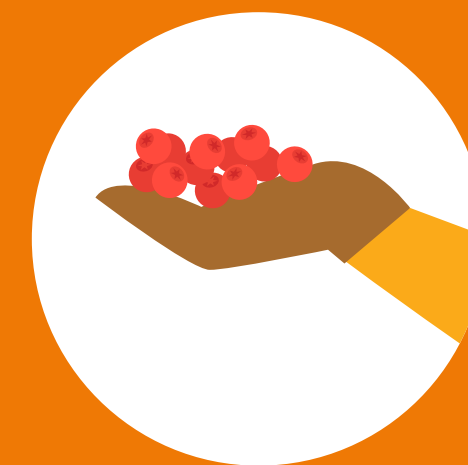
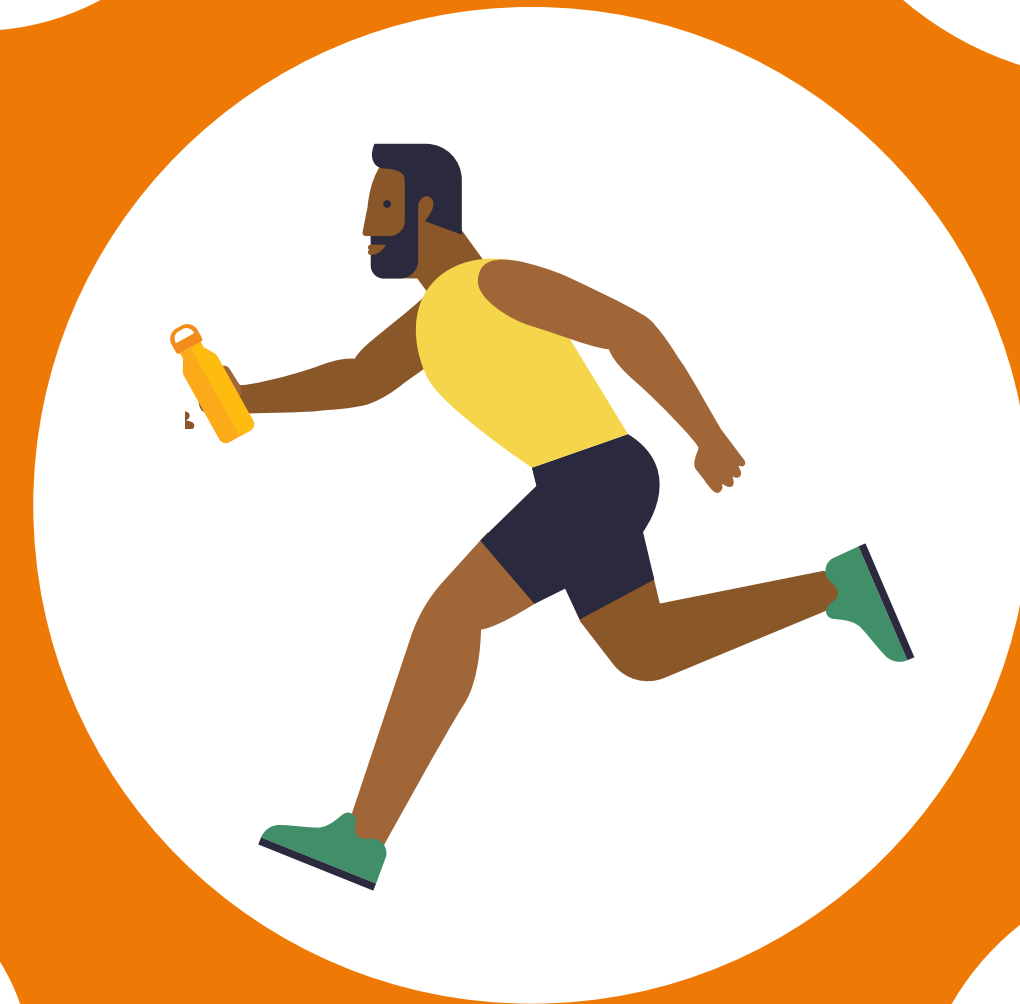
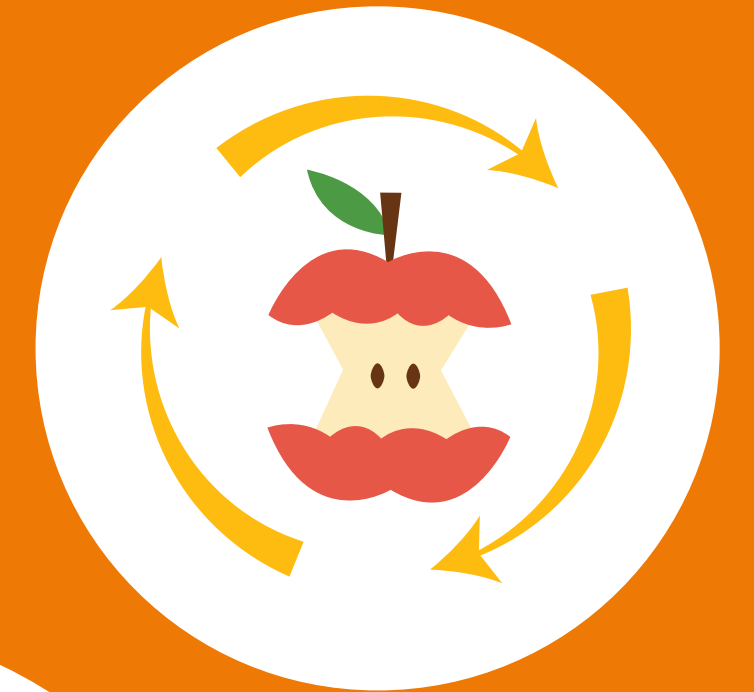
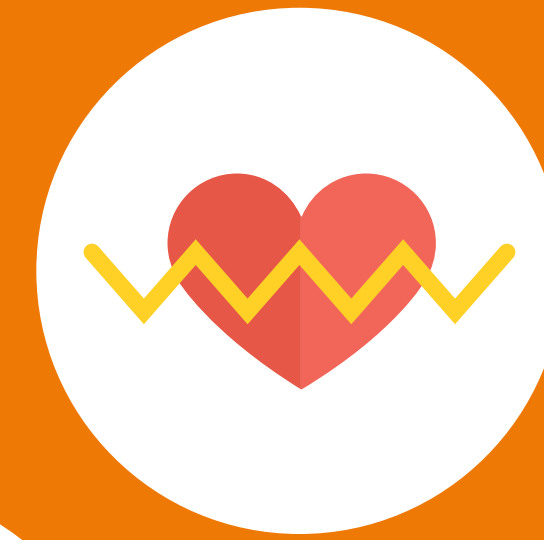


