



*empowering and facilitating
“healthier and more sustainable”
food choices*

Annual Report 2022



index



01. About us	3
02. What we do	5
03. A letter from our Director General	7
04. Highlights of the year	10
05. Flagship campaigns	12
06. In the news	15
07. Publicly funded projects	18
08. Knowledge-base contributions and sharing best practices	24
09. Members & scientific advisors	31
10. EUFIC Members in their own words	35
11. Board of directors & Executive committee	37
12. The EUFIC Team	40
13. Our finances	42

01.
About us



About us

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



Our vision

A world where we live healthier and more sustainable lives because we all know how to.



Our mission

We empower and facilitate healthier and more sustainable diets and lifestyles through science-based information and activities.



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 citizens' knowledge of food and health, we can contribute to making a real difference in the health of the people and our planet.

02.

What we do



WHAT WE DO



translate complex
food & nutrition
science into
accessible content



counter
misinterpretation
of science and
encourage **critical
thinking**



communicate
Pan-European
consumer insights



provide European
citizens with
**relevant and
trustworthy
information**



develop and
maintain a **neutral**
platform for
dialogue

03.

**A letter from our
Director General**





Dr. Laura Fernández Celemín

The challenges posed by unhealthy and unsustainable eating patterns can only be addressed through collaboration with actors across the food system sector. As neutral conveners, we are uniquely positioned at EUFIC to facilitate a systems approach, empowering citizens and fostering dialogue with stakeholders. As the Director General of EUFIC, I am proud that we were able to leverage this position in 2022 to promote and facilitate healthier and more sustainable diets and lifestyles across Europe while always keeping the citizen's needs in mind.

New funding sources were secured through a collective team effort, ensuring the organisation's financial stability in 2022. We successfully launched our first **Operating Grant of the European Commission EU4Health program**, managed by the European Health and Digital Executive Agency (HaDEA). It has served as a springboard for our work and allowed us to pursue our efforts with the necessary continuity to make a lasting contribution. We also began working on **Erasmus+ projects**, which enabled us to expand our educational activities. EIT Food and Horizon Europe

remained essential funding sources, and many innovative projects kept us abreast of the latest developments across the food system. In total, we worked on 21 publicly funded projects, four of which were completed in 2022, and 12 were new projects.

On the strategy front, our team developed **four purpose-driven long-term goals (LTGs) for the organisation** in collaboration with Scientific Advisors and our governance bodies. These goals focus on science literacy, dietary shift, non-communicable diseases (NCDs), and food waste and provide a stable framework for daily planning and decision-making, allowing us to increase our focus and the quality of our work. Within each LTG, we have identified levers for change to help us prioritise concrete activities that will collectively help us achieve impact at scale.

While this annual report showcases our efforts and outputs in various areas, I would like to highlight our focused work on **fighting food waste**, which we have developed based on our previous experience in collabo-

ration with others, significantly strengthening our impact in this area. In September, as part of the International Day of Awareness of Food Loss and Waste (29 September), we launched a month-long joint awareness-raising campaign with the project EIT FoodScienceClass that received over 350K views on social media. The tips used in the campaign will be translated into different languages and included in an open toolkit for teachers to be shared with school networks across Europe. To add to the knowledge base, we reviewed the literature to gather best practices and then share our knowledge on **designing and reporting information-based interventions to reduce food waste through a webinar and toolkit**. To further promote the message, we participated in several international events on food waste. One such event was a roundtable that addressed common barriers and identified enabling conditions to reduce food waste at the SAVE FOOD Conference, organised by the FAO Regional Office for Europe and Central Asia, in partnership with the Ministry of Agriculture and Forestry of Turkey and the



Dutch Ministry of Agriculture, Nature and Food Quality. Finally, our expertise in this field was recognised, and the European Commission invited EUFIC to join the Knowledge Committee that informed the first Citizen's Panel on food waste at the end of November.

Now in 2023, I am very much looking forward to continuing to share our knowledge and grow our capacity-building portfolio on our diverse topics of expertise. In recent years, we have acquired and refined our expertise as we have relentlessly addressed issues that can improve people's lives, built strong partnerships and innovated how we communicate. These actions have enabled us to reach underserved audiences and provide citizens with the adequate tools and resources to make healthier and more sustainable food choices that can improve their health and the planet.

