*

1st Panel

10:45 - CLEAN - Agriculture

Production Methods – Local portuguese breeds and high quality products

José Pedro Araújo – IPVC – ESA PL – Agrarian university of Ponte de Lima

Planning in Urban, Ornamental and Feed Agriculture

Luís Alves - Cantinho das Aromáticas

From Agricultural Production to Gastronomic Offer

Álvaro Dinis – Cor de Tangerina

Vasco Guimarães – Casas da Li

Holistic agriculture

Alfredo Sendim - Herdade Freixo do Meio

12:00-12:30 – Debate

Partner: *UTAD University of Trás os Montes e Alto Douro*

Moderador : *Artur Cristóvão*

Vice Dean of UTAD

12:45– Organic Break - Convivium Slow with Biological Products.

Chefs

Álvaro Dinis – Slow Food Porto

Vasco Guimarães – Slow Food Minho

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2nd Panel

15:00 – GOOD - Nutrition

Nutritional composition and toxicity of the food

Duarte Torres – FCNAUP

Nutritional Adequacy - The Role of Healthy Cooking

Patrícia Padrão - FCNAUP

Nutritional Changes Social Media Communication and Scientific Thinking

Pedro Graça – FCNAUP

15:45 – Discussion

Partner: Slow Food Porto

Moderator: Henrique Pires

3rd Panel

16:00 – FAIR – Agrifood Marketing

Agrifood Consumption in The North of Portugal based on the Slow Food Principles

Sandra Gomes Rui Rosa Dias

IPAM – The Marketing School

Agrifood Trends in The North of Portugal based on the Slow Food Principles

Rui Rosa Dias

IPAM – The Marketing School

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Business Intelligence in the agri-food system

José Luís Reis

IPAM – The Marketing School/CRV- Vinhos Verdes

Relationship between producer and consumer: short channels of distribution.

Pedro Rocha

AMAP -Association to the Maintenance of Proximity in the Agriculture

16:45 –Debate

Partner: IPVC – Polytechnic institute of Viana do Castelo

Moderator: Ana Vale

17:00 – Close

13 May'17 | Saturday morning – Towards happy eating

9:15 - Opening Session

Pedro Graça

FCNAUP – OMS

09:30 – Debate I – Education, gastronomy and organic farming

Education for the gastronomy and competitiveness of regions

Frederico Mattei – Slow Food International

Associative intervention by Organic Farming

Jaime Ferreira – Agrobio

09:45 – Debate

Partner: FCNAUP, OMS

Moderator: Pedro Graça

10:30 – Debate II - Education for taste and health behaviour

Sharing experiences to promote healthy eating – Schools case studies

Florence Rolando - Pirouette Blog

10:45 – Debate

Partner: Vida Económica

Moderator: Teresa Silveira

11:30 – Organic break and Slow Convivium with Organic products

11:45 - Final Reflexion

Rui Rosa Dias

Teresa Silveira

Carlo Petrini

12:00 – Congress Conclusions

Ricardo Mena

IPAM – The Marketing School

12:30 – Visit to the organic producers fair



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Lunch - *Organic lunch at the organic Porto market - Conviviality and happiness*