# EUFIC Annual Report 2021

Inspiring healthy & sustainable food choices



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# Welcome to EUFIC

The European Food Information Council (EUFIC) is a consumer-oriented non-profit organisation, founded to make the science behind food and health more accessible and easier to understand among the public. Since more than 25 years, EUFIC provides food facts to inspire, empower and facilitate healthier and more sustainable diets among citizens in Europe.

## Our vision

*We believe in a world where people live a healthier life because they know how to.*

## Our mission

*We provide engaging science-based information to inspire and empower healthier and more sustainable food and lifestyle choices.*

## Our philosophy

*At EUFIC, we believe in the power of information. Our young and passionate team of scientists and communicators is driven by the philosophy that by improving citizen's knowledge around food and health, we can make a real difference to the health of both, people and our planet.*

## What we do

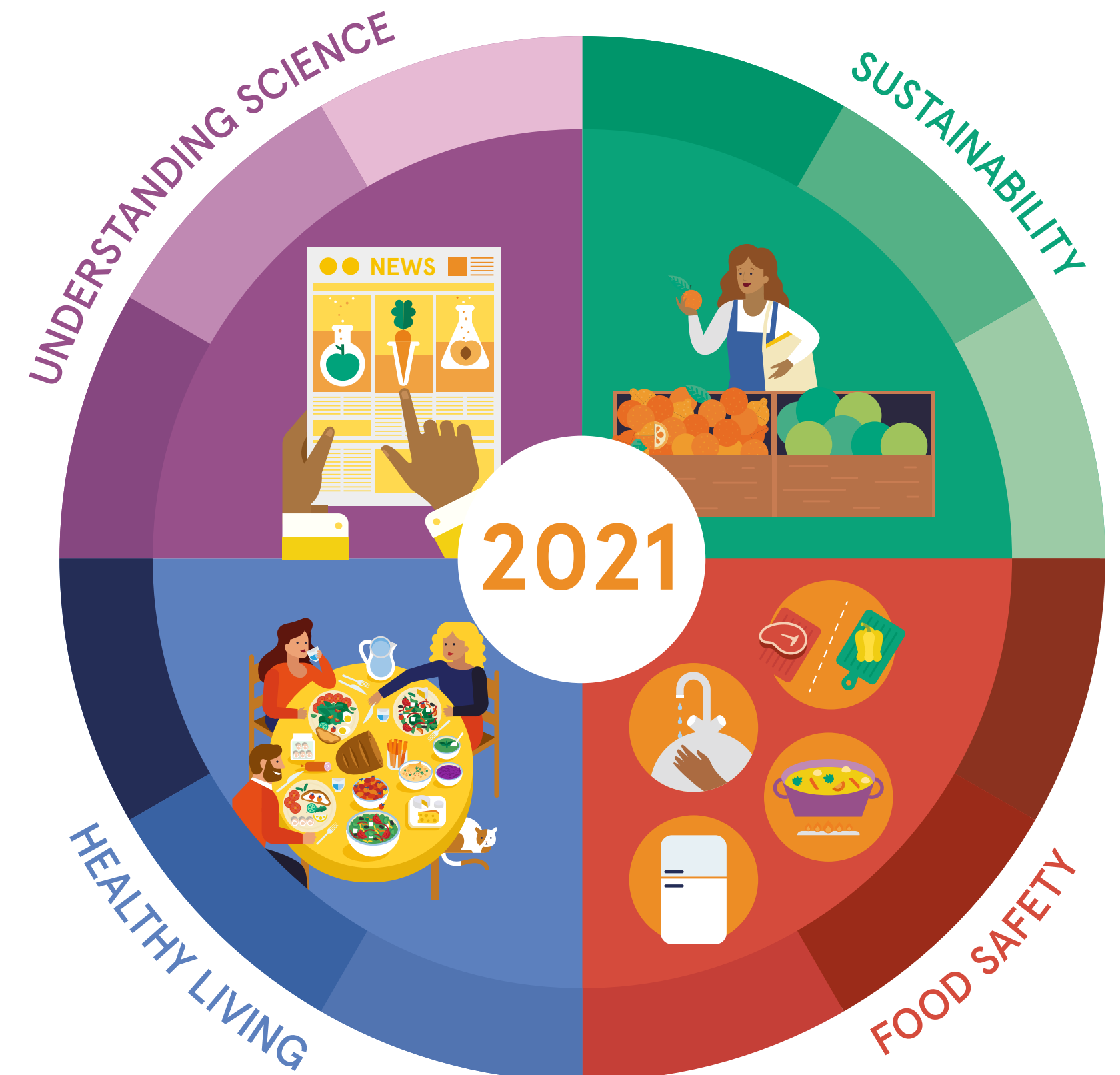
Translating complex food & nutrition science into accessible content

Countering misinterpretation of science and increasing critical thinking

Pan-European consumer insights

Providing European citizens with relevant and trustworthy information

Neutral platform for dialogue



# A letter from our leadership

by **Dr Laura Fernández Celemín**  
EUFIC Director General



As Director General of an organisation unique in its kind and approach to providing food facts to Europeans in an ever-changing information landscape, I am proud to see EUFIC's impact grow over the years. 2021 represented another step change, consolidating the shift brought by the COVID-19 pandemic with the urgent need to bring all actors together to build healthier and more sustainable food systems.

