



# Annual report 2015

EUFIC – the European Food Information Council

**EUFIC**



European Food  
Information Council

# Content

## Clickable summary

[Director General's report](#)

[Report from the Chair of EUFIC's Scientific Advisory Board](#)

[Introduction](#)

[1. Building a knowledge base of consumer insights](#)

[2. Action on food safety and quality](#)

[3. Action on nutrition and health](#)

[4. Action within Gulf region](#)

[5. EUFIC projects](#)

- 5.1. Speaking up for Science Action Network (SuSAN)
- 5.2. myPace for Weight Management

[6. EUFIC's involvement in EU-funded projects](#)

- 6.1. CLYMBOL
- 6.2. EuroDISH
- 6.3. Food4Me
- 6.4. DIVERSIFY
- 6.5. PROTEIN2FOOD
- 6.6. RICHFIELDS
- 6.7. Upcoming EU-funded projects

[7.0. EU Platform for action on diet, physical activity and health](#)

[8.0. Disseminating information](#)

- 8.1. EUFIC's website: [www.eufic.org](http://www.eufic.org)
- 8.2. Cool Food Planet website: [www.coolfoodplanet.org](http://www.coolfoodplanet.org)
- 8.3. EUFIC social media highlights:
- 8.4. EUFIC's multimedia centre
- 8.5. EUFIC's flagship publications: Food Today's, Reviews and Science Briefs
- 8.6. EUFIC scientific publications and conference proceedings

## **Annexes**

[Annex 1: Staff](#)

[Annex 2: Members and transparency statement](#)

[Annex 3: Board of directors](#)

[Annex 4: Scientific Advisory Board and Editorial Board 2015](#)

[Annex 5: Annual accounts](#)

[Annex 6: EU Projects consortium partners in 2015](#)



## Director General's report

*In 2015, EUFIC turned 20 years old. In this important year, we continued our work to empower people to make informed decisions about their food and health.*

We have been producing science-based information that consumers can understand covering topics like food contaminants (e.g. acrylamide and heavy metals), allergens, food packaging, caffeine, antimicrobial resistance (AMR), additives, nanotechnology, dietary fats, carbohydrates, obesity, physical activity, energy balance and many more. We have produced over 60 new pieces of informative material, including 17 Food Today articles, three more in depth EUFIC Reviews, nine Science Briefs (summaries of external scientific studies), 24 podcast interviews, three webinars and two videos. Our material has been sent out to our 47,000 online subscribers and shared on our social media platforms. So far, EUFIC has only been using social media in an organic way and we're pleased to see that the interest in EUFIC's material had given us a 13,000 strong social media following at the end of the year.

While our emphasis on consumer-friendly content is set to grow, we remain dedicated to contributing to the scientific community to which we belong. In 2015 we were either lead authors or co-authors of five new scientific papers, with further two accepted for publication, and five conference abstracts. The Appetite paper (Hieke S, Palascha A, Jola C, Wills J, & MM Raats (2016): The pack size effect: Influence on consumer perceptions of portion sizes, Appetite 96, pp. 225–238) received good media attention at the time of publication. EUFIC also published one book chapter. This year also saw the approval of a new research project on 'Drivers of Choice'. This project will seek to find out what motivates consumers to make different food purchase choices.

Collaboration with other actors in the food chain remains a cornerstone of EUFIC's way of working. With the world's continued concern about rising rates of obesity and non communicable diseases, we also continued our dedication to the EU Platform for Action on Diet, Physical Activity and Health with active commitments with both the European

Federation of the Associations of Dietitians (EFAD) and the European Association for the Study of Obesity (EASO), and received praise for linking EUFIC's own aims with those of the platform. We continued to be involved with multiple stakeholders in six EU-funded projects in 2015 and organised successful final conferences for Food4Me, on personalised nutrition, and EuroDISH, on improving research infrastructures on food and health in Europe.

Our eufic.org website, which maintained the Health on the Net (HON) certificate, again attracted a record number of visitor sessions, 10 million. The HON certificate, serves as a guarantee that the website complies with and pledges to honour the eight principles of the HON Code of Conduct as drawn up by the HON foundation.

To celebrate our anniversary, we organised a conference which attracted over 100 attendees. The success of this first EUFIC conference lead to a decision to host an annual conference which will bring together EUFIC's different stakeholders for a day of interesting talks and networking.

*Dr Laura Fernàndez Celemin, Director General, EUFIC*



## Report from the Chair of EUFIC's Scientific Advisory Board

*This year EUFIC has continued to demonstrate their ability to respond to the urgent need for more understandable science-based information about the food chain.*

The 17 Food Today articles that our Scientific Advisory Board (SAB) was called upon to review covered issues ranging from stress and food intake, polyphenols, facts on fats to gestational diabetes. EUFIC continues to tackle topics very much in the public debate amongst consumers and this year we also reviewed articles on food chain transparency and a sustainable food supply.

Our group also commented on EUFIC Reviews on dietary fats and health, whole grains and physical activity and health.

The SAB was very happy to welcome two new members in 2015, Michael Siegrist, Professor for Consumer Behaviour at the Institute for Environmental Decisions (IED), ETH Zurich, Switzerland and Christine Williams, Professor of the Institute for Cardiovascular and Metabolic Research and Pro-Vice Chancellor of Research and Innovation, University of Reading, UK. Their expertise and enthusiasm for their fields are greatly appreciated in the meetings.

We also said farewell and gave our thanks to Professor Onno Korver, Former Chief Nutrition Scientist, Unilever, who served in EUFIC's SAB since its creation. Onno has always contributed greatly to our discussions and was a valued member of the team. We wish him all the best for this future endeavours.

