

Friday, October 6th, 2017

	WELCOME ADDRESS
9:30	H.E. Msgr. Marcelo SANCHEZ SORONDO <i>Pontifical Academy of Sciences, Vatican City</i>
	Paolo PASQUALI <i>Villa Campestri Olive Oil Resort, Vicchio di Mugello, Italy</i>
	Paolo OMOBONI <i>Mayor, Borgo San Lorenzo, Italy</i>
	OPENING LECTURE Chairperson: Francesco SOFI <i>Florence, Italy</i>
10:00	<i>Food values in art: a tribute to Giotto</i> Donatella LIPPI <i>University of Florence, Italy</i>
	PANEL DISCUSSION Food and health: the natural way Moderator: Simon POOLE <i>Cambridge, U.K.</i>
10:45	<i>Health, culture and sustainability of the Mediterranean diet</i> Antonia TRICHOPOULOU <i>Hellenic Health Foundation, Athens, Greece</i>
11:00	<i>Beneficial components of the diet</i> Francesco VISIOLI <i>University of Padua, Italy</i>
11:15	<i>Food and health: the need for a new approach</i> Francesco SOFI <i>University of Florence, Italy</i>
11:30	<i>Discussion</i>
	KEYNOTE LECTURE Chairperson: Paolo PASQUALI <i>Vicchio di Mugello, Italy</i>
12:30	<i>Pleasure, size and food marketing</i> Pierre CHANDON <i>INSEAD - Sorbonne University, Paris, France</i>
1:00	<i>Discussion</i>
1:30	LUNCH AT VILLA PECORI GIRALDI

Saturday, October 7th, 2017

	WELCOME ADDRESS
2:30	H.E. Msgr. Marcelo SANCHEZ SORONDO <i>Pontifical Academy of Sciences, Vatican City</i>
	Paolo PASQUALI <i>Villa Campestri Olive Oil Resort, Vicchio di Mugello, Italy</i>
	Cristina BECCHI <i>Councilor of Culture, Borgo San Lorenzo, Italy</i>
	OPENING LECTURE Chairperson: Antonia TRICHOPOULOU <i>Athens, Greece</i>
3:00	<i>Making a food values renaissance a reality</i> Simon POOLE <i>Cambridge, U.K.</i>
	<i>Discussion</i>
	PANEL DISCUSSION Food tradition and innovation Moderator: Francesco SOFI <i>Florence, Italy</i>
3:45	<i>Olive oil. A case of reinventing the wheel?</i> Jean-Xavier GUINARD <i>University of California, Davis, U.S.</i>
4:00	<i>Ancient grains: an example of renaissance of old values</i> Stefano BENEDETTELLI <i>University of Florence, Italy</i>
4:15	<i>Wild plant foods as new source of bioactive compounds</i> Maria de la Montana CAMARA HURTADO <i>University Complutense of Madrid, Spain</i>
4:30	<i>Discussion</i>
	KEYNOTE LECTURE Chairperson: Paolo PASQUALI <i>Vicchio di Mugello, Italy</i>
5:30	<i>Agri-food chains and communities of practice</i> Claudio PERI <i>Accademia dei Georgofili, Florence, Italy</i>
6:15	<i>Discussion</i>
	CONCLUDING REMARKS Chairperson: Claudio PERI <i>Florence, Italy</i>
6:30	Greg DRESCHER <i>The Culinary Institute of America, U.S.</i>

Background and Aim of the Conference

The traditional Mediterranean Diet and lifestyle is now considered to be one of the most healthful patterns of eating and living. Whilst debates rage elsewhere on matters of macronutrients and other aspects of food science, there has been consistent reporting of the increasing body of evidence that the foods and food combinations in the Mediterranean Diet (as well as other heritage diets with similar principles) have a remarkable positive influence on health.

However, despite the increasing evidence about benefits on health, recent data indicate that adherence to this eating pattern is decreasing also in the Mediterranean regions, particularly among children and adolescents.

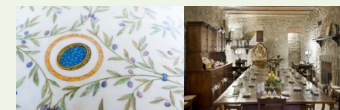
The value of food should relate to our respect for traditions, cultures and the preparation of meals and the effect on nutrition, enjoyment and health.

The objective of this conference, with the gracious hospitality of the town of Borgo San Lorenzo, under the patronage of the Pontifical Academy of Sciences, Vatican City, and with the collaboration of the University of Florence, Italy and Villa Campestri Olive Oil Resort, Vicchio di Mugello, Italy will be to reaffirm the link between natural, sustainable food and the health of individuals and communities.

The value of heritage diets such as the Mediterranean diet is finally becoming understood, and it is vital that this enlightenment results in a renaissance of such traditions for people around the world and passed to future generations.



UNIVERSITY OF FLORENCE



VILLA CAMPESTRI OLIVE OIL RESORT



PONTIFICAL ACADEMY OF SCIENCES



INTERNATIONAL CONFERENCE

FOOD VALUES #2

Inspiring a Renaissance of Food Values

October 6-7th, 2017

Villa Pecori Giral di
Borgo S. Lorenzo, Florence, Italy

List of Speakers and Chairpersons

- Stefano **BENEDETTELLI** | *Department of AgriFood and Environmental Production, University of Florence, Italy*
- Pierre **CHANDON** | *INSEAD - Sorbonne University Behavioural Lab, Paris, France*
- Greg **DRESCHER** | *The Culinary Institute of America, U.S.*
- Jean-Xavier **GUINARD** | *University of California, Davis, U.S.*
- Donatella **LIPPI** | *Department of Experimental and Clinical Medicine, University of Florence, Italy*
- Maria de la Montana **CAMARA HURTADO** | *University Complutense of Madrid, Spain*
- Paolo **PASQUALI** | *Villa Campestri Olive Oil Resort, Vicchio di Mugello, Florence, Italy*
- Claudio **PERI** | *Accademia dei Georgofili, Florence, Italy*
- Simon **POOLE** | *Cambridge, U.K.*
- Francesco **SOFI** | *Department of Experimental and Clinical Medicine, University of Florence, Italy*
- Antonia **TRICHOPOULOU** | *Hellenic Health Foundation, Athens, Greece*
- Francesco **VISIOLI** | *University of Padua, Italy*

Scientific Committee

- Paolo **PASQUALI** | *Villa Campestri Olive Oil Resort, Vicchio di Mugello, Florence, Italy*
- Simon **POOLE** | *Cambridge, U.K.*
- Francesco **SOFI** | *Department of Experimental and Clinical Medicine, University of Florence, Italy*

Scientific Secretary

- Monica **DINU** | *Department of Experimental and Clinical Medicine, University of Florence, Italy*