

# Processed foods: how to communicate about what we (don't) know?

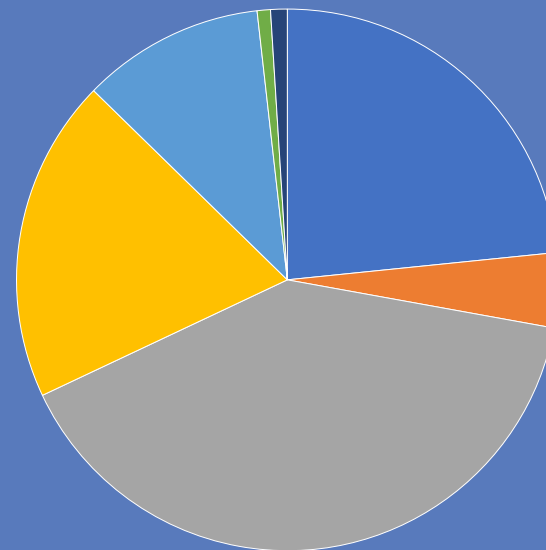
**24 November 2020,**  
**14:00–15:15 CET**

Online symposium  
organised by EUFIC





Registered: > 1000!

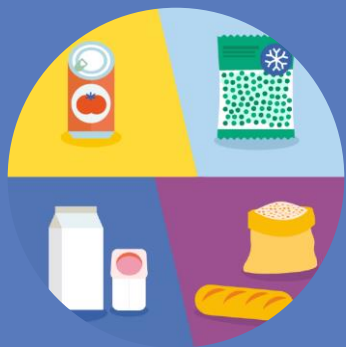


- Academia
- Educator
- Food and Drink Industry
- Health Professional
- Interested Citizen
- Media
- Policy Maker

# Welcome: to the processed foods paradox?

Dr Milka Sokolović

Head of Food & Health Science, EUFIC



# Welcome: to the processed foods paradox?

with us for millenia, but never

- so broadly used
- so innovatively developed
- so thoroughly scientifically scrutinised
- so hotly disputed

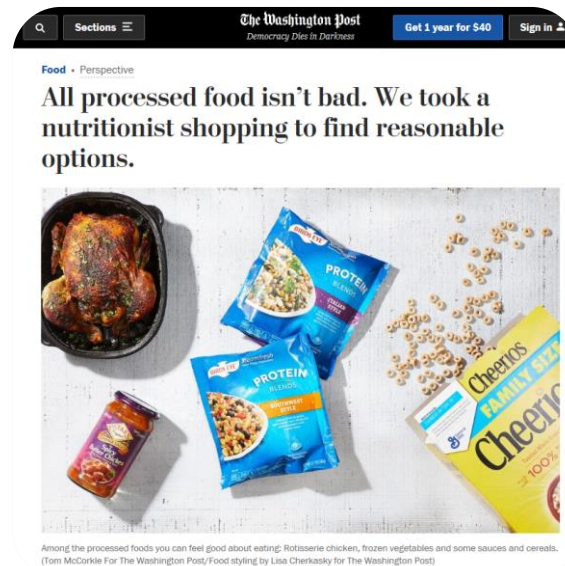


# Processed foods hitting the headlines

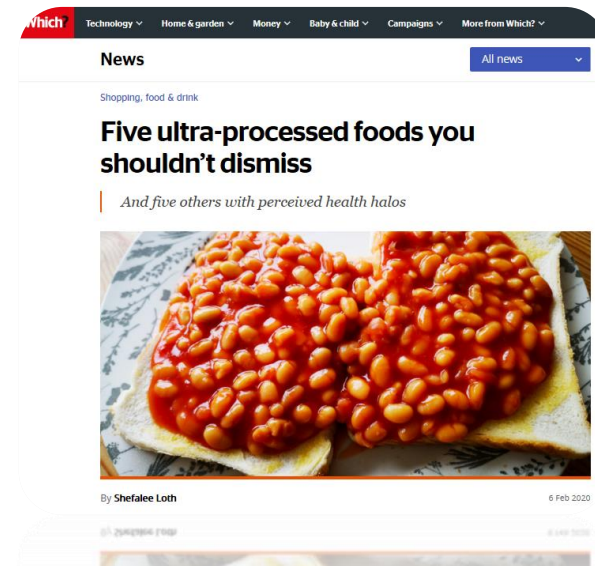
## The Guardian



## The Washington Post



## Which?



# Processed foods creating Twitter storms

**Kevin Hall (@KevinHallPHD)** · 13 Feb  
This is a wonderfully written article on ultra-processed food by @KitchenBee in @guardian featuring some of our recent work on this topic and including some discussion of our new study to begin this spring!