Against the backdrop of the worrying trends in the rise of non-communicable diseases, unhealthy diets and unsustainable consumption patterns in Europe, **EUFIC's content, consumer insights and activities respond to concrete challenges that people, policy-makers and scientists grapple with.** Through our robust science-based approach that sits at the core of our vision, we have focused our efforts on developing engaging content to facilitate the healthy and sustainable diet shift, as well as increasing health literacy and rebuilding citizens' trust in science.

In the context of the 2021 International Year of Fruits and Vegetables proclaimed by the FAO, we launched **Europe's first interactive fruit and vegetable map**, an interactive tool to help people eat more seasonal and local food, while presenting the nutrition and health benefits of fruit and vegetables consumption. We were overwhelmed with joy in seeing the widespread reach of our launch: in only two days more than 160 media articles covered the map across Europe, and as many as 100 posts on social media mentioned the tool (excluding likes and comments). At the same time, we continue to nurture our strategic partnerships: in February 2021 we **joined forces with the FAO Brussels office to convene**

**more than 100 leading stakeholders in a high-level dialogue** on healthy and sustainable food, feeding into the preparation for the UN Food Systems Summit.

We are delighted that our loyal **community of social media followers has surpassed the 120,000 mark, and to have received** more than 4 million page visits on EUFIC.org in 2021. It is our combination of top tier institutional partnerships and direct consumer engagement that makes EUFIC sit in a fruitful place to drive forward the healthy and sustainable diet shift in Europe.

