



Members' Newsletter October 2026

Last Updated : 07 October 2026

Looking for a specific topic? Use the quick links below to jump to the items most relevant to you, or continue scrolling for the full October newsletter.

News from EUFIC

Ongoing...

Membership News

[Question for GDs: do you have a high-res visual of this one? For Brevo is fine but it looks blurry here]



Welcoming new members

We are pleased to welcome **four new organisations to EUFIC's membership programme**. As our community continues to grow, these new members bring additional expertise, perspectives and opportunities for exchange across food, nutrition, sustainability and public engagement.

[Zespri International Limited](#) is the world's largest marketer of kiwifruit, managing around 30% of global kiwifruit volume. The organisation works to promote knowledge around kiwifruit, health and nutrition.

Gasztrohós, officially the [Heroes of Responsible Dining Foundation](#) (*Felelős Gasztrohós Alapítvány*), is a Hungarian non-profit organisation founded in 2012. Working at the intersection of gastronomy and climate protection, the foundation promotes environmentally responsible and sustainable food practices, making eco-conscious eating more appealing, practical and accessible to the public, schools and corporate groups. Gasztrohós has also collaborated with another EUFIC member, the Wasteless Foundation.

The [Slovene Nutritionists and Dietitians Association](#) is a professional, non-profit organisation based in Ljubljana. It represents professionals working in food, nutrition and dietetics across public and private sectors in Slovenia, including healthcare, education and social care. The association is also a member of EFAD, the European Federation of the Associations of Dietitians, which is part of EUFIC's membership community.

[IBA Bucharest](#) is a public research organisation, coordinated by the **[National Research Authority](#)**, with research activity in 4 areas: food safety, nutrition, consumer behavior, food (Bio)technologies. The research activity takes place in 9 laboratories, 3 pilot experimentation stations and 2 specialized departments for support action and Long life Learning projects. In addition to research activity, the institute also carries out services to third parties, consisting of: laboratory analyses, production of personalized foods for consumers with special needs, as well as food supplement notification activity.

Recent awareness-raising highlights

August: Sustainable food systems

food system

[For GDs: picture needed, generic visuals about sustainable food]

Article: [How to reduce and avoid food waste at home](#)

Social media post: [Do I need to stop eating meat to have a more sustainable diet?](#)

September: Sustainable seafood

diet shift, seafood

[For GDs: picture needed, generic visuals showing seafood, olive oil and veggies maybe]

Article: [The Mediterranean diet](#)

Social media post: [Why should you mix up the seafood in your plate?](#)

What was our team up to

Interview for RTBF documentary on food choices and misinformation

science literacy, misinformation



Our colleague **Frédéric Bayer** sat down with [Tchic Tchac for RTBF](#) on **21 September** for an interview on food myths and food literacy. The conversation covered why food is such a complex topic, some of the misconceptions and false beliefs surrounding it, what it means to be food literate, and how we navigate the growing amount of food-related information, including on social media.

Fred also brought in findings from EUFIC's European survey on food literacy (2023–2024), which gathered insights from around 4,000 adults across seven European countries. His work has contributed to fighting food misinformation and raises awareness about food literacy in the EU.

We will share with you the documentary once aired!

First #M4SF cluster event



ORGANIZERS:

TRIBIOME

MICROORC

micro
biomes
4soy

HealthFerm

FOODGUARD

DOMINO

WHEATBIOME

Delicious

On 1 October, Brussels became a **meeting point for researchers, policymakers, farmers, consumer organisations and company representatives** to explore a key question: how can microbiome research move beyond the lab and create real-world impact?

Debora Serra organised the workshop that showcased the latest results from the [Microbes4SustainableFoods cluster](#) and opened a wider discussion on **how scientific knowledge can inform practical solutions and future policy recommendations**.

For more information and valuable insights from the workshop, watch the full recording here: [Harnessing Microbiomes for a Sustainable Food System](#)

Highlighted news from projects

Upcoming events

Food communication for vulnerable groups: what are the effects and how can we act? (Infoodmation)

Date & time: 22 October 2026, 10:00-12:00 CEST, online

consumer behaviour, policy & regulation




Food communication for vulnerable groups:
What are the effects and how can we act?

Best Healthy Snack

Fat free!

24h detox

Online Workshop

22 October
10:00 CEST
REGISTER Now!

Children • Adolescents • Low-income groups

Funded by the European Union

www.infodmation.eu

We are glad to invite you to the **third workshop organised by Infodmation**. The project investigates how different food communication and marketing strategies influence our food consumption habits.

In this workshop, we will present insights on **how food communication affects vulnerable groups**, with a particular focus on children and adolescents and people from lower socioeconomic status.