OUR FOUR LONG-TERM GOALS



1

to build **food & health science literacy** & promote evidence-based decision-making



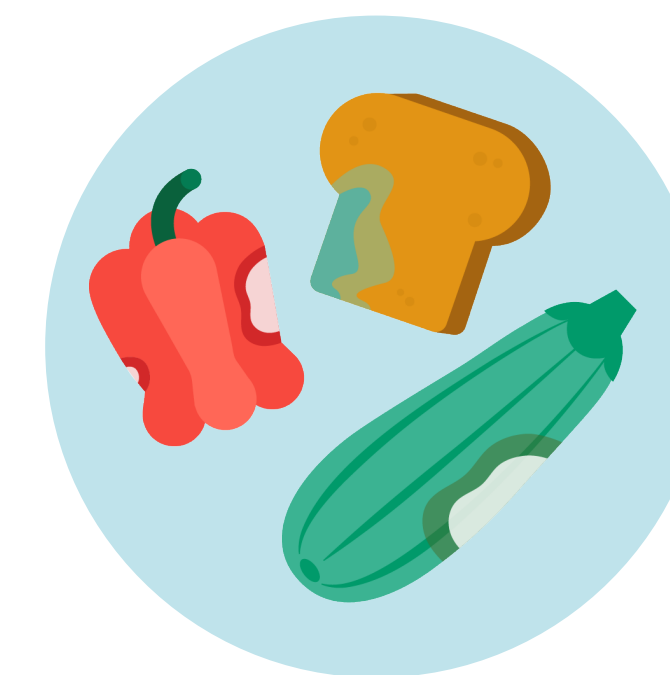
2

to facilitate the **healthy & sustainable diet shift**



3