I very much look forward to the period 2022-2023 working with a passionate and diverse team, stronger collaborations with both institutional and communication partners, a reputable Scientific Advisory Board and a growing membership base, who together equip EUFIC to fulfil its mission and pave the way to become the European reference for food and health information.

*"It is our combination of top tier institutional partnerships, public engagement and consumer insights that makes EUFIC sit in an ideal place to drive forward the healthy and sustainable diet shift in Europe"*

**Dr Laura Fernández Celemín, EUFIC Director General**



# Highlights of the year

**Food facts for healthy choices:** our website eufic.org, together with our social media channels (Instagram, Twitter, Facebook, LinkedIn) continue to be key platforms to reach a growing number of people in Europe, providing science-based information in an engaging and appealing way. In 2021 we were mentioned more than 600 times in the media, and more than 2,8 million people visited our website.



OVER  
**36**

new articles on  
our website



OVER  
**600**

media mentions



OVER  
**120K**

social media following  
across platforms



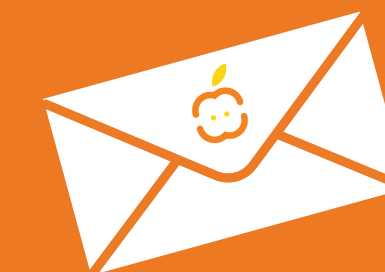
OVER  
**2.8M**

unique visitors  
to our website



FINALISED  
**5**

publicly funded  
projects and 12 are  
still ongoing



OVER  
**40K**

newsletter  
subscribers



## Strategic partnerships

# Walking the talk: EUFIC-FAO Food Systems Dialogue

In the run-up to the United Nations Food Systems Summit 2021, on February 25 EUFIC and the FAO Brussels office co-hosted the high-level dialogue “Walking the talk: healthy & sustainable food systems through aligned, evidence-based communication & policy”. As part of the ongoing collaboration with the FAO, the event brought together more than 100 high-level stakeholders from academia, governments, policymaking, private sector, and civil society.

With EUFIC as a neutral platform to facilitate the exchange, the dialogue aimed at breaking silos, to address the urgent need to combat malnutrition and environmental degradation, and at the same time, to empower citizens to adopt healthier and more sustainable behaviours – by increasing trust in science, and by securing aligned, evidence-based communication and policy.

Martin Frick, Deputy to the Special Envoy for the UN Food Systems Summit, and David Nabaro, Senior Advisor on the Food Systems Summit Dialogues, presented the goals and ambition of the UN Food Systems Summit, whereas EUFIC Director-General Laura Fernández Celemín and FAO Brussels Director Rodrigo de Lapuerta highlighted the power of aligned communication and partnerships in achieving better nutrition and sustainable food systems.

The outcomes of the event were shared in the [Dialogue outcome report](#), which was the official dialogue feedback to the United Nations 2021 Food Systems Summit. The report highlighted in the area of research, education and communication a) the need to conduct research to understand consumer behaviour, taking into account the relation between food, culture and identity; b) carry out consumer awareness campaigns and c) raise awareness among policy-makers and professionals. On the policy front, the participants supported the adoption of science-based policy recommendations at national level and bridging data gaps to provide a basis for smart and effective food system policies.

*“Engaging different actors of society as agents of change, through aligning communication from a food systems perspective, brings mutual benefits and increases our chances to mobilise society into change.”*

**Dr Laura Fernández Celemín, EUFIC Director-General**

*“From Brussels, we are working closely with so many partners to empower all countries around the world to do their part to build more inclusive and sustainable food systems, in keeping with their national priorities, and achieve the Sustainable Development Goals.”*

**Rodrigo de Lapuerta, FAO Brussels Director**

### Walking the talk: EUFIC-FAO Food Systems Dialogue, February 25

29 January 2021





# Flagship campaigns

## Europe's first seasonal, local fruit and vegetable map

In the context of the 2021 International Year of Fruits and Vegetables proclaimed by the FAO, we launched Europe's first fruit and vegetable map, an interactive tool to help people eat seasonally and locally, while promoting the nutrition and health benefits of fruits and vegetables consumption.

The tool combines data from established national sources and features over 200 seasonal fruits and vegetables, covers 24 countries, and includes the six European climate regions. "In Europe we are used to having a very large selection of foods at our disposal all along the year, often detaching us from the origins of the produce. We are proud to launch this innovative map to promote local and seasonal fruits and vegetables consumption, helping people have a diversified, balanced, healthy and sustainable diet" said Carlos Abundancia, EUFIC's Area Lead in Content Production on the day of the launch.