The aim of the discussion is to **gather your feedback and suggestions** on how we can further strengthen our analysis by integrating your perspectives, experiences, and best practices, helping to shape the project's final results. We are particularly interested in hearing the voices and experiences of **industry representatives, policymakers, and civil society organisations**. Their input will help us further develop our analysis.

[Register here!](#)

Reducing Consumer Food Waste Across Settings: What Works in Practice? (COMBINE)

Date & time: 21 October 2026, 10:00-12:00 CEST, online

food waste, food system, portion size

COMBINE



Co-funded by
the European Union

Reducing Consumer Food Waste Across Settings:

What Works in Practice?



*Lessons from the **COMBINE** Project*

Food waste prevention requires more than individual actions. It calls for solutions that address the diverse factors shaping our behaviour and work across the places where we eat, work and live. And all these solutions must work in real-world environments. This is why the **EU-funded COMBINE project** has explored over the past years, how food waste reduction interventions in schools, workplaces and homes can be meaningfully combine and drive behavioural changes.

The event offers EUFIC members insights into new approaches to food waste prevention, practical tools that can be applied in real-world scenarios, and opportunities to connect with experts and initiatives shaping more sustainable food systems across Europe.

Join us for the concluding COMBINE event to discover key findings, explore practical tools for implementing food waste interventions, and hear from other European initiatives discussing the challenges and opportunities of scaling consumer food waste prevention. [Register here!](#)

The future of Fermented Foods: Connecting innovation, evidence and practice (DOMINO)

Date & time: 9 November 2026, 12:00 - 13:30 CET, Online

microbiome, policy & regulation, fermentation



The 3rd iteration of the **DOMINO Stakeholder Forum webinar** will bring together experts from both [DOMINO](#) and the [PIMENTO Cost Action Initiative](#) to explore how fermentation science can move from innovation to robust evidence and practical application.

Key topics will include:

- Fermentation, food innovation and circular food systems
- Evidence on the health benefits and safety of fermented foods
- Knowledge gaps and priorities for future research
- Evidence-informed communication and future regulatory developments
- Collaboration across research, industry and policy

The webinar is designed for food and fermentation industry representatives, researchers and academics, policymakers, public authorities and other stakeholders working across food, health and innovation.

[Register and check out all the information here.](#)

Resources

Trust Report 2026: Who do consumers believe? (EIT Food Consumer Observatory)

science literacy, consumer behaviour, policy & regulation



EIT Food
Consumer Observatory



Co-funded by the
European Union

Who do consumers believe?

Part four of the EIT Food Consumer Observatory
Trust Report Series 2026

September 2026



The fourth and last issue of the **EIT Food Consumer Observatory's [Trust Report 2026: Who do consumers believe?](#)** explores how confident Europeans feel about their food choices, what they believe they know about healthy and sustainable diets, how well they feel able to distinguish reliable information, and which sources they trust for guidance.

Across 18 European countries, the research reveals a growing gap between confidence in ourselves and confidence in the information around us. The share of Europeans who feel able to make good food choices rose from 60% in 2024 to 66% in 2025. Yet fewer than half consider food information itself reliable. At the same time, consumers are becoming more confident in their own ability to separate reliable information from unreliable information, and 53% say they know where to find sources they can trust.

[Download the report for free here!](#)

Fermented Foods 101: New interactive resource section (DOMINO)

microbiome, science literacy, fermentation



Fermented Food 101 is the [DOMINO](#) project's hub for easy-to-understand, science-based information about fermented foods, and it offers a growing collection of resources that explain what fermented foods are, how they are made, and why they have been part of diets around the world for thousands of years.

It includes an infographic as your entry point, a fermented foods card game that teaches you about specific foods and the microorganisms behind their fermentation, and a quiz to test what you've learned. This resource can be widely shared as a useful educational resource for fermented food awareness and literacy.

Despite how common fermented foods may be in our diets, the science behind them is often hard to find in a form that is accessible and engaging. Therefore, we created Fermented Food 101 to make that science clear, fun, and relevant to daily life, and we will keep adding new materials in multiple languages, so check back often to explore the latest resources!

New scientific publication: Barriers to Micronutrient-Rich Diets Among Charitable-Service Users (Zero Hidden Hunger EU)

NCDs, low SES/Affordable



ZERO HIDDEN HUNGER EU

R E D U C I N G M I C R O N U T R I E N T D E F I C I E N C I E S

In this new paper, part of the [Zero Hidden Hunger EU project](#), we present the results of a focus group study we conducted with hard-to-reach consumer groups (beneficiaries of charitable food assistance and refugees in Poland and Italy) to understand the barriers they face when it comes to accessing and consuming micronutrient-rich foods.