to support the **prevention** of diet- and lifestyle- related **NCDs**



4

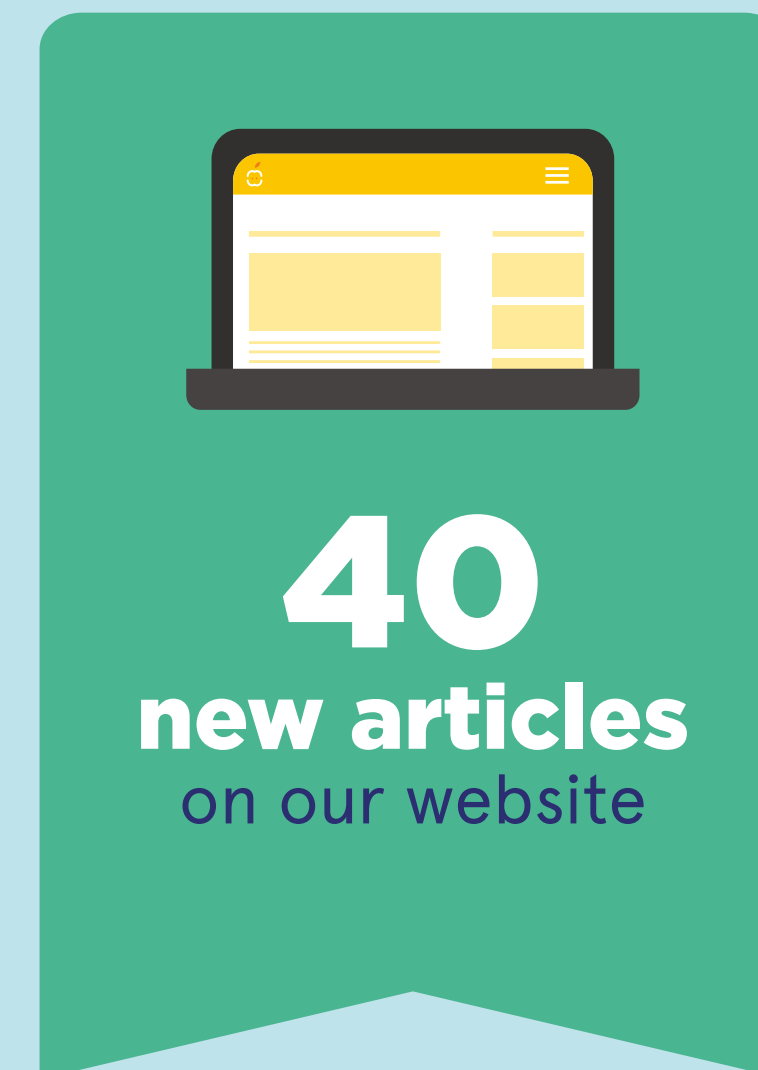
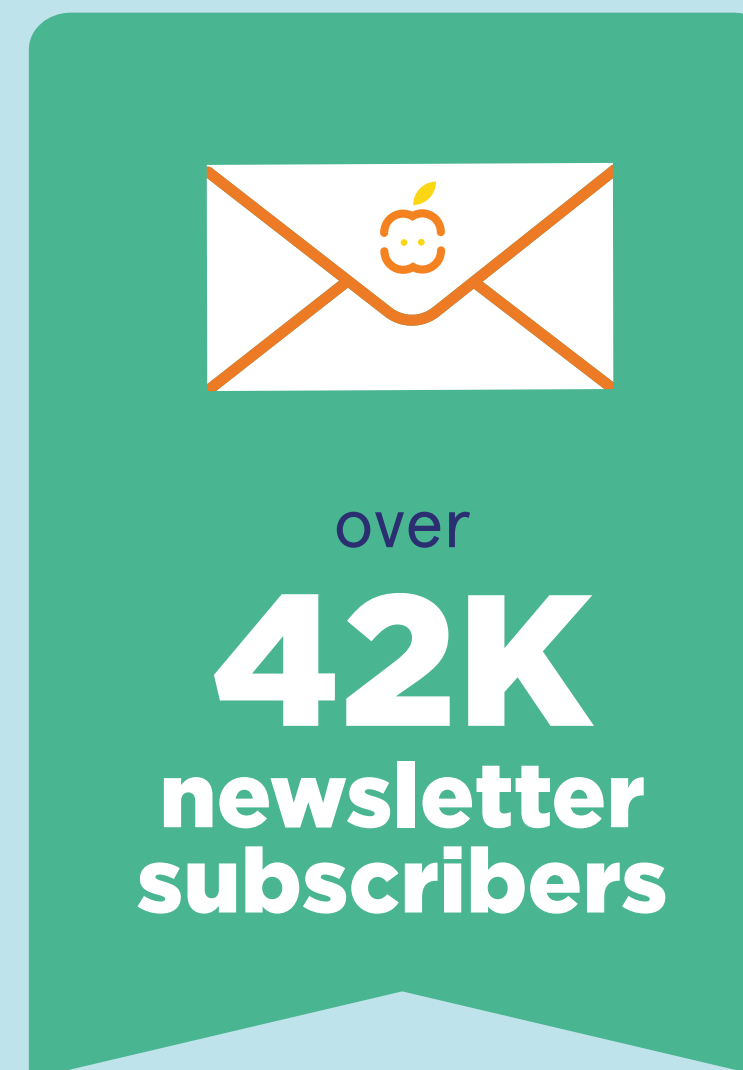
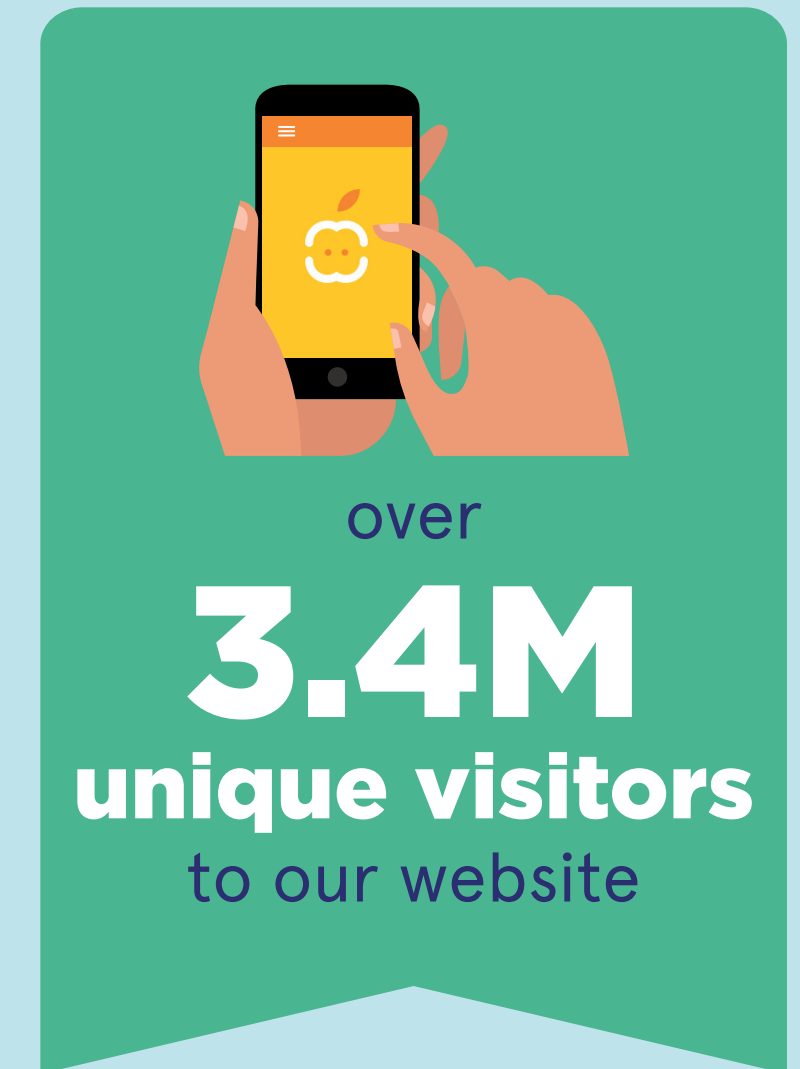
to empower **food waste reduction** at consumption level