A recent survey conducted by the European Consumers Organisation (BEUC) found that two-thirds of consumers are open to changing their eating habits for environmental reasons, with many willing to waste less food at home, buy more seasonal fruit and vegetables and eat more plant-based foods. Yet, two main obstacles people face are the lack of information and the difficulty of identifying sustainable food options. Our innovative tool helps consumers fill this information gaps, providing them with a gateway to find reliable information on seasonal and local eating, which may serve both as a guide to varying fruit and vegetables across the year and let people try new recipes with sustainable alternatives.

The interactive tool generated widespread interest across Europe, with over 160 posts from social media influencers and 165 articles in the media, across Germany, Italy, the UK, Hungary, Portugal, Poland and beyond.

The campaign was covered by leading media outlets such as Focus, Die Zeit, Süddeutsche Zeitung, Il Post, and was shortlisted for the Digital Communication Awards 2021 in the purpose-driven category, hosted by the Quadriga Foundation to reward outstanding online projects and initiatives across Europe.





# Flagship campaigns

## Food waste action and awareness campaign

Food waste remains a major issue in Europe and at a global level. Over 930 million tonnes of food sold to households, retailers, restaurants and other food services are thrown away every year according to the latest estimates; and that is beyond all the food lost during production and distribution. Despite mounting pressure to reduce the carbon footprint of our diets, if food loss and waste were a country, it would be the third largest emitting country in the world, causing more greenhouse gases than any single countries in the world except for China and the US.

On the International Day of Awareness of Food Loss and Waste (September 29), we launched a month-long social media action and awareness campaign providing citizens with robust information on how every simple action at home can make a positive contribution to the larger challenge. Under the banner “A science-based hack a day, keeps food waste away – a 30-day journey to reduce food waste at home”, we invited

people to broaden their awareness of the impact of food waste, learn new food management skills and obtain practical tips to improve their own food waste habits, boosting their motivation and knowledge to actively become a part of the solution.

Throughout the month of the campaign, we engaged our followers with five new articles and a series of social media challenges, such as a ‘food waste bingo’ and a food waste diary to help people put in practice EUFIC daily tips to reduce food waste at home. Thanks to the amplification of EUFIC content in the context of the international day and leveraging ongoing collaborations with social media influencers to reach new audiences in Europe, food waste action and awareness was the **most engaging campaign of the year, generating more than 50,000 interactions and 2 million impressions**. With 75 media articles covering the campaign, we topped 36 million as the total estimated reach of our content.



*"Food waste is a growing problem we need to tackle urgently across the food supply chain: throwing away food spoils valuable resources, causes excess carbon dioxide emissions intensifying the climate crisis, while putting a further strain on food security.*

*This is why we launched a social media action and awareness campaign providing citizens with robust information on how every simple action at home can make a positive contribution to the larger challenge".*

**Nina McGrath, Area Lead in Content Public Engagement**



## A science-based hack a day, keeps food waste away!

a 30-day journey to reduce food waste





In the news

# Rapid response to increase health literacy and build trust in science

To increase health literacy and build trust in science among the public, **EUFIC actively invests in countering misinformation and improving science reporting in the media.** We do so by producing and disseminating reactive and proactive background briefings on breaking stories across Europe, supporting journalists, fact-checking organisations and scientists to improve the quality of the public debate on these important topics.

With food and health being extremely popular topics in the public debate and regularly present in a fast-paced digital news cycle, the initiative aims to establish a new network model providing balanced perspectives and solid scientific facts on trending issues.

In 2021, eight alerts went out to our European-wide network of scientists and communicators, the Speaking up for Science Action Network (SuSAN). The issues covered involved hotly debated topics such as plant-based diets, weight loss and Covid-19 risk, the correlation between dairy, egg, meat consumption and their potential impact on health, as well as palm oil and cancer risk.

Background briefings also went out to more than 40 leading reporters on food and health issues in Europe. The first issue, focused on the links between palm oil consumption and cancer development, helped shape **18 media articles in English, German, Italian and Spanish** with EUFIC's balanced facts.





# Public-funded projects: nourishing a widening network for impact



*"We continue to bring science communication expertise through engaging and accessible materials at the core of our collaboration in public-funded projects: EUFIC's extensive network of partners is essential to reach a growing number of Europeans, turning consumer insights into actionable content. Ultimately, our goal is to inspire people to lead a healthier and more sustainable lifestyles: EU and EIT funded projects offer just the ideal platforms to boost our impact through a collective effort."*

**Dr Bettina Schelke, Project & Research Management, Area Lead**

**12**  
Horizon2020  
funded projects

**6**  
EIT Food  
funded projects

**25K**  
followers on our  
R&I focused  
Twitter channel  
(@SciFoodHealth)

**4**  
new projects  
starting

**>1200**  
participants in  
the Sustainable  
Food Systems  
Network



## 4 new projects:



Multi-stakeholder platform for food safety in Europe.



