

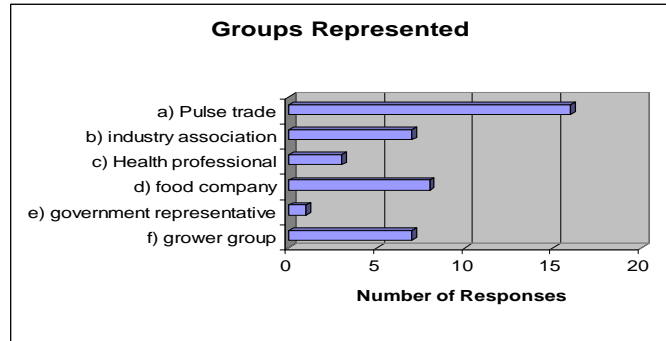
# CICILS/IPTIC Pulse Health and Nutrition Symposium

## SYMPOSIUM EVALUATION – SUMMARY OF RESULTS

Total Responses Received: 34

Which of the following groups do you represent: (please circle one)

- a) pulse trade
- b) industry association
- c) health professional
- d) food company
- e) government representative
- f) grower group

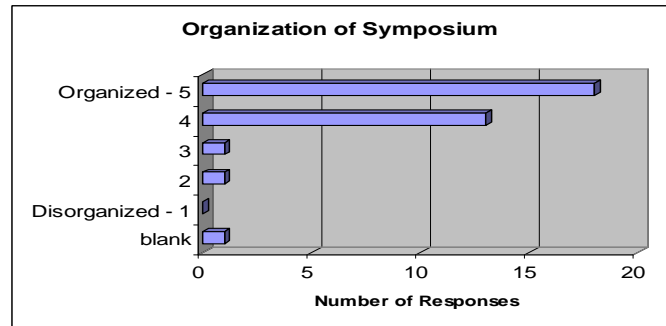


### General Program:

Please rate the following:

Organization of the symposium  
(1 is disorganized and 5 is very organized).

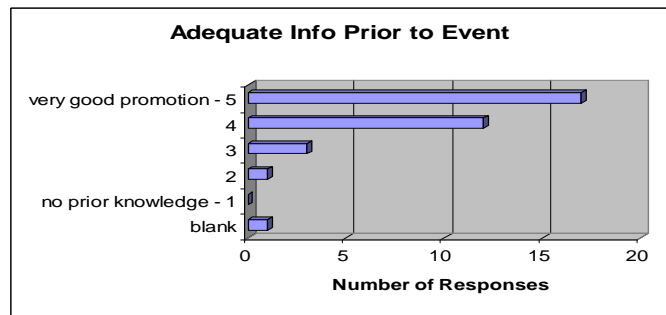
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Did you receive adequate information about the symposium prior to the event?

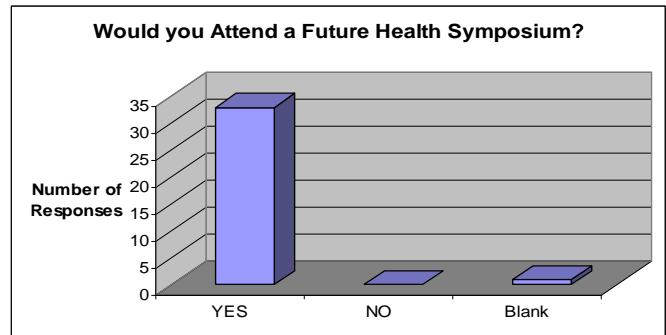
(1 no prior knowledge and 5 very good promotion of the event).

1 2 3 4 5



Would you be interested in attending a pulse health and nutrition symposium at future CICILS/IPTIC meetings?

Yes \_\_\_\_\_ No \_\_\_\_\_



## **Things you liked, and things you didn't like:**

"Name tags for reception"

"You need to improve technical (sound and presentation) "

"The selection of an outstanding speaker to start with was a wise decision as Layden set the pace very well."

"Maybe a workshop or round table discussion in between presentations"

"Why didn't you give it to us by CD or on flash?"

In Spanish: "good organization, good exhibitors"

"Analytical findings regarding human health trials - specific diseases"

"Excellent presentations"

"Disappointed that more people from CICILS weren't in the room"

"Scientific data was good, Layden and Jacoby were solid"

"Would like newer information"

"Practical cases I did like. Follow up of the information we need it."

"Learning new terms and benefits of pulses"

"Future symposium - must have newer information and measure progress; good balance of presentations. Have a "card" with quick reference to health and nutrition terms."

"I enjoyed the idea of being a wellness supplier as opposed to a commodity supplier. Very interesting way to rethink about marketing pulses"

"Greater Communication necessary and CICILS is the best venue"

"They should give the information presented to everyone"

"Dislike: fist speaker lightweight; Liked: 2nd session - research information"

"Love everything about presentation and presenter choices; Great job organizing! Really great job!"

