



Mapping the Conversation
for a Featured Theme at the:
**IUFOST WORLD
FOOD CONGRESS
HONG KONG 2026**



WEBINAR ON

ULTRA-PROCESSED FOODS

A Contested Concept —

Distinguishing Scientific Evidence from Public Narratives



APRIL 28TH, 2026



12:00 – 13:30 Sydney time



Register your participation

OBJECTIVES

Clarify the scientific foundations and limitations of current classification approaches.

Examine how a constructed and evolving concept has shaped public narratives.

Distinguish between evidence-based conclusions and oversimplified or misleading interpretations.

Promote inclusive, multidisciplinary dialogue across science, regulation, and industry.

Webinar: Ultra-Processed Foods - 28th April 2026

Webinar Registration Link

https://us06web.zoom.us/webinar/register/WN_dtPszytoQRGbfe8t7wnVSQ

Proposed Agenda

Session	Content
Opening Remarks	<p>Fiona Fleming, Chief Executive Officer, Australian Institute of Food Science and Technology (AIFST)</p> <p>Wendy Bayliss, Executive Manager, New-Zealand Institute of Food Science and Technology (NZISFT)</p>
Introductory Presentation	<p>Framing the issue: Food Classification and its implications, the discourse on Ultra Processed Foods (UPF).</p> <p>➤ <i>Prof. Samuel Godefroy, Professor, Food Risk Analysis and Regulatory Policies, Laval University, Quebec, Canada; President GFoRSS; President IUFOST</i></p>

<p>Discussing Implications of “UPF” Attribution to Food Products</p>	<p>Addressing the broader implications of attribution of “UPF” status to food products</p> <ul style="list-style-type: none"> ➤ <i>Prof. Aman Wirakartakusumah; Rector of IPMI Institute, International Business School, Jakarta Indonesia, Immediate Past President of IUFoST,</i> ➤ <i>Prof. Susana Socolovsky; Food Regulatory & Scientific Affairs Consultant - Fellow of the International Academy of Food Science & Technology - President Elect Latin American and the Caribbean Association of Food Science and Technology (via Recorded Video)</i> ➤ <i>Prof. Pavinee Chinachoti; President-elect IUFoST (International Union of Food Science and Technology); Chair of FIRN (Food Innovation-Regulation Network)</i>
<p>Alternative Food Classification Approaches</p>	<p>Presenting IUFoST’s alternative perspective, including the development of a multi-parameter approach to food classification useful to guide policy considerations</p> <ul style="list-style-type: none"> ➤ <i>Prof. Erich Windhab; Professor em. Food Process Engineering at ETH Zürich</i>
<p>Regional Perspective – Australia/New Zealand</p>	<p>Perspectives from the South-West Pacific region</p> <ul style="list-style-type: none"> ➤ <i>Dr. Deon Mahoney, Scientific Advisor, Australian Institute of Food Science and Technology.</i>
<p>Moderated Panel Discussion & Q&A</p>	<p>Interactive discussion with all speakers</p> <ul style="list-style-type: none"> ➤ <i>All Panelists and participants</i>
<p>Closing Remarks</p>	<p>Closing Remarks</p> <p>Fiona Fleming, Chief Executive Officer, Australian Institute of Food Science and Technology (AIFST)</p> <p>Wendy Bayliss, Executive Manager, New-Zealand Institute of Food Science and Technology (NZISFT)</p>