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

This is a wonderfully written article on ultra processed food by @TheKitchenCo in @guardian featuring some of our recent work on this topic and including some discussion of our new study to begin this spring.

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.

A great piece by @greenmamam - bringing personal political to ultra-processed foods. Foods which make up large & growing portion of daily food intake from Baltimore to Jakarta for convenience, cost & ubiquity. Managing an obesity epidemic CAN'T afford the #PUFF#GOG.

England's #foodstrategy has been let down by multinational companies and supermarkets decide what we eat.

That has to end - a new name due in spring needs to be radically different

Fantastic piece on ultra processed foods by @TheKitchenCo. Detailed reporting of how these foods make up large portion of daily food intake across the world’s & highlights yet again that NHS Eatwell Guide isn’t making us well at all. @TheKitchn

"Ultra processed foods" (PUFF) have been around as the "bad boy" for some time, with studies suggesting that they are to blame for all the linked to diet - and the latest article by @TheKitchenCo in the @guardian follows suit.

How ultra-processed food took over your shopping basket

The long rows of its cheap, attractive and convenient, and we eat it every day – it’s difficult not to. But is ultra-processed food making us ill and...

The Guardian

We absolutely have to eat less of the nutrient-poor, calorie-dense, easy-to-swallow processed foods out there. But the thinking everyone should switch to wholesome home cooking is magical thinking. We need BETTER processed foods.

The next

Not all processed food is bad. A nutritionist tells us the best #food #PlantBased #PlantBasedGuide #DOAMNAME

"It's processed" isn't a reasonable objection to any particular food. It depends on how it's processed. @WashFood

Doer bewerking kan veel beter veegsel en beter houdbaar gemakli woorden en het heeft niet ingezond te zijn. De keuze in gezoete opleg is echter beperkt.

All processed food isn't bad. We took a nummernote 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.

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
The most important factor now, when considering food, nutrition and public health, is not nutrients, and is not foods, so much as what is done to foodstuffs and the nutrients originally contained in them, before they are purchased and consumed. That is to say, the issue is food processing – or, to be more precise, the nature, extent and purpose of processing, and what happens to food and to us as a result of processing.

Monteiro, 2010

• dietary lipids, LDL/HDL ratio & CVD
• Na, K & hypertension
• carotenoids and ARMD
• folic acid & NTD
• Ca, Vit. D & osteoporosis
• EPA, DHA & cognition
• perinatal diet & adult NCD
• nitrosamines & colon cancer
• iodine & childhood IQ
• sugar & dental caries
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)

Processed food classifications: concepts and issues
Christina Sadler (European Food Information Council / University of Surrey)

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)

Risk/benefit considerations for food processing at the nexus of food safety and health
Prof. Andreja Rajković (Ghent University)

14:55 Time for burning questions

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