The barriers encompassed issues related to the availability, accessibility (physical, temporal, economic, informational), acceptability, and quality of micronutrient-rich foods. Perceptions regarding foods fortified with micronutrients and food supplements were also discussed.

[The findings underscore the need to shift from food sufficiency towards nutritional adequacy and equity](#) through coordinated action across food assistance, social protection, healthcare, and nutrition communication policies.

These insights can inform food companies' product development, reformulation, pricing, distribution, and marketing strategies with the aim of developing products that are not only nutritious but also affordable, accessible, culturally acceptable, and of sufficient quality for vulnerable consumer groups.

[Access the paper here.](#)

Precision Fermentation report (EIT Food Consumer Observatory)

science literacy, consumer behaviour, fermentation



Food
Consumer Observatory



Co-funded by the
European Union

From Curiosity to Confidence

Developing effective messaging for products
made with precision fermentation

October 2026



The **EIT Food Consumer Observatory** report ***From Curiosity to Confidence: Developing effective messaging for products made with precision fermentation*** explores how consumers perceive precision fermentation and how products made with precision-fermented ingredients can be communicated in ways that build understanding, interest and trust.

Drawing on qualitative research with **45 participants from the [Consumer Observatory's Citizen Participation Forum](#)**, the study first explored perceptions of precision fermentation and then tested three different communication narratives across three hypothetical product contexts.

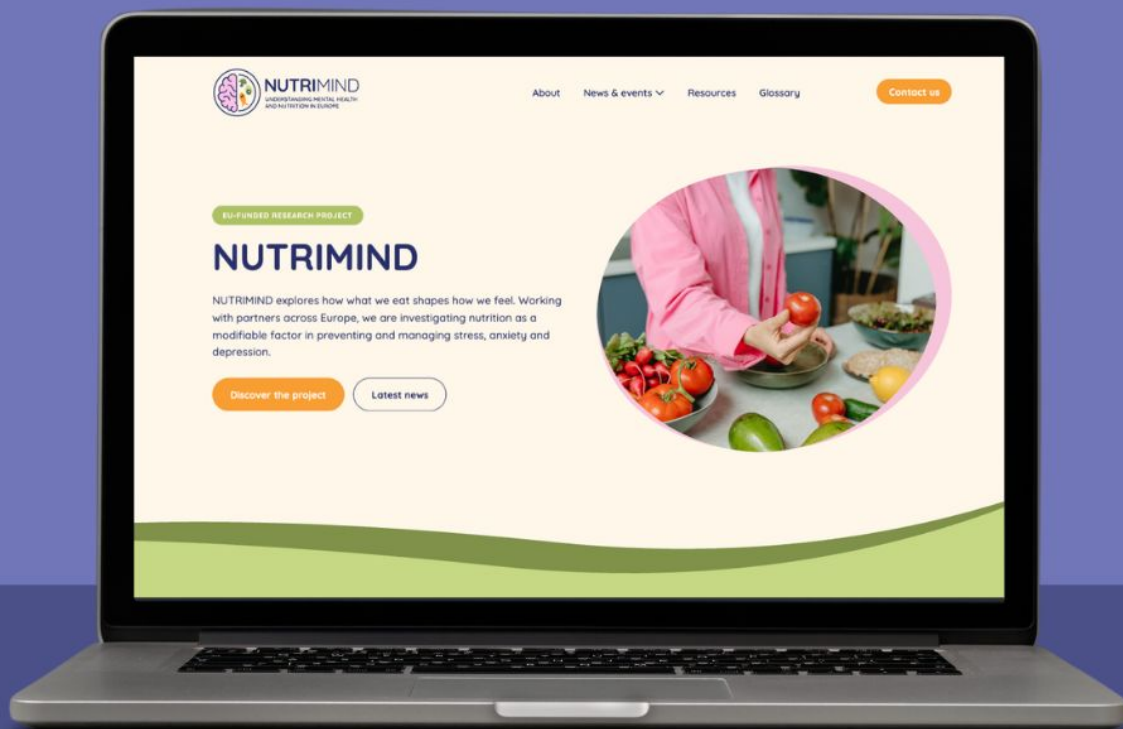
[Download the report here!](#)

NUTRIMIND project website available

personalised nutrition, microbiome

Our website is **live!**

check it out



nutrimindproject.eu

The complete [NUTRIMIND project website](https://nutrimindproject.eu) is now live, providing a dedicated space to discover the project, follow its progress, activities and access research findings, resources and tools developed throughout the next four years.

