INVITATION

Greetings from the U.S. Cranberry Marketing Committee (CMC), U.S. Highbush Blueberry Council (USHBC), U.S. Pecan Growers Council (USPGC)

We would like to invite you to participate in U.S. Cranberries, Highbush Blueberries, and Pecans Health Benefits Seminar at 2:00 pm on September 15, 2017 at the Grand Hyatt Chengdu. The seminar will focus on the high-quality, unique health benefits of U.S. cranberries, highbush blueberries and pecans.

Dr. Amy B. Howell, associate research scientist at Marucci Center for Blueberry Cranberry Research at Rutgers University, will speak with the audience about the health benefits of U.S. cranberries. Dr. Yang Weiqiang, associate professor and blueberry specialist at Oregon State University, will share health benefits and nutrition of U.S. blueberry starting in the farm. Dr. Ronald B. Pegg, professor in the Department of Food Science and Technology at University of Georgia, will introduce the impact of U.S. pecans on human nutrition.

We anticipate 80 attendees including importers/distributors, bakers, food and health supplement manufacturers, retailers, food service managers, nutritionists, and journalists. Seats are limited, so please kindly fill out the online registration sheet and send it back to us by September 8.

The seminars will also be held in Four Seasons Hotel Shenzhen and Shangri-La Hotel Shenyang on September 13 and 18, respectively. If you have an interest in attending the seminars in these locales, please kindly let us know.

We look forward to hearing from you and sincerely hope you can join us!

Best regards,

M.Z. Marketing Communications
Mabel Zhuang & Sarah Jia
Tel: 86-21-65216751
Fax: 86-21-65216459
Email: info@mzmc.com.cn
U.S. Cranberries, Highbush Blueberries, and Pecans Health Benefits Seminar
(Chengdu Session)
Friday, 15 September 2017, 13:30 – 16:30

Grand Hyatt Chengdu, Palais 1
Chicyon Square, No.8 South Chunxi Road, Jinjiang District, Chengdu

1:30pm Registration
2:00pm Opening Address
   Yvonne McDowell, Director of Agricultural Trade Office, U.S.
   Consulate General Chengdu
2:05pm Speech by Leader from Chinese Nutrition Society
2:10pm Health Benefits and Nutrition of Blueberry Start in the Farm
   Dr. Yang Weiqing, Associate Professor and Blueberry Specialist
   at Oregon State University
2:40pm Impact of U.S. Pecans on Human Nutrition
   Dr. Ronald B. Pegg, Professor, Department of Food Science
   and Technology, University of Georgia
3:10pm Coffee Break
3:30pm U.S. Cranberries: Health Benefits
   Dr. Amy B. Howell, Marucci Center for Blueberry Cranberry
   Research, Rutgers University
4:00pm Panel Discussion Session
4:20pm Closing Remarks
   Brooks Erickson, Consultant of Cranberry Marketing Committee

成都群光君悦酒店，君府 1
成都市锦江区春熙路南段8号

American Cranberry, High Bush Blueberry, and Pecan Health Benefits Symposium
(Chengdu Session)
2017 年 9 月 15 日，星期五，13:30-16:30

1:30pm 开幕

2:00pm 美国蔓越莓市场协会、美国高丛蓝莓协会及美国碧根果生产者协会领导致辞

2:05pm 中国营养学会领导发言

2:10pm 美国蔓越莓的健康与营养研究报告
   美国萨福克州州立大学教授和营养研究专家格雷格博士

2:40pm 碧根果对身体健康的益处
   美国圣母大学食品科学与技术系教授南德·佩格博士

3:10pm 茶歇

3:30pm 蔓越莓的健康益处
   美国罗格斯大学玛莎斯蔓莓和蔓越莓研究中心艾米·奥威尔博士

4:00pm 讨论环节

4:20pm 美国蔓越莓市场协会顾问宋先生致闭幕词
Dr. WEI QIANG YANG

Dr. Wei Qiang Yang is an associate professor and blueberry specialist at Oregon State University. He received his Ph.D. degree from Penn State University and completed his postdoctoral research at BTI Institute of Cornell University. He is an active member of the American Society for Horticultural Science and International Society for Horticultural Science. As a blueberry specialist for the state of Oregon, Dr. Yang has over 20 years of experience working with blueberries. He is an internationally recognized expert in blueberry mycorrhizae and a world leading expert in blueberry tree research.