In our two SAB meetings in 2015, we discussed complex scientific issues related to food safety and nutrition (examples include food waste, gut microbiota, AMR and acrylamide). Many discussions also centered around media hype and how scientific evidence is not always accurately portrayed. In addition, at these meetings, each board member contributes knowledge of key issues in their

respective countries and areas of expertise, such that both the SAB members and EUFIC staff can exchange information and work together to help consumers to understand the role they play in choosing a safe and healthful diet.

*Professor Alan Reilly, Adjunct Professor, Institute of Food and Health, University College Dublin, and Chairman of the EUFIC Scientific Advisory Board*

## Introduction

*In 2015, EUFIC marked 20 years of achievements as a balanced source of science-based information in the area of nutrition and health, food safety and quality, and consumer insights.*

For 20 years, EUFIC has helped the public to be better informed when choosing a well-balanced, safe and healthful diet and lifestyle. What started in 1995 with one person and no online presence, twenty years later has become a respected non-profit organisation, with over a dozen staff and a website that attracts over 10 million visitor sessions per year, and more than 47,000 people subscribed to EUFIC's electronic newsletter.

Today, EUFIC is a credible and sought after communication partner in multi-stakeholder platforms and EU-funded projects. A dedicated page on the website describes the 20 years of accomplishments in detail.

With a new passionate Director General and highly skilled and proactive team, 2015 was a very fruitful year for EUFIC. The growth and development was observed at all levels, with the website visits reaching all-time high. EUFIC also did not fail to provide the general public and professionals with high quality content and research that will be summarised in this annual report.

# 1. Building a knowledge base of consumer insights

*EUFIC's long-term aspiration is to contribute to behavioural change in the European population towards healthier and more balanced eating habits, by providing understandable and actionable science-based information on food and health.*

To do so, an improved understanding of existing patterns of consumer behaviour is required. To answer this need, EUFIC performs its own consumer research, always in collaboration with external academic partners.

During 2015, EUFIC was involved in several studies:

- **Consumers study on nutrition and ingredient information on alcoholic drinks**

EUFIC, together with Prof Klaus Grünert (Aarhus University), reviewed data collected by a market research agency and commissioned by the Brewers of Europe, on nutrition and ingredient information on alcohol drinks. A scientific, peer-reviewed publication on the results of the study will be produced at the end of the project.

- **Consumers perception of portion information**

Data from a EUFIC's previous Consumer Insights project on portion information, done in collaboration with the team of Prof Monique Raats (University of Surrey), were further analysed, and results published in 2015 in a second paper titled '[The pack size effect: influence on consumer perceptions of portion sizes](#)'.

- **Drivers of choice: what motivates consumer behaviour**

EUFIC's latest consumer research project 'Drivers of Choice: what motivates consumer behaviour' was approved for launch. In a study that has a strong qualitative focus, interviews will be carried out in five countries: France, Italy, Poland, United Kingdom and Turkey. A quantitative follow-up study is envisioned. The product categories chosen for this research are breakfast cereals, yoghurt, cold drinks, ready meals, sweets & confectionery, and biscuits. EUFIC



will be conducting the study in collaboration with Prof Klaus Grünert.

- **Consumer research on processed foods**

The results of the UK qualitative study done in 2014 on processed foods by EUFIC and Prof Julie Barnett (University of Bath), were drafted into a report and submitted as a student thesis in July, which received high grades. The study aimed to better understand consumers' perceptions and understanding of processed food and whether communication efforts can improve consumer's understanding of the topic. The report will be transformed into a EUFIC Forum and published on the website. A scientific publication, led by the academic partner, will follow.

- **Presence at the international events**

Lastly, among the many speaking engagements of EUFIC's consumer insights department, an invitation came to contribute to DG SANCO's conference "[Nutrition, Health and Food Information – Know what you eat](#)", at the Milan EXPO 2015. EUFIC's Dr Sophie Hieke and Prof Monique Raats from the University of Surrey were among three panellists on consumer behaviour.



## 2. Action on food safety and quality

*EUFIC activities in the area of food safety and quality provide the public with accessible information on production, handling, preparation, and storage of food in ways that prevent foodborne illness and preserve its quality.*

### Topics covered

In 2015, the priority topics included food contaminants (e.g. acrylamide and heavy metals), allergens, food packaging, caffeine, AMR, additives, and nanotechnology. EUFIC addressed these topics by publishing a range of informative and engaging content, including the video '[Life with a food allergy](#)', explaining the basics of food allergies and allergen labelling, and the [Beat the Allergy](#) game for children.

Also, throughout the year, three Science Briefs explained EFSA opinions on [Bisphenol A](#), on the safety of caffeine and on acrylamide.

EUFIC also performed its own research within the 'European Newspaper Project', which looked into how dietary health statements are reported in the media in eight European countries.

### Contribution to events at international level

EUFIC contributed to various campaigns at international level, including:

- **The WHO's World Health Day** on 7 April 2015, which focused on food safety. EUFIC added a dashboard on the website homepage and a created dedicated World Health Day-related page including a food safety poll, conducted a social media campaign to promote relevant EUFIC content, using the hashtag #safefood
- **The World Allergy Organisation's World Allergy Week**, 13-19 April, during which the animated video 'Life with a food allergy' and [Beat the Allergy](#) game for children were promoted through social media and through direct contact with a number of organisations and individuals.

- **The 12th European Nutrition Conference, FENS 2015**, in Berlin, where EUFIC presented a poster on *How accurate is media reporting on nutrition research across Europe?* based on results from the European Newspaper Project.

- **The European Antibiotic Awareness Day** (18th November) & **World Antibiotic Awareness Week** (16th–22nd November) where EUFIC committed to raise public awareness through a [video pledge](#). A series of infographics and [Q&As](#) were promoted on social media using official hashtags #EAAD and #AntibioticResistance.