**Kevin Hall (@KevinHallPHD)** · 13 Feb  
Many processed foods are safe and healthy but "there's a huge difference between a cooked carrot and a bag of industrially produced, carrot-flavoured veggie puffs". Can you think of one healthy ultra processed food? I recently failed this test.

**Kevin Hall (@KevinHallPHD)** · 13 Feb  
Great piece by @kitchenbee - bringing personal & political to ultra-processed foods. Foods which make up large & growing portion of daily food intake from Baltimore to Bamako for convenience, cost & ubiquity. Manufacturing an #obesity epidemic bit.ly/2ORTTho #UPF #CdOH

**Kevin Hall (@KevinHallPHD)** · 13 Feb  
England's #foodstrategy has been to let multinational companies and supermarkets decide what we eat.  
That has to end - draft new version due in spring. Needs to be radically different

**Kevin Hall (@KevinHallPHD)** · 13 Feb  
Fantastic piece on ultra processed foods by @KitchenBee! Detailed reporting of how these foods make up large & portion of daily food intake across the world & highlights yet again that NHS Eatwell Guide isn't making us well at all! @zoeharcombe

**Kevin Hall (@KevinHallPHD)** · 16 Feb  
"Ultra-processed foods" (#UPF) have been around as the "bad boy" for some time, with studies suggesting that they are to blame for all ills linked to diet - and the latest article by @kitchenbee in the @guardian follows suit.



**The Guardian**

How ultra-processed food took over your shopping basket  
The long read: It's cheap, attractive and convenient, and we eat it every day - it's difficult not to. But is ultra-processed food making us ill and ...  
theguardian.com

7 17 57

**Kevin Hall (@KevinHallPHD)** · Sep 9, 2019  
We absolutely have to eat less of the nutrient-poor, calorie-dense, easy-to-overeat processed foods out there. But the thinking everyone should switch to wholesome home cooking is magical thinking. We need BETTER processed foods. The end.

**Kevin Hall (@KevinHallPHD)** · Sep 11, 2019  
@TamarHaspel Soupergirl soup is pretty darn good as well! Thanks for the great article!

**Kevin Hall (@KevinHallPHD)** · Sep 17, 2019  
Not all processed food is bad. A nutritionist tells us the best #food #PlantBased PlantBased.Guide #DOMAINNAME

**Kevin Hall (@KevinHallPHD)** · Feb 14  
"it's processed" isn't a reasonable objection to any particular food. It depends on how it's processed." @WaPoFood

**Kevin Hall (@KevinHallPHD)** · Feb 17  
Door bewerking kan voedsel veiliger en beter houdbaar gemaakt worden en het hoeft niet ongezond te zijn. De keuze in gezonde opties is echter beperkt.

All processed food isn't bad. We took a nutritionist shopping to find reasonable options.

**The Washington Post** @washingtonpost · 12 Feb 2017  
Not all **processed foods** are bad for you. How they're made matters.



Not all processed foods are bad for you. How they're made matters. Some ingredients undergo changes that make them equally or more nutritious than they once were.  
washingtonpost.com

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**FactCheckUK** @FactCheckersUK · 6 Feb  
Five ultra-processed foods you shouldn't dismiss