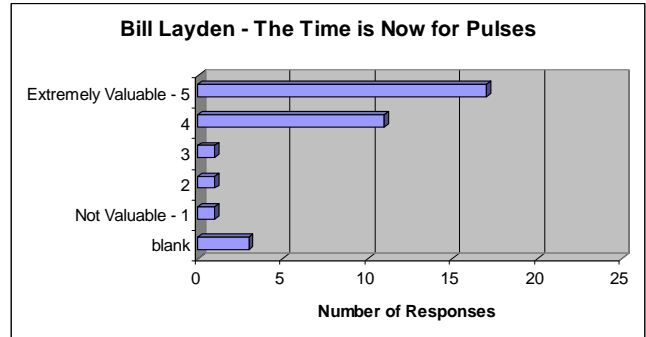
**Speakers:**

Please rate the content of the presentations according to how useful the presentation was to you and your profession where 1 is not valuable and 5 as extremely valuable.

**Bill Layden**

*The Time is now for Pulses*

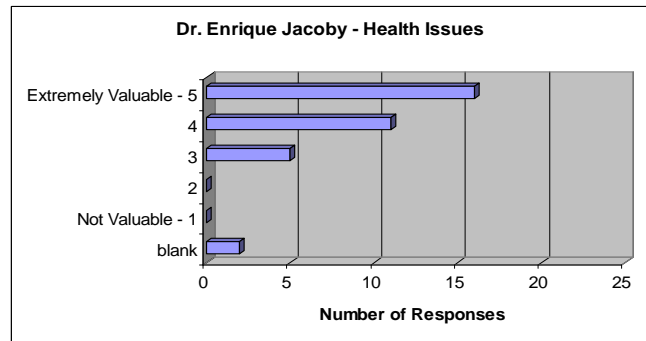
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**Dr. Enrique Jacoby**

*Health Issues: A Global Perspective*

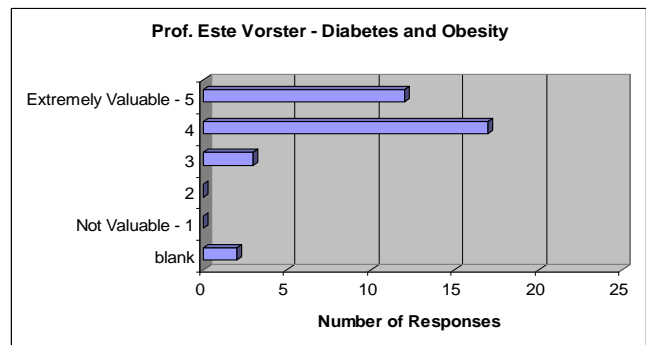
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**Professor Esté Vorster**

*Role of Pulses: Diabetes and Obesity*

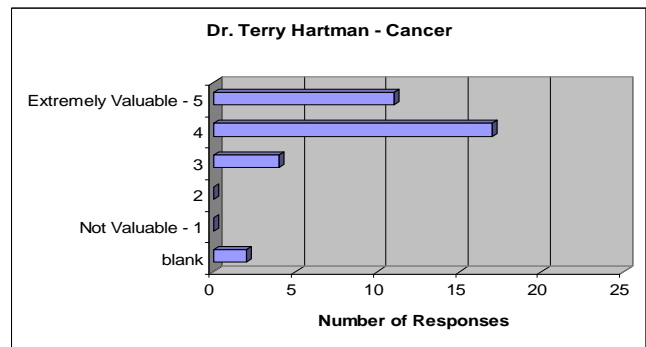
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**Dr. Terry Hartman**

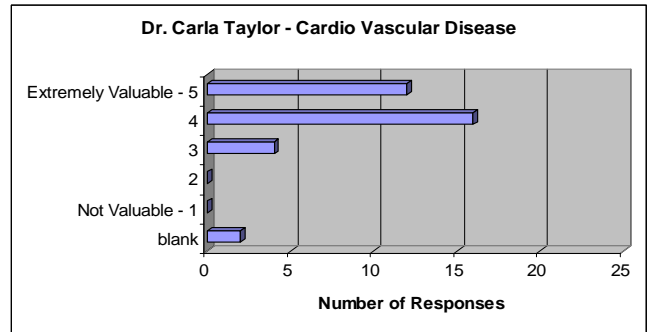
*Role of Beans: Cancer Treatment and Prevention*

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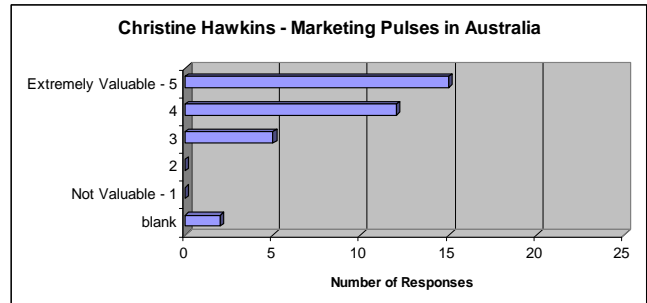
**Dr. Carla Taylor**  
*Dietary Pulses: Cardiovascular Disease*