### 3. Action on nutrition and health

*In the area of nutrition and health, EUFIC communicates science-based information on a variety of topics in a comprehensive and engaging way. In 2015, EUFIC published and promoted a vast range of content from Food Today articles, Science Briefs, and Reviews to podcasts and webinars, and further expanded its portfolio by an engaging animated video, and a range of infographics.*

#### Topics covered

Publications and multimedia materials were produced on the following priority topics:

- **Dietary fats**, with a EUFIC Review [Facts on Fats](#) – Dietary Fats and Health, a FoodToday article [8 Facts on Fats](#), a Science Brief on [Omega 6 fatty acids](#), a series of podcasts from [ISSFAL 2014 conference](#);
- **Carbohydrates**, with a [Wholegrains review](#), and infographics on the production process of [sugar](#) and [glucose-fructose syrup](#);
- **Obesity**, which was covered by two series of podcasts recorded at ECO conferences in 2014 and 2015: [ECO 2014 podcast](#) and [ECO 2015 podcast](#);
- **Physical activity**, with a [Physical Activity Review](#) promoted during the European Week of Sports;
- **Energy balance** was a topic on which EUFIC produced its first animated video, released in March. In 2015, the video was viewed 11,728 times on eufic.org and YouTube, with an average of 3:47 min spent on page, and has reached 13,334 more people through EUFIC social media. The video has been posted on the websites of three collaborating organisations and one blog and shared on social media by a number of organisations and individuals. The video was translated into several languages, including Spanish, French, Italian, German and Turkish. Furthermore, it was played at the EC Pavilion during EXPO Milan 2015, and in November it was posted on the JRC YouTube channel. In December, it received endorsement from the Turkish Ministry of Health, and will be shown on the Turkish TV in 2016. The video was presented

at the EU Platform meeting in Luxembourg and during the [dissemination](#) workshop of the My Healthy Family EU funded project.

### Contribution to events at international level

EUFIC contributed to events at national and international level, both in person, and via digital media. EUFIC's materials were promoted at various events, for example:

- **At the World Cancer Day**, EUFIC materials on cancer were promoted.
- **On Teacher's day** (5 October), the '10 healthy lifestyle tips for kids' booklet was promoted, and within the first six weeks generated 25,140 webpage views, with an average of 3:41 minute spent on page.
- At the **12th European Nutrition Conference, FENS**, Berlin, 20-23 October 2015, the Nutrition and health team organised a symposium on '[Behaviour change – from science to implementation](#)' that attracted more than 100 in the audience. The symposium was further accompanied by a series of webinars on behaviour change:
  - [Introduction to behaviour change](#) by Milka Sokolovic
  - [Eating behaviour: latest science](#) by Katherine Appleton
  - [Innovative behavioural interventions](#) by Rebecca Beeken
  - [Policies rising from food choices](#) by Monique Raats
  - [Sleeping and feeding](#) by Eve Van Cauter

### EUFIC's Involvement in the Joint Programming Initiative Healthy Diet Healthy Life (JPI HDHL)

EUFIC played an active role in three different events. At the JPI HDHL 3rd International Conference, [attention was called](#) to the need for improved nutrition science communication and EUFIC's important role.

## 4. Action within the Gulf region

*In 2015, EUFIC actively worked on expanding its presence and promoting content within the Gulf region. As a first step, translations of EUFIC Food Today articles and Reviews to Arabic were carried out. EUFIC's 10 healthy lifestyle tips for kids were translated to Arabic and regionalised.*

### **EUFIC presence at the Dubai International Food Safety Conference**

In October, EUFIC chaired a session and presented the launch of [EUFIC Arabic](#) at the Dubai International Food Safety Conference. More than 120 people visited EUFIC's stand during four days of the conference, including food industry representatives, academics, and government representatives from UAE, Saudi Arabia, Qatar, Kuwait, and Sudan .

## 5. Collaborative projects

### 5.1. Speaking up for Science Action Network (SuSAN)

*The Speaking up for Science Action Network, SuSAN, is an initiative of a group of European experts and organisations committed to scientific accuracy and science communication, who felt the need to support and facilitate expert reaction to misreporting of science in the media. EUFIC is currently the secretariat of the network.*

SuSAN's vision is to achieve "enhanced accuracy and responsible reporting of food safety and nutrition science information in the media, for the benefit of society at large."

To do that, the project supports expert reaction to inaccurate or unbalanced media reporting on food safety and nutrition science, or coverage of poorly designed scientific studies, with accurate and responsible scientific information, to curtail the harmful propagation of misinformation.

The project covered the issues:

- **Salt intake may not affect mortality in over 70s**, based on a study by Kalogeropoulos et al. (2015).
- **Emulsifiers linked to obesity and gut disease**, based on Chassaing et al. (2015).
- **High-carbohydrate diet: key to a long life?** based on a study by Solon-Biet et al. (2015).
- **Two chocolate bars a day reduces risk of heart disease and stroke**, based on Kwok et al. (2015).

A survey of experts' experience from the first live year of the SuSAN project was carried out at the end of 2015. The feedback obtained from the experts was used to evaluate and improve the processes and procedures of SuSAN in 2016.

### 5.2. myPace for weight management

*2015 was a very productive year for the myPace project with the new website ([www.mypaceapp.com](http://www.mypaceapp.com)) launched in June.*

A number of publications describing the developments of the tool were published during 2015:

- An article on the **development of the online behaviour change resources** has been published in the [EFAD newsletter](#) (March)
- The article '[Integrating mobile technology with routine dietetic practice: the case of myPace for weight management](#)' has been published in the Proceedings of the Nutrition Society (March)
- The article '[Dietitian perceptions of low-calorie sweeteners](#)' was published in print in The European Journal of Public Health (June).

myPace was represented at several high profile events, including:

- **European Congress on Obesity (ECO)**, attended by about 1,500 academics and health professionals (May), where a poster entitled 'Human relationships and digital weight management technology' was presented.
- The **EFAD conference** in Amsterdam, where myPace was represented with a stand, and by a talk of Prof Julie Barnett on the research done on behaviour change needs among European dietitians, attended by about 200 dietitians.
- The **Belgian Nutrition and Health Congress** (November), where EUFIC presented myPace to about 300 Belgian dietitians.