Coordinating and supporting research on the human microbiome in Europe and beyond.



Developing and implementing innovative and evidence-based food design principles to better understand processed foods and moderate energy intake.



Promoting healthy eating habits through technology, virtual reality and engaging hybrid experiences.





### FoodSafety4EU: towards a closer food safety collaboration

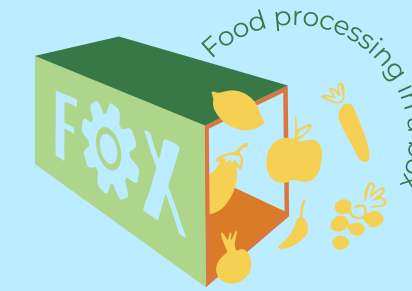
FoodSafety4EU is a collaborative action to support the European Commission (EC) in shaping the Food Safety System of the future. During three years, the project will deliver solutions to support the EC in its endeavour in aligning research, policy and innovation with the societal needs and perspectives and improving food safety across Europe.

We will design, develop and release a multi-stakeholder platform and innovative digital tools to help citizens, scientists, companies, EC, EFSA, and Food Safety Authorities co-design and shape together the future Food Safety System in Europe. The EUFIC team supports the communication and dissemination of the project, from content and articles production to the engagement of social media influencers in the area of food safety.



*"Engaging consumers creates a more interconnected food system, increasing consumer awareness of how food is produced. This is ever more important, as the EIT Food TrustTracker® shows that only about half of consumers have confidence in the authenticity and safety of food products. Farmers are well placed to engage consumers on these issues, as the TrustTracker® reveals that consumers tend to trust farmers more than other actors in the food value chain".*

Dr Betty Chang, Research, Area Lead



### FOX: shortening food supply chains through regional consumer engagement

Food in a box (FOX) stimulates short food supply chains for fruit and vegetables by applying small innovative mild processing technologies. The approach creates business opportunities for regional hubs and offers an opportunity for consumers to value again foods processed at local level.

The consumer science team at EUFIC developed a consumer-facing app tailored to consumers at regional level in six European countries: Czech Republic, Germany, France, Spain, Poland, the Netherlands. The app will facilitate the engagement of European consumers with local farmers and producers, their mild processing technologies and the healthy and sustainable foods they produce. Outreach and impact figures will be monitored and evaluated, aiming to become a reference in improving the food systems through the shortening of its supply chain.

Commenting on the role of consumers, Prof. Klaus G. Grunert, Professor at Department of Management, founder of the MAPP Centre (Aarhus University), and consumer engagement lead for the FOX project said: *"Why is it so important to engage local consumers? Simply because engaged consumers exhibit enhanced consumer loyalty, satisfaction, empowerment, connection, emotional bonding, trust, and commitment".*



### Developing a pioneering system for precise and rapid analysis of food contamination: Lab on a Chip

The Lab on a Chip project aims to develop a system for precise and rapid analysis of food contamination, which can be done on-site at the production stage. Every year, over 23 million people across Europe fall ill from eating unsafe food, which results in 5,000 death cases.

Food contaminations are mostly monitored in the production phase, for instance in factories, using time-consuming methods with analysis taking up to a week. This delay in identification of contaminated products means that some are released to the market and consumed. EUFIC drives the communication and dissemination strategy, as well as carrying out a survey about consumer preferences and acceptance of rapid detection technologies, which resulted in a series of insights on the subject.



# EUFIC members & scientific advisors

We are grateful to all EUFIC members for enabling us to stay ahead of the curve and communicate food facts in an engaging and inspiring way to European consumers.

We also thank our Scientific Advisory Board for equipping EUFIC with the direction and variety of perspectives needed to work effectively in areas as complex as those of healthy nutrition and lifestyle, food safety and sustainable food systems.

## Key topics for society:

Our topics are chosen based on scientific relevance, their importance to public health, and the state of the public debate. Our decision-making process is guided by an independent Scientific Advisory Board.

● Full member ● Associate member



# EUFIC's Scientific Advisory Board

To navigate the complex science in the realm of food and health, the role of EUFIC Scientific Advisory Board (SAB) is essential. Our topics are chosen based on scientific relevance, their importance to public health, and the state of the public debate. Our decision-making process is guided by their expertise and independence, forming a group of top-level food and health scientists across Europe.