Bringing together 15 partners across 10 countries, **NUTRIMIND investigates the connections between diet, nutritional status, the gut microbiome and mental health across the life course.**

The website will also be a central channel to share updates on its Community of Practice, providing opportunities for researchers, clinicians, policymakers and other stakeholders to engage with the project and contribute to the interpretation and dissemination of its findings.

For members working and interested in food, nutrition, health and public health, the website will offer opportunities to stay informed about emerging evidence, provide collaboration opportunities and explore resources that may support research, practice and policy development.

Audio-visual training materials (HOLiFOOD)

food safety



HOLiFOOD developed **free digital audio-visuals and interactive training materials to support risk communication, dissemination and education**. These educational materials strengthen knowledge and understanding of contemporary food safety risk analysis while supporting the capacities needed to address increasingly complex food safety challenges.

1. **Risky behaviour of the consumer**. This training focuses on consumer risky behaviour and is targeted at students and consumers.
2. **Detection methods**. This training focuses on detection methods and is targeted at students and food professionals.
3. **Holistic assessments**. This training addresses the need for holistic assessments of food systems, exploring the dimensions and methodologies used in this approach. It is targeted at students, food companies, and policy makers.
4. **How food safety will change with current challenges**. This training examines how food chain safety is being reshaped by global trends and their underlying drivers, and how a systems perspective can help anticipate emerging risks. It is targeted at students, food companies, and policy makers.

Turning COMBINE's food waste findings into action

food waste, food system

[PICTURE PENDING]

Food waste is a complex challenge, and reducing it requires action that fits different people, settings and everyday realities. But knowing what works is only the first step - organisations also need practical guidance to put effective interventions into practice.

Therefore, [COMBINE](#) has developed **two practical resources** to help turn evidence into action: the **COMBINE Replication Toolkit**, which brings together practical interventions and lessons learned for schools, workplace canteens and households, and a **collaborative factsheet** developed with the EU-funded projects [FOLOU](#) and [ROSETTA](#), highlighting practical actions to prevent food loss and waste across the food value chain.

These resources are particularly relevant to EUFIC members because they translate EU-funded research into practical, accessible actions that can be shared and applied across different settings. The toolkit offers **concrete guidance for organisations working with schools, workplaces and households**, while the collaborative factsheet provides a **broader food-system perspective** by connecting actions from production through to consumption.

LINKS PENDING

New projects

CONNECT-MICROBIOME

Start date: 1 January 2027

microbiome, food system, fermentation

[For GDs: picture needed with project name]

The project will... build an **integrated framework linking microbiomes across the soil-plant-food-human continuum**, which are usually studied separately, to support more sustainable agriculture, safer and higher-quality food, and health-relevant food innovation.

Combining large-scale data analysis with experimental work on crop production, post-harvest processing, fermentation and gut-relevant models, it will examine how agricultural practices shape plant microbiomes and develop interventions such as synthetic microbial communities and new fermentation strategies for functional plant-based foods.

EUFIC will lead activities in multi-actor engagement with key stakeholders across the food system to ensure practical relevance, societal acceptance, and policy usability of microbiome-informed solutions. EUFIC will also carry out and coordinate general communication and dissemination activities.

If members are interested in microbiome and in fermentation, this project can have interesting results for studies or to improve food products. Moreover, we can involve members in the stakeholder consultations and you can have access to preliminary results.

Type of project: HORIZON-RIA

Project Manager: Matteo Sabini, Sofia Mendes, Darya Silchenko

CARE4FOOD

Start date: 1 January 2027

food waste, portion size

[For GDs: picture needed with project name]

The project will... work with citizens across the EU to develop and test practical ways to **measure, prevent, and reduce household food waste**. Combining behavioural science and AI, it will create digital tools that track waste and provide personalised feedback. Through campaigns in five regions and an EU-wide implementation, the project will test solutions tailored to different households and provide evidence to guide food waste prevention policies.

EUFIC will be responsible for communication, dissemination & networking activities.

Type of project: HORIZON-RIA

Project Manager: Debora Serra and Vittoria Ruggiero

OHMA

Start date: 1 February 2027

microbiome, food system

[For GDs: picture needed with project name]

The project will... strengthen coordination of **microbiome research and innovation** across Europe by connecting activities across human, animal, plant, soil and aquatic microbiomes. It will establish a **European Microbiome Knowledge Hub**, map the European microbiome landscape, support regulatory harmonisation, monitor impacts and strengthen collaboration between science, policy, industry and society.

EUFIC will lead communication, dissemination, stakeholder engagement and capacity-building activities, helping **translate project results into accessible knowledge** and supporting their uptake among key audiences.

Type of project: Horizon Europe Coordination and Support Action (CSA)

Project Manager: Stephan Kampshoff & Amber Peeters