## 6. EUFIC's involvement in EU-funded projects



### 6.1. CLYMBOL

*Role of health-related claims and symbols in consumer behaviour - [www.clymbol.eu](http://www.clymbol.eu)*

CLYMBOL is a four-year research project, which started in 2012. The aim of this research is to understand better the effects of health claims and symbols on food labels, and how this affects purchase and consumption behaviour.

A first paper highlighting selected results from the project has been published. EUFIC represented CLYMBOL at the EU platform meeting for Action on Diet, Physical Activity and Health, where the paper was shared with members. Furthermore, CLYMBOL chaired a session at NutrEvent which focused on consumers and health claims.

At the 3rd annual CLYMBOL meeting, a workshop was held with the Stakeholder Advisory Board, discussing recommendations and communication guidelines developed based on the project results. These recommendations and guidelines will be presented at a workshop held at the final conference of CLYMBOL in 2016.



### 6.2. EuroDISH

*Studying the need for food and health research infrastructures in Europe*  
[www.eurodish.eu](http://www.eurodish.eu)

EuroDISH is a three-year project focusing on the integration of existing food and health research infrastructures, as well as the development of new ones.

EUFIC organised a conference to present the EuroDISH project's final results at the World Expo Milan, in Italy. The EuroDISH conference brought together 57 stakeholders (including EuroDISH partners), from the scientific research community, industry and policy. Discussion was focused on the conclusions of the project and moving forward – what

are the benefits of developing the research infrastructure and how can it be achieved. EuroDISH presented the [Milano Milestone](#): A declaration of the EuroDISH results and discussion points on future needs. Attendees gave extremely positive feedback on the organisation of the conference.

The results were also shared in a podcast with the scientific coordinator Prof van' t Veer, a [glossy leaflet](#), and [press release](#) published on the EuroDISH website and social media.



### 6.3. Food4Me

*Integrated analysis of opportunities and challenges for personalised nutrition*  
[www.food4me.org](http://www.food4me.org)

The Food4Me is a four-year project aiming to determine the application of personalised nutrition, through the development of suitable business models, research on technological advances, and validation of delivery methods for personalised nutrition advice.

The Food4Me project's final conference 'Personalised nutrition: paving a way to better public health?' took place in February 2015. From this conference, EUFIC prepared a series of [podcasts](#):

- **Consumer attitudes toward personalised nutrition** with Prof Barbara Stewart-Knox, from the University of Bradford.
- **The outcomes of the Food4Me's Public Volunteer Proof-of-Principle study** with Prof John Mathers, from Newcastle University.
- **Does personalised nutrition have business potential in the future?** with Jo Goossens from the company BIO-SENSE.
- **The project's achievements of the Food4Me** project with Prof Mike Gibney, Food4Me's project coordinator.

#### 6.4. DIVERSIFY:



*Exploring the biological and socio-economic potential of new/emerging candidate fish species for the expansion of the European aquaculture industry*

[www.diversifyfish.eu](http://www.diversifyfish.eu)

DIVERSIFY is a five-year research project which started in 2013. The project DIVERSIFY has identified a number of new/emerging finfish species, with great potential for the expansion of the EU aquaculture industry.

In March 2015, the DIVERSIFY project published a story in the Aquaculture Europe magazine called '[Advances in Meagre Year 1 of the EU DIVERSIFY project Vol. 40 \(1\) March 2015](#)'.

#### 6.5. PROTEIN2FOOD



*Creating innovative, high quality, protein-rich food crops, to sustain human health, the environment, and biodiversity*

[www.protein2food.eu](http://www.protein2food.eu)

PROTEIN2FOOD is EUFIC's first project within the Horizon2020 framework program. It is a five-year project that aims to develop innovative, cost-effective and resource-efficient plant-based and protein-rich foods with a positive impact on human health, the environment and biodiversity.

EUFIC developed a communication and dissemination plan, a promotional strategy, the website, and the visual identity of the project, a press release to announce the start of the project, all accompanied by social media activities to promote further.

A dedicated Twitter account, also to be used for other EU funded projects and collaborative international research that EUFIC is involved with, was set up: [Food Health Science](#) with a handle **@SciFoodHealth**.

## 6.6. RICHFIELDS



*Research Infrastructure on Consumer Health and Food Intake using E-science with Linked Data Sharing*  
[www.richfields.eu](http://www.richfields.eu)

RICHFIELDS project is a new EU project in EUFIC's portfolio, emerging from EuroDISH research. EuroDISH concluded that currently food-related consumer behaviour and lifestyle is studied in isolation, in short time frames, and in a relatively limited social and physical context. The resulting knowledge gap prevents policy makers and companies from making effective public health nutrition strategies, and reformulation of food products.

Therefore, the scientific community needs an advanced research infrastructure to collect, align and share data on consumer food behaviour related to purchase, preparation, and consumption. Stressing the need for new world class research infrastructures, EU Horizon 2020 provided financial support for the project RICHFIELDS for three years, starting in October 2015. RICHFIELDS studies what such a new research infrastructure on food-related behaviour and lifestyle should look like.