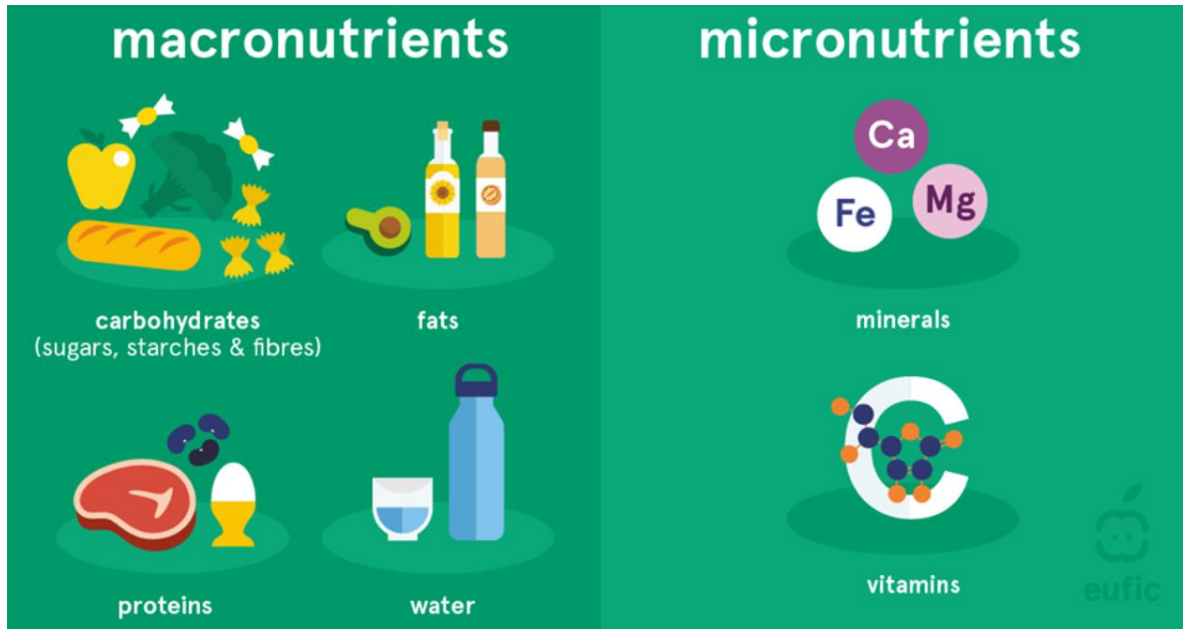
**FactCheckUK** · 15 Feb  
"Five ultra-processed foods you shouldn't dismiss"  
Don't always assume that "ultra-processed foods" are always full of unhealthy ingredients...



Five ultra-processed foods you shouldn't dismiss - Which? News  
Ultra-processed foods have been demonised but they're not all equal. And a blanket ban on them in your diet won't immediately lead to a ...  
which.co.uk

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# Nutrition and/or processing?



**macronutrients**

- carbohydrates (sugars, starches & fibres)
- fats
- proteins
- water

**micronutrients**

- minerals (Ca, Fe, Mg)
- vitamins

eufic



# Processed foods – a debatable term

## science in search for consensus

- definitions
- classification
- risks & benefits
- associated concepts & values





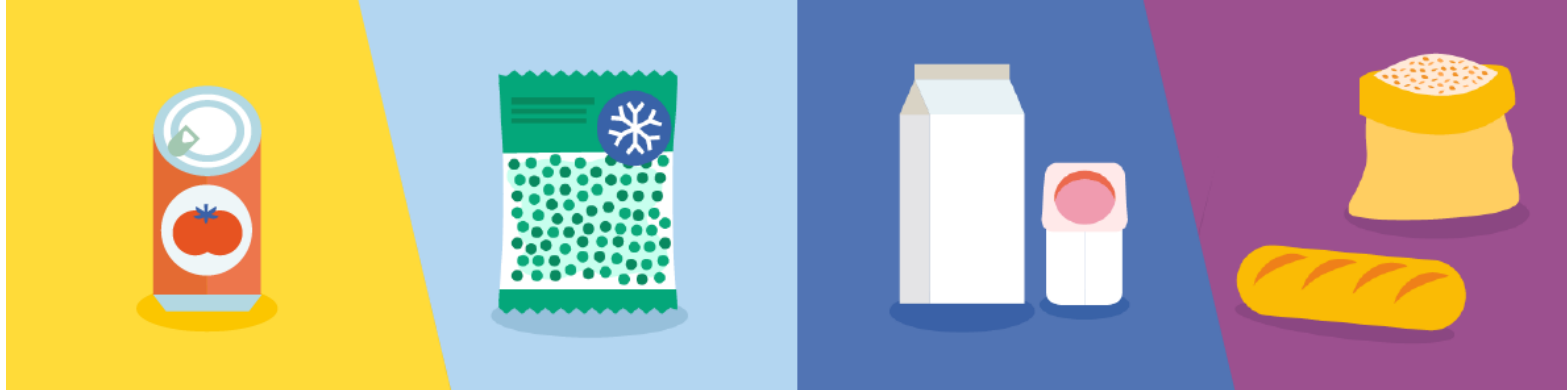
# What comes to your mind when you read “processed foods”?



# Where do scientists (dis)agree?

What can we say about processed foods?