**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 Group, University Paris 13, Bobigny, France and Adjunct Professor of the Kinesiology Department, Laval University, Québec, Canada



**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)



**Michael Siegrist**

Professor for Consumer Behavior 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



**Hugo De Vries**

Dr Hugo de Vries is Research Director at INRAE, Science Directorate Food and Bioeconomy, and President of the European Federation of Food Science and Technology (EFFoST)



**Sandro Dernini**

Dr. Sandro Dernini is Secretary General of the International Foundation of Mediterranean Diet (IFMeD)



**Giorgio Poli**

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



**Gerd Harzer**

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

In 2021 EUFIC's Scientific Advisory Board changed its composition: we heartily thank **Gerd Harzer** and **Giorgio Poli** for their longstanding commitment and invaluable contribution to EUFIC. We also give a warm welcome to two new members: **Sandro Dernini** and **Hugo De Vries**.



# Being a EUFIC member



*"In times where opinion and perception competes with a rigorous science-based approach, and where social media provide outlets to fake-news, I can only be grateful for organizations such as EUFIC to be beacons of understandable and trustworthy information in the areas of nutrition, food safety and sustainability. EUFIC's Code of Conduct combined with the structure of the Board on one side, and the level of expertise in the Scientific Advisory Board on the other side, are solid assurances of independence and trustworthiness of the content produced and shared by EUFIC."*

**Walter de Man, Global Nutrition & S&RA Director, MARS**



*"We count our membership as it's the heart of our organization because it provides opportunities for reaching the accurate science communication tools for nutrition and health ! As of Sabri Ülker Foundation we have the privilege of being associate member of EUFIC who helps us raise the profile of impartial, science-based information on healthy and sustainable food in the Turkish public. EUFIC is the most powerful organization within this area and can be one of your best assets. They can help you do your job better if you have a target to improve public health through healthy nutrition."*

**Begüm Mutus, Secretary General, Sabri Ülker Foundation**



*"For the Nutrition Institute (Slovenia) the membership in the EUFIC has been extremely useful. Knowledge and expertise transfer enabled us to considerably improve communication activities. Additionally, collaboration has been resulting in very successful new joint research projects, supporting scientific excellence."*

**Igor Pravst, Director, NUTRIS Nutrition Institute**

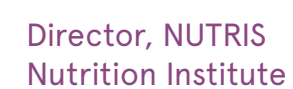


*"Consumers are increasingly prioritizing healthy and sustainable food choices. We are members of EUFIC since 2011 as we want to rely on a team of dedicated and independent scientists to promote reliable and transparent debates around food, nutrition, safety and the environment and make scientific information accessible to the lay audience."*

**Edouard Casala, Scientific and Regulatory Affairs Manager, Bunge**

All representatives serving on EUFIC governance bodies fulfil their roles in their personal capacity and without remuneration. All representatives are committed to EUFIC's operating principles, code of conduct and sign an annual conflict of interest declaration.

## Executive Committee





# The EUFIC Team



Ana  
Campos



Anna  
Auraaen



Annalisa  
Canova



Andres  
Londono



Aly  
Ayman



Astrid  
Vandromme



Dr Bettina  
Schelkle



Dr Betty  
Chang



Birce  
Kocak



Camila  
Massri



Carlos  
Abundancia



Carolina  
Vieira



Charlotte  
Born



Christina  
Sadler



Dafni  
Acedo



Davide  
Carrino



Frédéric  
Goffard



Elodie  
Treillard



Giulia  
Gaggiotti



Hanna  
Winkler



Inge  
de Bresser



Iva  
Doric



Jade  
Guilbert



Dr Joanna  
Kaniewska



Katharina  
Wachter



Kirstyn  
Byrne



Dr Laura  
Fernandez



Susana  
Mittmann



Malou  
Reipurth



Marie-Christine  
Thurm



Marie  
Lödige



Martina  
Fumagalli



Marija  
Grakalskiene



Matteo  
Sabini



Merel  
van der Meer



Dr Milka  
Sokolovic



Nimali  
Samarasinha



Dr Nina  
McGrath



Raymond  
Gemen



Rieke  
Sproten



Sophia  
Rehn



Dr Sophie  
Hieke



Stephan  
Kampshoff



Virginie  
Maenhout



Vito  
D'Amico

# Our Finances

## Income in 2021 (€)

Membership:	806.611
EU funded projects:	968.811
Of which Horizon 2020:	561.019
Of which EIT Food:	407.792