## 6.7. Upcoming EU-funded projects

EUFIC has been granted two new projects under Horizon 2020 program, starting in 2016:

- **OLEUM**, a three-year research project looking at olive oil authenticity
- **Strength2Food**, focusing on the economic effects of promoting produce with a label of geographic origin

## 7. EU platform for action on diet, physical activity and health

*In June, the European Commission released the Annual Monitoring Report 2015, which evaluates commitments made and monitored by its members in 2014. The report highlighted EUFIC in several instances, and in confidential evaluations of its individual commitments, EUFIC achieved its highest average scores since 2010, when the degree of 'satisfaction' was introduced: three of seven commitments were judged highly satisfactory.*

Mentions of EUFIC in the 2015 Annual Report include:

- EUFIC commitment n°521 'Consumer research on nutrition information and labelling' was cited for aiming to generate evidence by undertaking research and producing new scientific publications.
- In one of only six case studies presented in the report, highlighted to demonstrate good practice in monitoring and reporting, EUFIC's joint commitment with EASO, n° 1312, entitled 'Increase outreach of new knowledge in obesity research' was praised for the detailed inputs and outputs, and cited for usefully producing multimedia content to increase outreach about new knowledge in obesity research.
- Praising the contribution of 'additionality', EUFIC's commitment n° 526 was mentioned for raising awareness of, and spreading information about the work of the Platform.
- EUFIC's approach to link its aims to those of the EU Platform was singled out as explicit and relevant, citing our commitment n° 1061 'Using EUFIC communication vehicles to promote physical activity', where we indicate that in '...tackling the growing problem of overweight and obesity-related health problems in Europe, EUFIC has made commitments that are appropriate and proportionate to its mission...'
- To show an example of synergy with an EU project, UNESDA commitment n°582 'Consumer information' mentions the EU project 'FLABEL', where the commitment holder cooperates with EUFIC in order to learn more about what consumers want from labelling and how they use them.

In December, at the Platform's meeting dedicated to physical activity in Luxembourg, EUFIC's Dr Milka Sokolović presented a collection of EUFIC's activities aimed at raising awareness of the importance of physical activity.

## 8. Disseminating information

*EUFIC uses a combination of communication tools to disseminate information on food and health science. Our Health on the Net (HON Code) certified website, [eufic.org](http://eufic.org), houses a range of textual and audio-visual materials, such as webinars and podcasts, Food Today articles, EUFIC Reviews and EUFIC Forum, Science Briefs, peer-reviewed publications, an annual Global Update on Nutrition Labelling, tailored specifically for professional and consumer audiences.*

### 8.1. EUFIC's website

[www.eufic.org](http://www.eufic.org)

2015 was an absolute record in terms of both total and monthly average visitor sessions to [eufic.org](http://eufic.org) with over 10.5 million visitor sessions averaging 871,000 per month according to Google analytics.

### 8.2. Cool Food Planet website

[www.coolfoodplanet.org](http://www.coolfoodplanet.org)

The Cool Food Planet educational website for children aims to help children learn about health, nutrition and food safety in a way that is engaging and fun.

By the end of 2015, the number of visits to the Cool Food Planet website had reached **32,949**.

Cool Food Planet is available in five languages: **English, French, Greek, Italian and Spanish.**

### 8.3. EUFIC social media highlights

Facebook page has 9,491 'likes'  
Twitter followers reached 2,460  
LinkedIn reached 897 followers  
YouTube got 160 new subscribers

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## 8.4. EUFIC's multimedia centre

Many of EUFIC podcasts are recorded at scientific conferences.

These audio interviews are popular among health professionals to keep up with key issues, particularly when they are not able to attend conferences.

These materials are easily accessible via EUFIC's multimedia centre.

## 8.5. EUFIC's flagship publications: Food Today's, Reviews & Science Briefs

### Food Today

Food Today is EUFIC's periodical newsletter, whose content is carefully reviewed by EUFIC's Editorial Board and Scientific Advisory Board. Its articles cover topical issues, are written for a general public, and do not require pre-existing scientific knowledge.

> Articles published in 2015:

#### *Food Today n° 96*

- [Stress and food intake](#)
- [Polyphenols](#)
- [Use of water in food production](#)
- [Food production 3: A sustainable food supply](#)

#### *Food Today n° 97*

- [Farmed fish – a healthy and sustainable choice?](#)
- [The importance of long chain fatty acids in early life](#)
- [Europe needs a better infrastructure for food and health research](#)

#### *Food Today n° 98*

- [The rising concern of gestational diabetes](#)
- [Sowing the seeds of good health](#)
- [EU-funded Food4Me project paves way for personalised nutrition to better public health](#)



*Food Today n° 99*

- [The safety of bottled water](#)
- Fields of innovation: [How technology ensures farm animal health and welfare in food production](#)
- [8 Facts on Fats](#)

*Food Today n° 100*

- 20 years of EUFIC – [Science communication in a changing environment](#)
- 20 years of EUFIC – [Personalised nutrition: Food4Me project](#)
- 20 years of EUFIC – [Food chain transparency: past, present, and future](#)
- 20 years of EUFIC – [Consumer information paradox: the evolution of consumer motivations](#)

## **EUFIC Reviews**

EUFIC Reviews are written in a scientific style more familiar to health professionals, science journalists and those with a certain understanding of science. All EUFIC Reviews are reviewed by EUFIC's Scientific Advisory Board.

Reviews published in 2015:

- [Facts on Fats – Dietary Fats and Health \(February 13\)](#)
- [Whole Grains \(updated\)](#)
- [Physical Activity & Health](#)

## **Science Briefs**

EUFIC produces summaries of recent scientific publications of research from Europe and beyond. Unless stated otherwise, EUFIC is not involved in the research summarised in the Science Briefs.