04.
**Highlights of
the year**



IN 2022, WE WERE ABLE TO ACHIEVE:

Our website, eufic.org, along with our active social media presence on platforms such as Instagram, Twitter, Facebook and LinkedIn remain instrumental in reaching a growing audience throughout Europe. We use these platforms to present science-based information in an engaging and appealing approach. The results are reflected in our impact statistics from 2022.



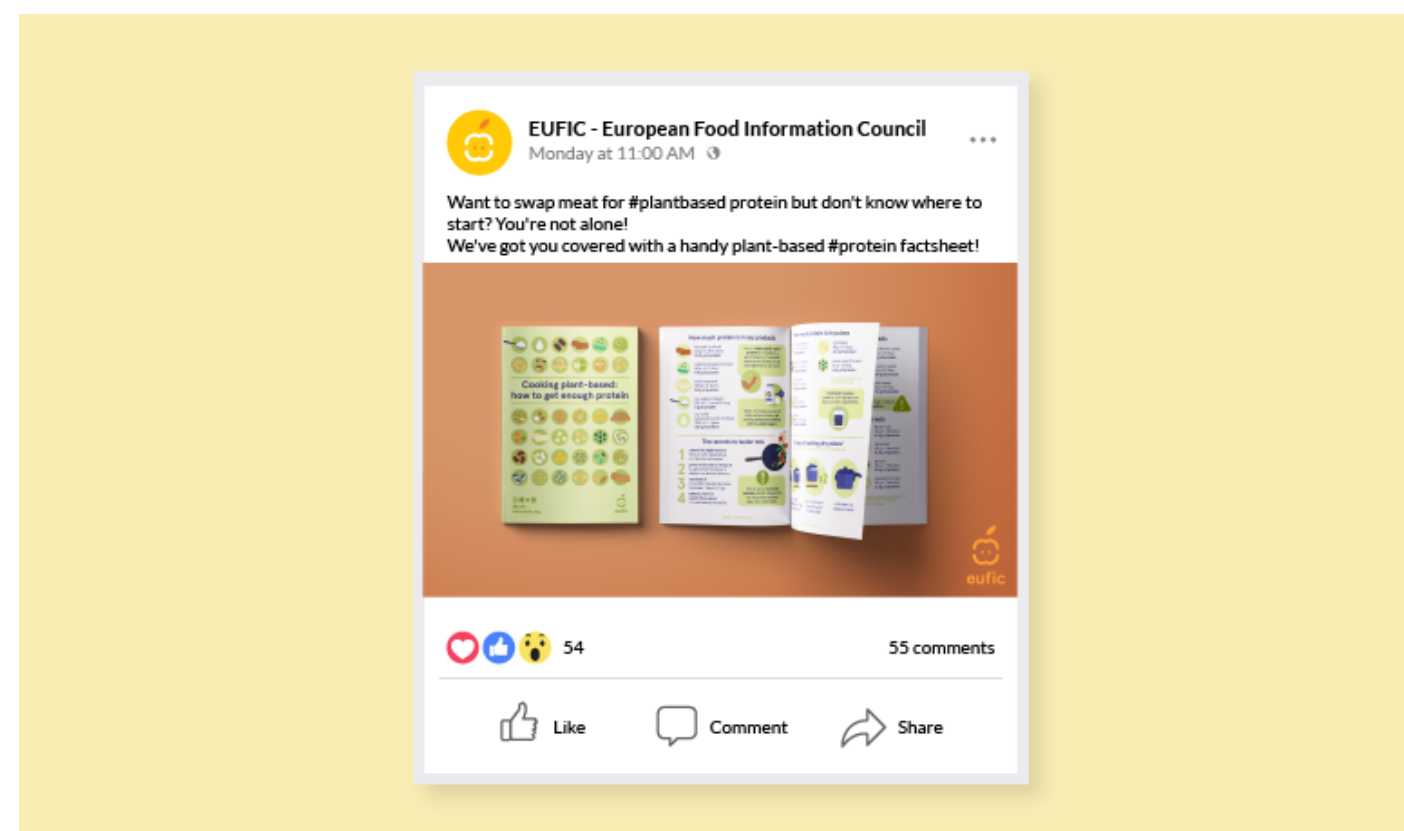
05.

