

Cultivating Natural Bioactives for Health & Disease

www.naturalbioactivesconference.com



The OGIRC was pleased to host our first international conference, *Cultivating Natural Bioactives for Health & Disease*, at the London Convention Centre in downtown London from July 8 – 11, 2012. The conference focused on two main themes – discovery and strategy – as they relate to the development of functional foods, therapeutics and health supplements from ginseng, Chinese medicines and other medicinal herbs. The conference brought together over 150 local, national and international registrants, including 30 delegates from Australia, China, Hong Kong, Macao, Malaysia, Uganda, Puerto Rico and mainland US, to hear from experts on the latest research and developments in multiple disciplines relating to natural bioactives. The program was unique in the diversity of topics and sessions offered and attracted participation from industry (AB Sciex, Jamieson Labs, Neurodyn, Naturex, Nutrasource Diagnostics, SignPath Pharma), not-for-profit (Ontario Ginseng Growers Association [OGGA]), government (AAFC- Research and Marketing, OMAFRA, Forestry, Health Canada-Food Directorate, National Institutes of Health-Office of Dietary Supplements), and academia from universities in Australia, China, US and Canada. The conference boasted more than 40 invited speakers, 20 oral presentations and 28 posters. Student travel awards were made available to 10 young researchers, as well as 10 prizes for excellence in student oral or poster presentation.



On Sunday, July 8 the event kicked off with a pre-conference “Omics” education session sponsored by AB Sciex which drew a large audience to consider strategies, advancements and analysis options in metabolomics and lipidomics studies. For international and interested delegates, Sunday afternoon’s tour offered an opportunity to visit a local ginseng operation, and to showcase south-western Ontario’s beautiful countryside. The late afternoon Welcome Reception offered delegates an initial opportunity to meet and explore areas of interest.

The conference opened on Monday, July 9 with welcoming remarks from Peter White, London Economic Development Corporation, and Bryce Pickard of Research Western. The full program began with the plenary lecture by Dr Paul M. Coates, Director, Office of Dietary Supplements and Acting Director, Office of Disease Prevention, at the US National Institutes of Health (NIH). Dr Coates explored and outlined the challenges in dietary supplement research. Monday’s program included two symposia, *i) Traditional Chinese Medicine: from traditions to molecular mechanisms* and *ii) Therapeutics Development*; the first of three workshops, *Resources from Natural*

Bioactives; and, the first of three oral presentation sessions, *Pre-Clinical and traditional medicine*. Day one of the conference closed with an early evening reception and poster presentations.

Tuesday, July 10 included two symposia, i) *Impact of “omics” technology on plant-based medicines* and ii) *Cardiovascular Health*; the second of three workshops, *Product quality and standardization of raw and finished herbal products*; and, the second oral presentation session, *Omics technology*. Conference delegates and guests gathered in the ballroom for the evening’s Gala Dinner featuring performances that included cultural dance, Tai Chi demonstration as well as traditional and contemporary musical pieces.

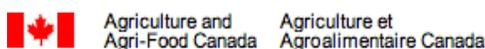
The conference wrapped up on Wednesday, July 11 with the final symposium, *Advancements in discovery of natural bioactives*; the last two workshops, i) *Future R & D in natural bioactives: Impact of regulations, marketing strategy of private sector, consumer attitude, resources from academia* and ii) *Special Case Study: Incorporation of natural bioactives in food formats*; and, the final oral presentation session, *Agriculture and advanced processing*.

A lively and interactive public forum over the lunch hour opened the floor to community members to pose questions about the proper and safe use of herbal products and health supplements to our expert panel – Dr Paul Coates, US NIH; Dr Paul Saunders, Canadian College of Naturopathic Medicine; Dr Mary Alton Mackey, Consultant-Food and Nutrition; and, Dr Jeremy Burton, Canadian Research & Development Centre for Probiotics.



Exhibits by industry, government, agriculture and publishing journals provided delegates with expert information in the area of natural bioactives. International delegates were keenly interested in the samples and information made available at the AAFC and OGGA booths. At the OGIRC display, provided a good overview of the project and delegates were fascinated by the plant specimens provided by Dr Brown’s lab. A copy of a new book *Journal of Complementary and Integrative Medicine*, Editor-in-Chief: Dr. Ed Lui was profiled at the JCIM booth. Naturex and Nutrasource Diagnostics offered delegates information on their products and services at their exhibit space, as well as further insights in presentations made by their representatives.

Our sincere thanks go out to our sponsors and supporters whose assistance and encouragement made the conference such a great success.



We appreciate the involvement and participation of all concerned – our partners, the organizing committee, the conference secretariat, the speakers, the delegates, the public and our students and volunteers. We hope the conference has inspired real thought and will lead to future research into natural bioactives, and the collaborative conversations begun at the conference will carry on.