Science Briefs published in 2015:

- [The CLYMBOL project: how health-related claims and symbols impact consumer behaviour \(24 March 2015\)](#)
- [EFSA's opinion on bisphenol A: no health risk to consumers \(3 March 2015\)](#)

- [Omega-6 fatty acids associated with lower risks of heart disease and death \(10 February 2015\)](#)
- ["Eating addiction", rather than "food addiction", better captures addictive-like eating behaviour \(16 December 2014\)](#)
- [A combination of lower calorie intake and exercise may have additional benefits to reduce diabetes risk \(July 23\)](#)
- [Saturated fat may not be associated with a greater health risk whilst trans-fat could have a role \(September 3\)](#)
- [Black and white thinking may hinder one's ability to maintain a healthy weight](#)
- [Red and processed meats and the risks of cancer – what's new from the International Agency for Research on Cancer?](#)
- [Researchers develop new variety of soybean lacking the proteins that cause allergic reactions](#)

## 8.6. EUFIC scientific publications and conference proceedings

In 2015, EUFIC contributed to or published five new scientific papers, with a further two accepted for publication, and five conference abstracts. EUFIC also published one book chapter.

### Published in peer-reviewed journals

- Gemen R, Breda J, Coutinho D, Fernández Celemín L, Khan S, Kugelberg S, Newton R, Rowe G, Strähle M, Timotijevic L, Urban C, Zolotonosa M, Hadwiger K.

*Stakeholder engagement in food and health innovation research programming – key learnings and policy recommendations from the INPROFOOD project.*

Nutrition Bulletin 2015;40(1):54–65 doi: [10.1111/nbu.12127](https://doi.org/10.1111/nbu.12127)

- Harricharan M, Gemen R, Fernández Celemín L, Fletcher D, de Looy A, Josephine Wills, Barnett J.

*Integrating mobile technology with routine dietetic practice: the case of myPace for weight management. Proceedings of the Nutrition Society.*

Published online on 25 March 2015 doi:[10.1017/S0029665115000105](https://doi.org/10.1017/S0029665115000105)

• Hieke S, Kuljanic N, Wills JM, Pravst I, Kaur A, Raats MM, van Trijp HCM, Verbeke W, Grunert KG.

*The role of health-related claims and health-related symbols in consumer behaviour: Design and conceptual framework of the CLYMBOL project and initial results.*

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• Hieke S, Palascha A, Jola C, Wills J, & MM Raats (2016):

*The pack size effect: Influence on consumer perceptions of portion sizes.*

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• Raats M, Hieke S, Jola C, Hodgkins C, Kennedy J, Wills J.

*Reference amounts utilised in front of package nutrition labelling; impact on product healthfulness evaluations.*

*European Journal of Clinical Nutrition* 2015;69:619–625.

doi:[10.1038/ejcn.2014.190](https://doi.org/10.1038/ejcn.2014.190).

### **Accepted for publication**

• Hieke S, Palascha A, Jola C, Wills JM, Raats M.

*The pack size effect: influence on consumer perceptions of portion sizes.*

*Appetite*. doi:[10.1016/j.appet.2015.09.025](https://doi.org/10.1016/j.appet.2015.09.025)

• Hieke S, Kuljanic N, Wills JM, Miklavec K, Pravst I.

*Prevalence of nutrition and health claims on baby foods in 5 EU Member States.*

*Appetite* 2015;89:329. doi:[10.1016/j.appet.2014.12.093](https://doi.org/10.1016/j.appet.2014.12.093)

### **Book chapter**

Hieke S, Grunert KG, Wills JM (2015)

*Nachhaltige Gütesiegel und ihre Rolle im Verbraucherverhalten.*

Weber T (ed): CSR und Produktmanagement.

Springer-Verlag Berlin Heidelberg.

### **Conference abstracts**

Brown KA, Hieke S, Kuljanic N, Pravst I, Miklavec K, Rayner M, Kaur A, Pfeifer K, Gracia A.

*Prevalence of health-related claims on pre-packaged foods: a five-country study in Europe.*

Poster to be presented at the 12th European Nutrition conference (FENS), 20–23 October 2015, Berlin, Germany.

Gemen R, Harricharan M, Fernández Celemín L, Barnett J.  
*Human Relationships and Digital Weight Management Technology.*

Poster presented at: European Congress on Obesity (ECO), 6–9 May 2015, Prague, Czech Republic.

Hieke S, Kuljanic N, Wills JM, Miklavc K, Pravst I. *Prevalence of nutrition and health claims on baby foods in 5 EU Member States.*

Poster presented at the European Childhood Obesity Group (ECOG) conference, November 14–15 2014, Salzburg, Austria.  
Conference abstract to be published in: *Appetite* (2015).

Hung Y, Hoefkens C, Hieke S, Grunert KG, Verbeke W.  
*Determinants of European consumers' motivation and ability to process health claims and symbols.*

Conference abstract presented at the 143rd joint AAEA-EAAE Seminar, 25–27 March 2015, Naples, Italy.

Timotijevic L, Bartos S, Kugelberg S, Zolotonosa M, Gemen R.  
*Study of young people's beliefs about policy interventions targeting childhood obesity in the context of PlayDecide participatory event.*

Poster to be presented at the annual conference of the International Society for Behavioral Nutrition and Physical Activity (ISBNPA), 3–6 June 2015, Edinburgh, UK.

Timotijevic L, Kugelberg S, Zolotonosa M, Gemen R, Acuna-Rivera M, McBarron K.  
*Who is responsible for obesity epidemic? Study of adolescents' beliefs through PlayDecide participatory event.*

Abstract to be presented at the Medical Sociology Annual Conference of the British Sociological Association (BSA), 9–11 September 2015, York, UK.

## Annex 1: Staff

### **Florence Boivin**

Office Manager; Florence has an MSc degree in Economics from the University of Nice.

### **Dr Laura Fernández-Celemín**

Director General; Laura has a BSc in Dietetics from IPL (Institut Paul Lambin) in Brussels, an MSc in Human Nutrition and a PhD in Biomedical Sciences from the Catholic University of Louvain.