# Symposium Programme

## 14:00–15:15 CET



**14:00 Welcome: to the processed foods paradox?**

*Dr Milka Sokolović (European Food Information Council)*

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**Processed food classifications: concepts and issues**

*Christina Sadler (European Food Information Council / University of Surrey)*

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**Ultra-processed food and chronic disease risk: epidemiological evidence**

*Dr Mathilde Touvier (EREN / INSERM)*

**Psychobiology behind the effect of ultra-processed food consumption on energy intake**

*Prof. Kees de Graaf (Wageningen University & Research)*

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**Risk/benefit considerations for food processing at the nexus of food safety and health**

*Prof. Andreja Rajković (Ghent University)*

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**14:55 Time for burning questions**

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**15:15 Closure: any closer to clarity?**

# Speakers



**Christina Sadler**

*Senior Manager, Food & Health Science, **EUFIC, BE** / Postgraduate researcher, **University of Surrey, UK***



**Dr Mathilde Touvier**

*Director of the Nutritional Epidemiology Research Team (**EREN**) / Research Director at **INSERM, FRA***



**Prof. Kees de Graaf**

*Professor Sensory Science and Eating Behaviour, **Wageningen University, NL***



**Prof. Andreja Rajković**

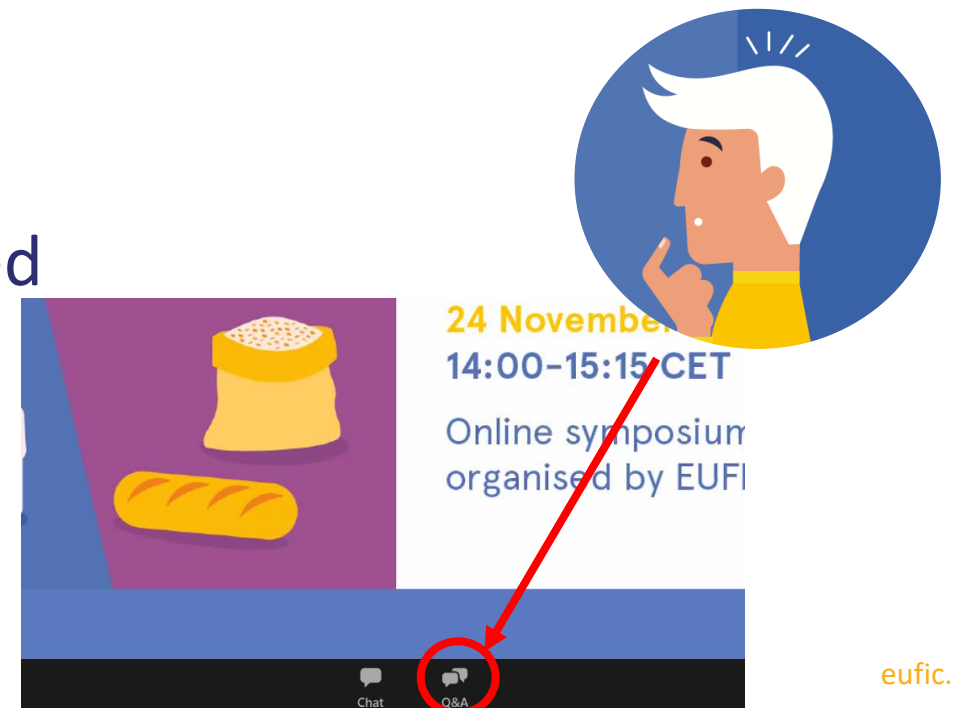
*Professor in Microbial Food Safety, **Ghent University, BE***

# Housekeeping

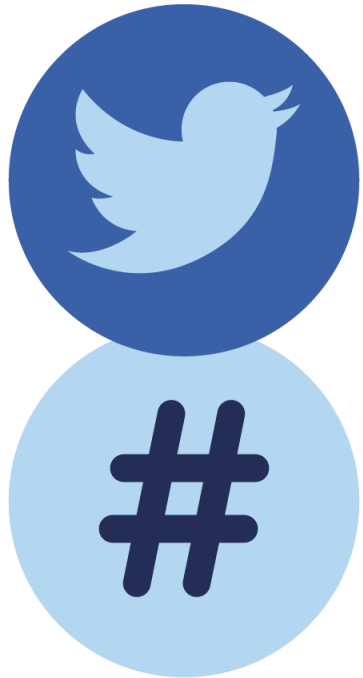


# The online basics

- cameras are off to allow for better connection
- mics are off to allow for peace & focus
- questions are welcome!
  - please ask via the Q&A
  - address to specific speaker
  - upvote the Qs you would like be answered
  - answers during the Q&A session



# Join us on social media



#TalkProcessedFoods

# After the event



receive recording  
& slides



share your feedback  
in the **survey**



