

## WeValueFood - Reconnecting society with food

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With society facing major problems in terms of obesity, food waste and the environment, the need for next generation consumers of European consumers to make improved food choices has never been more important. WeValueFood will educate, engage, and advance the young Europeans' knowledge of and appreciation of food, thereby empowering the next generations to make the best choices about the food that they eat.

### Why?

Nowadays, we are facing decreasing levels of engagement and knowledge about our food, particularly among our youth. It is difficult to encourage the next generation to make improved food choices if their engagement and comprehension of food is poor.

WeValueFood will help to establish a society that is more knowledgeable and discerning about where food comes from and how it affects our health and the planet. Through closer links between consumers and the food industry, next generation consumer food choices and values will lead to product differentiation and added value, ensuring a thriving European agri-food economy.



### WeValueFood will focus on 5 areas of food knowledge



#### The origin of food

Where does food come from?



#### Food waste

How to reduce our own food waste?



#### Food & the environment

How does what we eat affect our world?



#### Food & health

How do we eat healthily?



#### Food production

How is food made?

### Project's goals



In a nutshell, WeValueFood aims to tackle the erosion of society's engagement with our food by:

- Providing a pan-European online inventory of existing educational resources to help teachers engage students on the topic of food
- Creating new tools and strategies for educating students from a primary, secondary, and tertiary level about food
- Modifying and scaling up food engagement tools particularly in regions where levels of food disengagement are high and young people lack knowledge about food
- Helping the food industry learn how to engage with next generation consumers in a positive and healthy way
- Inspiring a community of European Food Champions, a network of food-savvy young consumers who will share their food values via peer-to-peer communication
- Work together with high-profile Food Stars (e.g. chefs and social media influencers) to spread the WeValueFood message

## About

WeValueFood is a 3-year grand challenge project funded by EIT involving 11 European partners from education, academia and industry, communication sectors. The project runs from 2019-2021 and is led by Queen's University Belfast.

For more info check out WeValueFood's:

Website: [www.eitfood.eu/innovation/projects/wevaluefood-2020](http://www.eitfood.eu/innovation/projects/wevaluefood-2020)

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