### **Raymond Gemen**

Nutrition and Health Manager; Raymond holds a BSc in Biology from Utrecht University, and an MSc degree in Nutrition & Health from Wageningen University.

### **Frédéric Goffard**

Financial Administrative Advisor; Frédéric has a BA in accounting, taxation and computer science from EPHEC (École Pratique des Haute Études Commerciales) in Brussels.

### **Dr Sophie Hieke**

Head of Consumer Insights; Sophie holds a Diploma degree in Business Administration, a Master in Business Research, and a PhD from Munich School of Management, LMU.

### **Sofia Kuhn**

Head of Scientific Communication; Sofia holds a BSc in Biology from King's College London and an MSc in Science Communication from Imperial College London.

### **Dr Nina McGrath**

Food Safety Manager; Nina has a MSc in Chemistry and a PhD in Polymer and Materials Chemistry from the University of Bristol.

### **Christina Sadler**

Nutrition and Health Manager; Christina has a BSc in Nutrition from the Robert Gordon University, Aberdeen, Scotland.

### **Philip Springuel**

Head of Communications; Philip has a Master degree in Project Management from the Science & Technology

University of Lille.

**Dr Milka Soloković**

Head of Nutrition & Health; Milka has an MSc in Biology from the University of Belgrade and a PhD in Biomedical Sciences from the University of Amsterdam.

**Dr Aleksandar Sokolović**

Scientific Advisor; Aleksandar holds a MSc in Biology from the University of Belgrade, and a PhD in Biomedical Sciences from the University of Amsterdam.

## Annex 2: Members and transparency statement

### Member companies in 2015:

Abbott Nutrition, Bunge, Cargill, Cereal Partners Worldwide, Coca-Cola, Dow Seeds, DSM, Ferrero, General Mills, Mars, McDonald's, Mondelēz, Nestlé, PepsiCo, Pinar Et, PureCircle, Südzucker, Unilever, Zoetis, Tereos and Ülker.

### EUFIC transparency statement:

- The European Food Information Council (EUFIC) has been established to provide science-based information and education material on foods and food related topics to health and nutrition professionals, educators, opinion leaders and the news media, in a form understandable to the general public.
- EUFIC's publications are based on peer reviewed science and will not promote views which cannot be endorsed by the scientific community at large. All publications must include references to scientific texts or experts.
- EUFIC will strive to publish in partnership with organisations or recognised experts, acknowledged for their credibility in their field of activity.
- EUFIC does not act as the spokesperson of industry and does not wish to be perceived as such.
- All activities must support EUFIC's mission as a credible and scientifically sound information source.
- EUFIC respects the specificity of each country and believes that most communication programmes can be established most effectively on a national level.
- EUFIC will be mindful of the need to address a balanced mix of subjects that enhance EUFIC's impact, credibility and effectiveness.
- EUFIC will not promote individual companies' views or brands nor any other information material, which is not based

on peer reviewed science.

- EUFIC participates in an informal global network of Food Information Councils that share the common goal of communicating science-based information on healthy lifestyle, nutrition and food safety.



## Annex 3: Board of directors

- John Athanatos (Cereal Partners Worldwide)
- Alessandro Cagli (Ferrero)
- David Coleman (McDonald's)
- Stephen French (Mars)
- Clare Leonard (Mondelēz) Chair
- Juliana Martinez-Sanchez (Cargill) Vice-chair
- Mariusz Michalik (PepsiCo)
- Begüm Mutus (Ülker)
- Wouter Vermeulen (Coca-Cola)
- Kevin O'Brien (Abbott Nutrition)
- Frédérique Respondek (Tereos)
- Henri Rieux (Bunge)
- Theo Stickers (DSM), Treasurer
- Maha Tahiri (General Mills)
- Bart Vandewaetere (Nestlé)
- Paul Whitehouse (Unilever) Vice-chair
- Tunç Tuncer (Pinar Et)

## Annex 4: Scientific Advisory Board and Editorial Board 2015

*The primary role of the Scientific Advisory Board is to ensure that EUFIC's information and communication programmes are based on reviews of scientific evidence that have the support of the scientific community at large, so that the information is representative, factually correct and truthful.*

The members are:

**Alan Reilly**

Chairman of the EUFIC Scientific Advisory Board, Adjunct Professor, Institute of Food and Health, School of Public Health, Physiotherapy and Population Science, School of Veterinary Medicine Science Centre, University College Dublin.

**France Bellisle**

Vice Chairman of the EUFIC Scientific Advisory Board, Researcher at the Nutritional Epidemiology Unit, University Paris 13, Bobigny, France.

**Gerd Harzer**

Professor at Technical University of Munich and Justus-Liebig University in Giessen, Germany.

**Giorgio Poli**

Dean of the Faculty of Veterinary Medicine, University of Milan, Italy.

**Josef Schlatter**

Former Head of the Nutritional and Toxicological Risks Section, Federal Department of Home Affairs (FDHA), Federal Office of Public Health (FOPH), Consumer Protection Directorate, Zurich, Switzerland (retired).

**Ana M. Troncoso Gonzalez**

Professor in Food Science and Nutrition, Department of Nutrition, Food Science, Toxicology and Legal Medicine, University of Sevilla, Spain. Former Chief Executive Officer of the Spanish Food Safety and Nutrition Agency (Agencia Española de Seguridad Alimentaria y Nutrición).

**Michael Siegrist**

Professor for Consumer Behaviour at the Institute for Environmental Decisions (IED), ETH Zurich, Switzerland.

**Christine Williams**

Professor of the Institute for Cardiovascular and Metabolic Research and Pro Vice Chancellor of Research and Innovation, University of Reading, UK.