Flagship campaigns



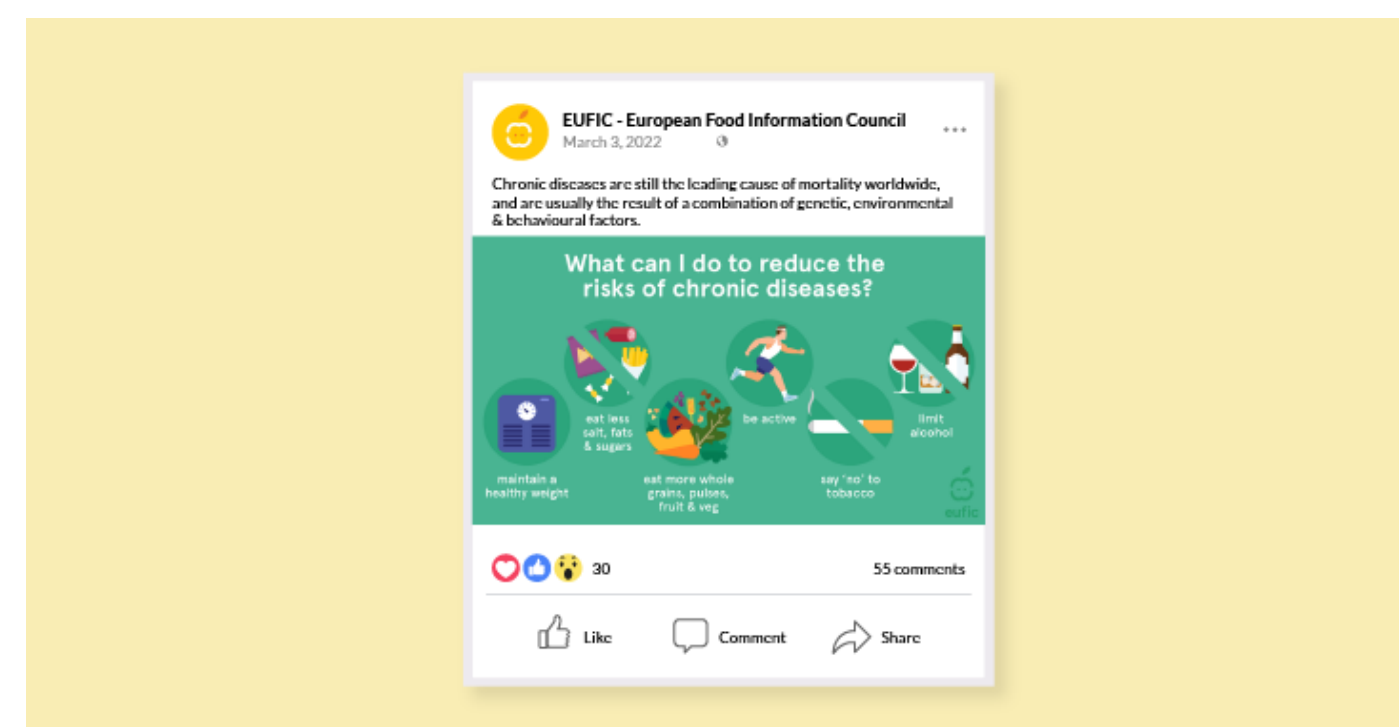
PROMOTING MORE PLANT-BASED DIETS FOR OUR HEALTH AND THE PLANET

Acknowledging the influence of our diets on our health and how our diets contribute to environmental degradation and climate change, EUFIC agreed to prioritise equipping citizens with the right knowledge and skills to transition towards healthier and more sustainable diets. To achieve this, we carried out a series of **social media campaigns** throughout the year.



