



For immediate release — Monday, September 25, 2023

Media availability for Dr. Digvir Jayas in advance of his PUBLIC Professor Series presentation

As with any other industry, the food industry has been changing over time. These changes are driven by many factors including changes in consumer behaviour, advice to consumers from health practitioners, government regulations, global economy, transportation, climate change, technology including internet-of-things (IoT), research done by academic institutions and industry itself, and most recently pandemic.

On Thursday, Sept. 28, 2023, 7 p.m. at the Sandman Signature Lethbridge Lodge, Dr. Digvir Jayas will kick off the PUBLIC Professor Series by presenting Recent Trends in the Food Industry. There, he will provide an overview of recent trends in the food industry and factors driving these changes. Using food quality monitoring as an example, this presentation will highlight what role research has played and is continuing to play towards this area.

WHAT: Media availability for President and Vice-Chancellor, Dr. Digvir Jayas

WHEN: Tuesday, Sept. 26, 10:30 a.m.

WHERE: University of Lethbridge North Patio (outside University Hall Atrium)

As many media members are unable to attend the evening PUBLIC Professor Series talks, this is an opportunity to speak to the researcher about this important societal issue.

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Our University's Blackfoot name is Iniskim, meaning Sacred Buffalo Stone. The University is located in traditional Blackfoot Confederacy territory. We honour the Blackfoot people and their traditional ways of knowing in caring for this land, as well as all Indigenous Peoples who have helped shape and continue to strengthen our University community.