*The role of the Editorial Board is to ensure that Food Today information is based on scientific evidence and is factually correct.*

Editorial Board are:

**France Bellisle**

(also member of EUFIC's Scientific Advisory Board),  
Researcher at the Nutritional Epidemiology Group, University Paris 13, Bobigny, France and Adjunct Professor of the Kinesiology Department, Laval University, Québec, Canada.

**Jeanne de Vries,**

Human Nutrition Unit, Wageningen University, The Netherlands.

**Inger Öhlund**

Department of Food and Nutrition, Umeå University, Sweden.

**Lluís Serra Majem**

University of Las Palmas de Gran Canaria, Spain.

**Hely Tuorila**

University of Helsinki, Finland.

## Annex 5: Annual accounts

Balance Sheet as at 31 December 2015

| <b>Revenue</b>            | <b>€</b>         |
|---------------------------|------------------|
| Membership income         | 1.023.529        |
| Other income              | 523.980          |
| Interest                  | 12.551           |
|                           | <b>1.560.060</b> |
| <b>Operating expenses</b> | <b>€</b>         |
| General administration    | 1.130.523        |
| Projects & Other expenses | 425.577          |
|                           | <b>1.556.100</b> |
| <b>Final result</b>       | <b>3.961</b>     |

## **Annex 6: EU Projects 2015 Consortium Partners**

### **CLYMBOL (N° 311963)**

Aarhus University (DK)  
Agrifood Research and Technology Centre of Aragon, CITA (ES)  
Corvinus University Budapest (HU)  
European Food Information Council (BE)  
Ghent University (BE)  
Globus SB-Warenhaus Holding GmbH & Co. KG (DE)  
Saarland University (DE)  
Schuttelaar & Partners NV (NL)  
Swedish National Food Agency (SE)  
University of Copenhagen (DE)  
University of Oxford (UK)  
University of Surrey (UK)  
University of Ljubljana (SI)  
Wageningen University (NL)

### **EURODISH (N°311788)**

Stichting Dienst Landbouwkundig Onderzoek (NL)  
Wageningen University (NL)  
University of Surrey (UK)  
European Food Information Council (BE)  
Danmarks Tekniske Universitet (DK)  
Institute of Food Research (UK)  
Université Lyon 1 Claude Bernard (FR)  
Université Paris 13 (FR)  
Centre International de Recherche sur le Cancer (FR)  
Rijksinstituut voor Volksgezondheid en Milieu - National Institute for Public Health and the Environment (NL)  
Istituto Nazionale di Ricerca per gli Alimenti e la Nutrizione (IT)  
Vereniging European Nutrigenomics Organisation (NL)  
European Food Information Resource, EuroFIR (BE)  
International Life Sciences Institute, Europe (BE)  
Lunds Universitet (SE)

### **Food4Me (N°265494)**

Creme Software LTD (IE)  
DSM Innovation Center B.V. (NL)  
European Food Information Council (BE)

European Nutrigenomics Organisation (NL)  
Giract SARL (CH)  
Harokopio University (GR)  
Hogskolan For Larande Och Kommunikation I Jonkoping (SE)  
Instytut Zywnosci I zywienia (PL)  
Keller and Heckman LLP (US)  
Nederlandse Organisatie voor Toegepast  
Natuurwetenschappelijk Onderzoek– TNO (NL)  
Philips Electronics Nederland B.V. (NL)  
Philips Electronics UK Limited (UK)  
Stichting Dienst Landbouwkundig Onderzoek (NL)

#### **DIVERSIFY (N°603121)**

Hellenic Centre for Marine Research (GR)  
Fundacion Canaria Parque Cientifico Tecnologico de la  
Universidad de las Palmas de Gran Canaria (ES)  
Institut de Recerca I Tecnologia Agroalimentaries (ES)  
Israel Oceanographic and Limnological Research Limited (IL)  
The University Court of the University of Aberdeen (UK)  
Stichting Dienst Landbouwkundig Onderzoek (NL)  
Havforskningsinstituttet (NO)  
Instituto Espanol de Oceanografia (ES)  
Université de Lorraine (FR)

#### **PROTEIN2FOOD (N°635727)**

University of Copenhagen (DK)  
Consiglio Nazionale Delle Ricerche (IT)  
Fraunhofer–Gesellschaft Zur Foerderung Der Angewandten  
Forschung E.V (DE)  
University College Cork (IE)  
University Politecnica De Madrid (ES)  
Institut Fuer Energie- Und Umweltforschung (DE)  
Sveriges Lantbruksuniversitet (SE)  
Instytut Rozrodu Zwierzat I Badan Zywnosci Polskiej Akademii  
Nauk (PL)  
Louis Bolk Instituut (NL)  
Makerere University (UG)  
Universidad Nacional Agraria La Molina (PE)  
Fundatia Satean (RO)  
European Food Information Council (BE)  
Mariet Food Holland (NL)  
Prolupin GmbH (DE)  
Cybercolloids Limited (IE)

Novolyze (US)  
Control De Porciones SA (ES)  
Naturecrops Europe BV (NL)

**RICHFIELDS (N°654280)**

LEI Wageningen (NL)  
German Institute of Food Technologies (DE)  
European Food Information Resource (BE)  
Jožef Stefan Institute (SI)  
Wageningen University (NL)  
University of Surrey (UK)  
SP Food and Bioscience unit (SE)  
Aalborg University (DK)  
Javier de la Cueva (ES)  
Swiss Federal Institute of Technology in Zurich (CH)  
European Food Information Council (BE)  
Institute of Food Research (UK)  
Institute of Industrial Technologies and Automation - National  
Research Council of Italy (IT)  
Centre for European Nutrition and Health (FR)  
Aalto University (FI)  
GS1 Denmark (DK)