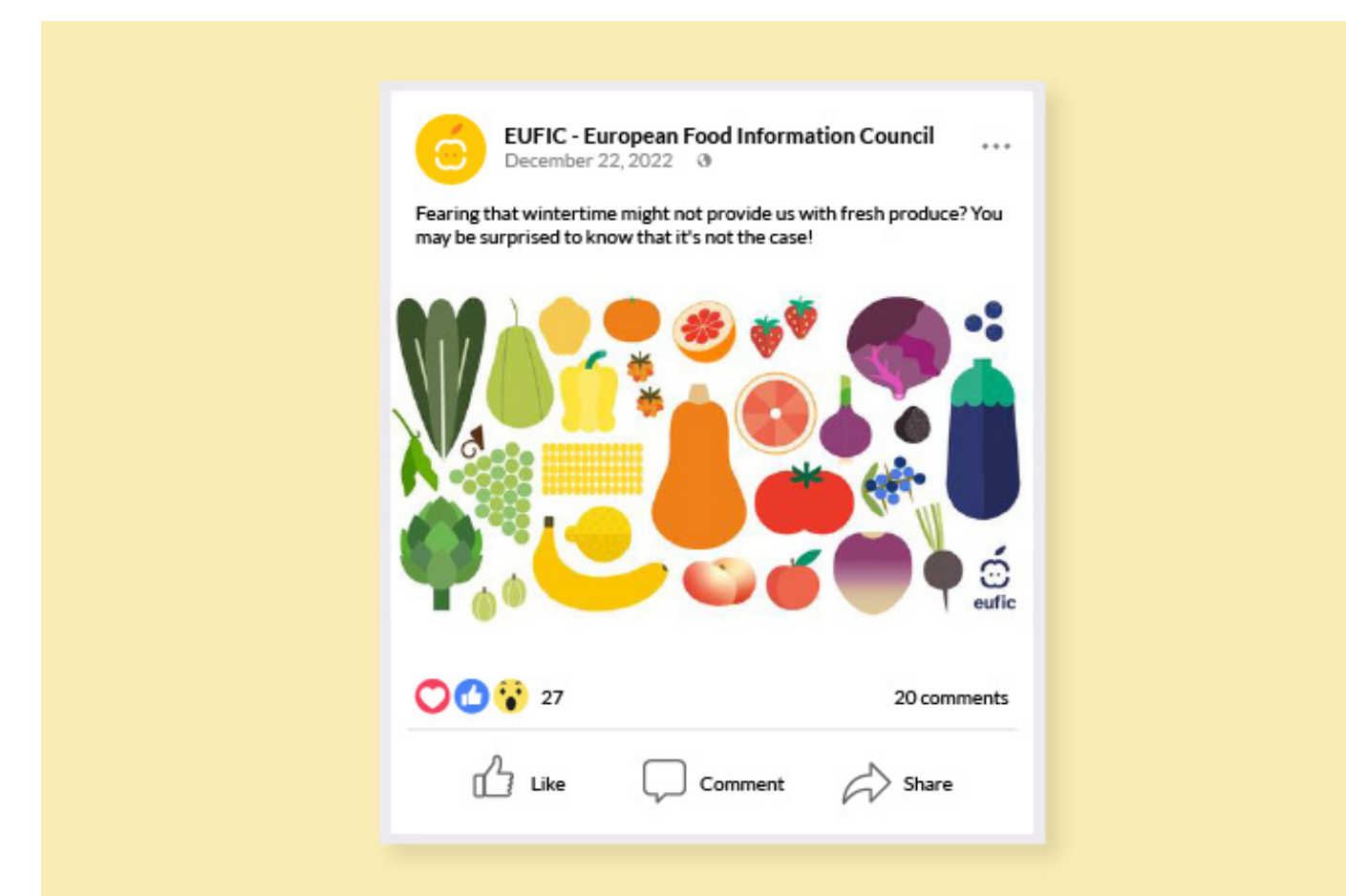
1 We began the first campaign in January, during Veganuary, as it provided a unique, large-scale access opportunity to attract citizens interested in following a more sustainable diet. For this, we joined forces with **19 well-known social media influencers** (chefs, recipe accounts), establishing a combined potential reach of over 111K users. Equipped with our guide, 'Cooking plant-based: how to get enough

protein', our social media partners **transformed a total of 40 of their most popular recipes into vegan or vegetarian versions** that still contained vital nutrients.