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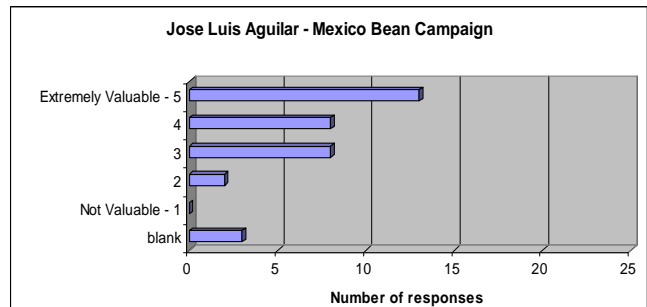
**Christine Hawkins**  
*Marketing Pulses as part of the Australian Diet*

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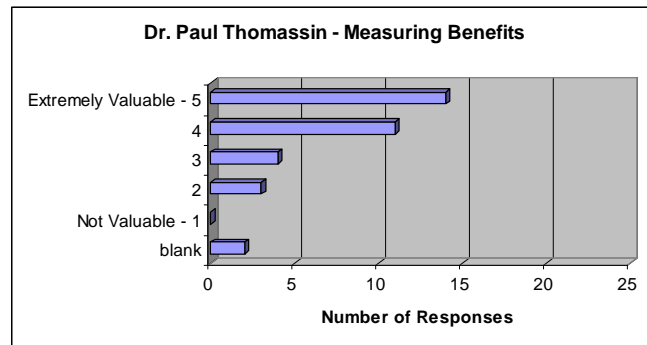
**Simón Treviño / José Luis Aguilar**  
*Mexican Bean Campaign*

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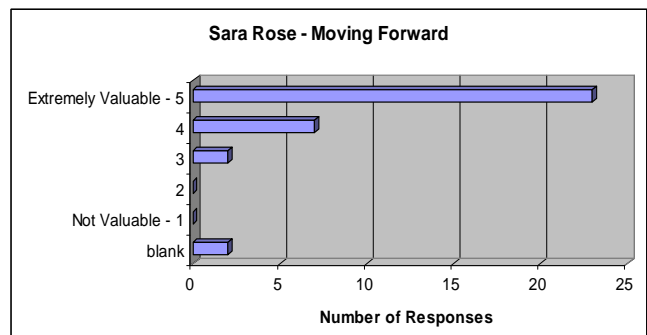
**Dr. Paul Thomassin**  
*Measuring Benefits: Industry of Health and Environment*

1 2 3 4 5



**Sara Rose**  
*Moving Forward*

1 2 3 4 5



**Was there one issue or fact that you found most important or most interesting?**

“Sara Rose's Presentation”

“Yes, knowing more about marketing techniques and consumers”

“Nutrition terms and consumer marketing strategies”

“Marketing strategy and success stories”

“Pulses is health for diabetics”

“Double burden in developing countries; A shift from thinking about your product to thinking about your consumer.”

“How to resolve the communication of health benefits to the consumer.”

“All of them were very good.”

“Bush's advertising campaign”

“The real cases about health and marketing beans.”

“Dr. Jacoby and Sara Rose were both outstanding”

“All facts and info were very interesting”

“The reduction in micronutrient availability in foods as a result of monoculture depleting these elements in the soil”

“Looking at beans as vegetables for marketing”

“Dr. Enrique Jacoby - decrease in nutritional load of foods over time.”

“All speaker of great value for next steps; Great seeing that need is industry/worldwide and groups open to collaboration”

“All presentations were of interest. The Mexican Campaign very interesting. World data on diseases supports the presentations and reasons for.”

“The nutritionist's point of view”

### **What other topics could have been included?**

“More concrete results of studies on human health”

“Present some success stories”

“More marketing, value chain, brand name development topics “

“Diabetes and pulses”

“More real cases and information trend”

“Clear and concise lead to what we are doing next as a team”

“More information to take with.”

“Can any company prove more bean consumption after promotional health and nutrition advertising? Bring in someone who has increased their consumption and let’s hear benefits first hand.”

“World pulse consumption and trends were missing (stats)”

“Congratulations”

“How many nutrients does canned beans loose in the process.”

### **Please offer any other comments that you would like to make to the symposium organizers:**

“Audio/acoustics could have been better”

“Have more multinational food processing participants contributing to the program; ie. Heinz, Campbell Soup, Con Agra, ADM, Nestle, Unilever, etc.”

“Very informative”

“Set official language of conference - have handful of translators on site to translate questions to be repeated in official language and answered in official language - may or may not require simultaneous translation service.”

“Also a good additional topic could be more info for the marketing of nutrition science from and education standpoint”

“Getting more information about what countries are doing to improve pulse consumption”

“Round table discussion on other days of conference would be fantastic. Plenary Workshop??”

“Great job!”

“Continue to include the symposium in future CICILS Conventions”

“Incorporate presentations into CICILS program. Spread out the information and research.”

“Present a plan on how we can as an industry unite and spread the information of benefits of pulses”

“Well done and very interesting”

“A copy of presentations could have been useful.”