

## News Release



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**Contact:** Marietta Wheaton Ellis  
(919) 562-0600  
[iwa@newbeginningsmanagement.com](mailto:iwa@newbeginningsmanagement.com)

### **2011 International Workshop on Anthocyanins Hosted for First Time in North America**

*N.C. State Plants for Human Health Institute Director Will Introduce World Scientists to N.C. Research Campus*

The International Workshop on Anthocyanins (IWA) will be held from September 11 –14, 2011, at the Great Wolf Lodge in Concord, North Carolina, which is in Cabarrus County. The IWA conference is held every two years in different locations around the globe to share information on all aspects of the biosynthesis and function of anthocyanins in plants and their applications in agriculture, food products and human health. Anthocyanins are found in red or purple fruits and vegetables, and are considered beneficial to human health.

This is the first year the conference is being held in North America. The 2011 conference location was chosen because of its proximity to North Carolina State University's Plants for Human Health Institute on the N.C. Research Campus in Kannapolis and the work conducted there by Dr. Mary Ann Lila, director of the institute.

The Plants for Human Health Institute is part of N.C. State's College of Agriculture and Life Sciences. Through groundbreaking, transdisciplinary discovery and outreach, the Plants for Human Health Institute will pioneer a dramatic shift in the way the American public views and uses plant food crops – not merely as a source of nutrients and flavorful calories, but as a powerful resource for components that protect and enhance human health, according to Lila. She expects the institute's integrated research approach to lead to the development of enhanced health benefits in fruits and vegetables and the introduction of new or underappreciated crops and products. Research in the areas of metabolomics, biochemistry, pharmacogenomics, breeding and postharvest attributes contributes to the institute's mission. "Ultimately, research that leads to enhanced benefits in fruits and vegetables will allow consumers to make proactive, responsible dietary choices that benefit their own, and their family's, health," said Lila.

Lila, an internationally known scientist, was recently named the first David H. Murdock Distinguished Professor by N.C. State University. The Murdock professorships were created with a \$2 million gift to N.C. State from David Murdock, owner of Dole Foods and other businesses. Lila's research focuses on three areas: studying health-enhancing compounds in blueberries and other berries, isolating phytochemicals that counteract malaria, and working with scientists and students from around the world to explore natural products for biomedical use. Working with the Global Institute for BioExploration, or GIBEX, a research and development network she helped start while she was on the University of Illinois at Urbana-Champaign faculty, Lila works with scientists, students and traditional healers in developing nations and with Native Americans to identify plants that hold promise for human health. Lila's work has taken her to Central and South Asia, New Zealand and Australia, Alaska and the Dakotas, Central and South America, and Africa.

The N.C. Research Campus is Murdock's vision. It is a public-private venture created to foster collaboration and further knowledge in biotechnology, nutrition, agriculture and health. The Kannapolis campus facilitates transdisciplinary research among eight participating universities and a growing list of industry partners. This vision is to create a world-class research hub where collaborative science will lead to great discoveries in agriculture, nutrition, health, and biotechnology research.

To find more information on the IWA 2011 or register for the conference, please visit <http://www.newbeginningsmanagement.com/iwa>.

For more information or to register for the conference, please contact:  
New Beginnings Management, Inc.  
P.O. Box 12901  
Raleigh, NC 27506  
Phone: (919) 562-0600  
Fax: (919) 562-0608  
Email: [iwa@newbeginningsmanagement.com](mailto:iwa@newbeginningsmanagement.com)  
Website: <http://www.newbeginningsmanagement.com/iwa>

For information on the N.C. State University Plants for Human Health Institute, please contact:  
Dr. Mary Ann Lila, Research Faculty Director  
Department of Food, Bioprocessing and Nutrition Sciences  
North Carolina State University  
600 Laureate Way  
Kannapolis, NC 28081  
Phone: 704-250-5407  
Email: [maryann\\_lila@ncsu.edu](mailto:maryann_lila@ncsu.edu)  
Website: [www.ncsu.edu/phhi](http://www.ncsu.edu/phhi)