2 With our second campaign which was launched in March and June, we aimed to raise broader awareness of the link between diets and the risk of NCDs. A focus here was the health benefits of whole grain, fruit and vegetable consumption in aiding disease prevention. Whilst the campaign did not specifically target vulnerable groups, EUFIC used paid advertisement to address specific at-risk groups, such as the elderly, women of child bearing age and children, as they could considerably benefit from the information. **The campaign received almost 1 million views and 30k interactions.**

3 Lastly, as diets rich in fruits and vegetables, whole grains, pulses, nuts and seeds are known to reduce the risks of NCDs and help tackle climate change, we continued to expand on our work to inspire an increase in fruit and vegetable consumption through engaging social media content. **The campaign ran throughout the year with nearly 900K views and 42K interactions.** As citizens generally seem to already be aware of the benefits of fruit and vegetables, our campaign focused on providing them with actionable and appealing content on seasonal produce, ideas for cooking/preparation and their nutritional value and health benefits. This helped us grab their attention and increase engagement.



FOOD ADDITIVES CAMPAIGN: ANSWERING CONSUMER'S COMMON QUESTIONS

Many European consumers are concerned about the safety of food additives despite the strict approval process. In light of this, EUFIC launched a **campaign to raise awareness about additives** (i.e., why they are used, their safety and labelling in the EU) and answer frequently asked questions to increase citizens' confidence in their food choices.

To ensure considerable impact with our campaign, we researched citizens' knowledge gaps and barriers by looking at Google search queries and posing questions through Instagram polls and a website survey. Based on the input gathered, EUFIC developed ten short videos and five website articles which were translated into French, Spanish, German and Italian, answering common questions on popular food additives or specific (groups of) additives. The content was promoted through a social media campaign launched in October, leading to **221K views and 95K video views across EUFIC's platforms**. However, we also joined forces with the European project **FoodSafety4EU**, which helped us spread our message.

EUFIC worked with food safety experts who provided simple and concise science-based answers to the top ten frequently asked questions.



Ms Emer O'Reilly

Acting Chief Specialist,
Chemical Safety at Food Safety
Authority of Ireland



Dr Nynke Kramer

Associate professor in
Toxicology at Wageningen
University and Research



Dr Sabina Passamonti

Principal Investigator of the
Molecular Nutrition Research
Group at the University of Trieste

We emphasised outreach in Poland, as it is one of the countries with the highest proportion of citizens concerned about additives (36%) according to the 2022 Special Eurobarometer Survey on Food Safety. We translated all materials into Polish and promoted them with the help of a local media agency, leading to over **40 articles published in the country and an interview in a major national Polish radio station (Polskie Radio)**.



06.

In the news:

**rapid response to increase health literacy
and build trust in science**





A core aim of EUFIC is to increase food and health literacy and promote trust in science. To implement this, we respond to breaking news and sensational headlines related to food and health that misrepresent scientific evidence or oversimplify complex issues. EUFIC proactively and reactively produces and disseminates media briefings, summarising the breaking story, the scientific evidence behind it, essential considerations for journalists and readers, and insights from key authorities on the issue. This helps citizens develop their science literacy and make informed choices about their health and their diets.

RAPID RESPONSES TO MEDIA HEADLINES

In 2022, we shared **seven rapid response briefings** with our network of scientists and communicators, the **Speaking up for Science Action Network (SuSAN)**, as well as journalists, other organisations and interested parties across Europe. The briefings covered a range of hotly-debated topics, including the ketogenic diet, cancer prevention and treatment, the association between alcohol and dementia, low-carbohydrate diets, and type 2 diabetes risk factors.

Our rapid responses received broad media coverage, with **40 articles** expounding on our **well-balanced and evidence-based information**. Our briefing on the connection between a vegetarian diet and hip fractures was used to shape educational materials for students in the United Kingdom and was featured in headlines in the Netherlands and Germany.



07.

