

Bologna, 8th September, 2011

SANA CONFERENCES

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ORGANIC AGRICULTURE AS A TOOL FOR SUSTAINABLE DEVELOPMENT OUTLOOK IN THE CONTEXT OF CAP REFORM

In conjunction with Emilia-Romagna

Thursday 8th September, 11 a.m. – 1 p.m.

Room: Region of Emilia Romagna

ORGANIC IN ITALY.

STRUCTURING PRODUCTION AND CONSUMPTION

Numbers and buying behaviour: Sinab data and the results from Sana's Observatory

Thursday 8th September, 2 p.m – 5:30 p.m.

Room: Allemanda – split level, Hall 33

THE HERBALIST. A PROFESSION IN THE MAKING

Experiences and strategies

Thursday 8th September, 2 p.m. – 5:30 p.m.

Room: Biologica, Hall 34

ORGANIC & THE CANTEEN TRADE. A ROBUST AND DETAILED SPECIFICATION

How to increase quality whilst obeying the law at a time of budget cuts

Friday 9th September, 10 a.m. – 1 p.m.

Room: Allemanda – split level, Hall 33

NATURAL AND SYNTHETIC AROMAS

AN UPDATE ON THE REGULATIONS, HOW THE MARKET IS EVOLVING

Friday 9th September, 10 a.m. – 1 p.m.

Room: Biologica, Hall 34

ORGANIC EATING OUT. A FACE TO FACE WITH THE NEW RULES

Meeting-debate on draft regulation for use in certifying organic restaurants

Friday 9th September, 3 p.m. – 5 p.m.

Room: Arena, Hall 31

THE HERBALIST IN THE GLOBAL SOCIETY. Characteristics, Changes & Trends

Sunday 11th September, 10 a.m. – 1 p.m.

Room: Biologica, Hall 34

10 a.m. **Presentation of research results “The herbalist in the global society”** organised by the Department of Sociology A. Ardigò, University of Bologna

PIERGIORGIO DEGLI ESPOSTI, Researcher, University of Bologna

11:30 a.m. **The role of the herbalist in the current marketplace. Expectations, trends and change**

Roundtable organised by FEI, Unerbe and S.I.S.T.E.

1 p.m. **Third edition FEI Degree award**

Award-giving for graduates in Herbalist Techniques and affiliated subjects

SPAZIO OFFICINALE. MEETINGS AREA (Hall 35)

Friday 9th September – 3 p.m.

Lesson with Marco Valessi, phytopreparer, University of Middlesex, London

OMEGA 3 & 6 IN VEGETABLE OILS. PROPERTIES AND USES

Saturday 10th September

Two lectures with Maria Angela Polesana, teacher at Brand Lab and of Corporate Communication at the IULM University in Milan

10 a.m. – THE SHOP WINDOW. THE HERBALIST’S BUSINESS CARD

3 p.m. – THE SHOP CHANGES SHAPE. EXPERIENTIAL MARKETING