Other:	159.326
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<b>Total:</b>	<b>1.936.367</b>
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## Expenses in 2021 (€)

Staff costs:	1.602.474
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Administrative charges:	162.552
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All members projects:	7.208
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Food & health communication & other core activities:	90.871
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EU-funded projects:	87.815
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EIT Food:	163.436
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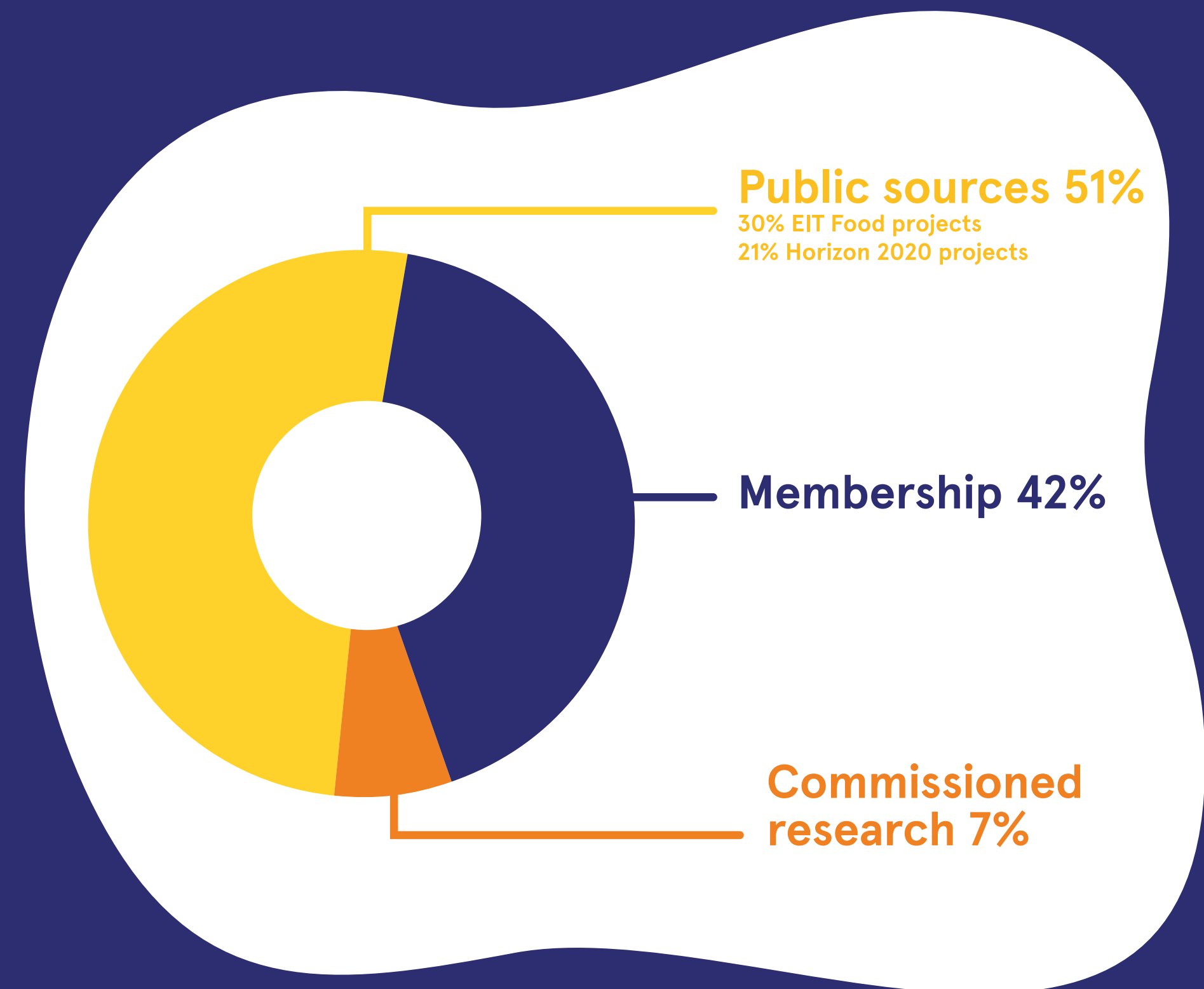
<b>Total:</b>	<b>2.130.097</b>
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## Final result 2021 (€)

Income:	1.936.367
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Expenses:	2.130.097
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<b>Total:</b>	<b>- 193.729</b>
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food facts for  
healthy choices