Dr. Yang specialized in all aspects of blueberry production systems from field establishment, physiology and nutrition, irrigation, disease and pest management to postharvest handling and international marketing. He is well versed in blueberry health benefits and nutrition and their recent research advances. Dr. Yang has published over 100 blueberry research papers, articles and abstracts in scientific journals, industry publications, and conference proceedings. Among his many significant contributions to blueberry science, Dr. Yang is well known and credited to give blueberry the Chinese name 蓝莓.
Dr. RONALD B. PEGG

Dr. Ronald B. Pegg is a Professor in the Department of Food Science and Technology at the University of Georgia (UGA) in Athens, Georgia. Dr. Pegg holds a Bachelor of Science degree in Chemical Engineering and Applied Chemistry from the University of Toronto, and earned a Ph.D. in Food Chemistry from Memorial University of Newfoundland. He has developed and taught both undergraduate and graduate courses at the University of Georgia in Food Analysis, Food Science and Technology, and Functional Foods and Nutraceuticals, and he instructs a study-abroad program on coffee production and processing at UGA’s Costa Rica campus. He has won numerous awards for his work in teaching at the UGA.

Since coming to UGA ten years ago, Dr. Pegg has been studying the nutrients and bioactive compounds of Georgia commodities including peanuts, blackberries, peaches, and pecans. His research has mostly involved examining the anti-oxidant, anti-inflammatory, and anti-glycation properties. Dr. Pegg and his research team were awarded a five-year grant from USDA’s Specialty Crop Research Initiative for a study entitled, “Systems approach at improving the long-term competitiveness of U.S. pecans based on their nutritional and health-promoting components,” research which is nearing completion. The work also involves the co-operation of pecan horticulturalists, production & marketing economists, food scientists & pharmacological.

Dr. Pegg is a frequent guest lecturer at various international, national, and regional scientific meetings, and his many activities encompass memberships in a number of professional societies and authorship of about 150 scientific papers and book contributions.
Dr. Amy B. Howell is an associate research scientist at the Marucci Center for Blueberry and Cranberry Research at Rutgers University in New Jersey, where she works on isolating natural products from cranberries and blueberries that benefit health. Since 1993, Dr. Howell has been engaged in research aimed at identifying the active compounds in cranberries that prevent urinary tract infections and determining their role in maintenance of urinary tract health.

She and her team discovered an unusual type of tannin compound in cranberries called proanthocyanidin that has a unique type of molecular structure which helps prevent infections by keeping bacteria from adhering to cells in the body. This work was published in The New England Journal of Medicine in 1998. She is engaged in NIH projects to study clinical efficacy and dose response of cranberry, and identify urinary biomarkers with bacterial anti-adhesion activity.

She also collaborates on anti-cancer, anti-viral and oral cavity health research. She has presented her research findings at numerous professional meetings and to industry groups in the U.S. and internationally. Her work has been featured in magazine and newspaper articles and she has appeared on radio and television programs (NY Times, NPR, Today Show, Good Morning America, Dr. Oz, etc.).

Amy B. Howell 博士

艾米·B·奥威尔博士是美国新泽西州罗格斯大学玛鲁斯蓝莓与蔓越莓研究中心的科学家，主要研究如何从蔓越莓和蓝莓中分离出健康的天然成分。自1993年以来，奥威尔博士一直从事旨在识别蔓越莓中防止尿路感染的活性物质并确定它们在维持尿路健康的作用的研究。

她和她的团队在蔓越莓中发现了一种少见的单宁化合物，名为花青素。这种化合物具有独特的分子结构，能够防止细菌粘附于体内的细胞来预防感染。这一研究成果发表于1998年《新英格兰医学杂志》上。她致力于美国国立卫生研究院项目，主要研究蔓越莓的临床疗效和剂量反应，识别抑制尿路感染的尿液标志物。

奥威尔博士也与他人合作进行抗癌、抗病毒和口腔卫生研究。她在许多专业会议以及美国和国际行业组织上介绍了她的研究成果。她的研究发表在在杂志和报纸上，她也应邀出席各种电台和电视节目（比如：纽约时报、美国国家公共广播电台、今日秀、早安美国，Oz医生等等）。