**Publicly funded
projects**





Matteo Sabini / Collaborative Projects - Area Lead

“ *European-funded projects are a crucial tool for achieving EUFIC’s long-term goals. Through projects, we can work towards the desired impact we plan to realise in society while implementing collaborations with a vast network of research entities, universities, companies, public administrations and other initiatives working in the food and health sectors. They also allow us to refine the approach towards our long-term goals by designing effective messages and campaigns, and targeting specific audiences across Europe.* ”

STATS



21
EU projects
in 2022
(Horizon 2020,
Horizon Europe,
EIT Food,
Erasmus+,
CBE-JU)



4
new projects
kicked off
in 2022



26.5K
followers
on our
R&I-focused
Twitter channel
(@SciFoodHealth)

NEW PROJECTS IN 2022

The logo for 'holi food' features a green play button icon to the left of the word 'holi' in a bold, sans-serif font, with the word 'food' in a smaller, bold, sans-serif font below it.

Holistic approach for tackling food systems risks in a changing global environment

Using **artificial intelligence and big data** to develop prediction systems for known and unknown **food safety hazards** in specific supply chains.

EUFIC is responsible for communication and dissemination, including campaigns on emerging food safety risks. We also produce training materials to support the uptake of the developed technologies.

The logo for 'DRG4 FOOD' features a colorful geometric icon composed of several small squares in green, red, and orange, followed by the text 'DRG4' in a bold, black, sans-serif font, and 'FOOD' in a larger, bold, black, sans-serif font below it.

Empowering a fair and responsible European FoodRegister, fostering citizen sovereignty and creating a data-driven food system

Establishing trust in a data-driven food system in a two-pronged strategy: raising awareness of the **Digital Responsibility Goals** (DRGs) among consumers and funding small-scale projects (€1.9M through open calls for funding) that foster the use of **digital data in personalised nutrition and food traceability**.

EUFIC is responsible for communication, dissemination and networking.

The logo for 'YOUAREIN' consists of the text 'YOUAREIN' in a bold, green, sans-serif font.

Young Agrifood European Innovators

Equipping university students in the food sector with the **necessary skills** to navigate and drive innovation in the market with a **focus on sustainability**.

In this project, EUFIC has designed a unique and engaging business game to provide a dynamic interactive learning experience for students.

The logo for 'FOUNDATION EARTH ECOLABEL' features the text 'FOUNDATION' in a bold, orange, sans-serif font, with 'EARTH ECOLABEL' in a larger, bold, orange, sans-serif font below it.

Increasing environmental impact transparency in food value chains.

Examining how consumers relate to food ecolabelling and how to improve the Foundation Earth ecolabel.

EUFIC conducted a literature review on the effects of food ecolabelling on consumer behaviour and designed two studies to address the gaps in the literature.

PROJECT SPOTLIGHT 2022



Improving the way science communication is taught in universities, particularly in food science fields.

The project will create hands-on materials and trainings based on successful storytelling techniques that students and academics at all levels can use to improve how they communicate with a non-specialist audience.

With its expertise in awareness-raising, science-based education and consumer research, EUFIC will lead the development and testing of the guidelines and materials for the practice sessions.



Assessing supermarket initiatives that help consumers reduce their meat consumption and food waste.

Supermarkets have a significant role to play in facilitating the transition towards a sustainable food system, and EUFIC is committed to supporting these efforts.

Within the project, EUFIC is creating a **database** of retailer practices in Belgium, Finland and Poland and has conducted a consumer survey to determine the most appealing initiatives. Results show a preference for financial incentives promoting waste reduction and alternative meats but not necessarily a preference for specific reduction initiatives.



Empowering adult diabetics to self-manage their chronic disease through culinary medicine.

The project will create and pilot a tailor-made nutrition and cooking education program for those with type II diabetes and their families in Belgium, Cyprus, Greece and Spain.

EUFIC will carry out co-creation sessions with people with type 2 diabetes and health practitioners to develop educational content that best addresses the needs of patients and their families. The insights from the sessions will be validated amongst a wider population with type II diabetes via a survey.



Creating a supportive environment for the operation of the future European Partnership for Sustainable Food Systems for People, Planet and Climate.

The project aims to create a prototype for the partnership, including a governance model and an impact monitoring framework to support the delivery of a strategic research and innovation agenda. The partnership, set to launch in 2024-2031, will invest over €600M in research and innovation activities through calls for funding.

EUFIC is responsible for engaging with external stakeholders, along with the Sustainable Food Systems Network, and managing the communication and dissemination activities.





Promoting the transition to healthy and sustainable dietary behaviour by examining the interplay of environmental, social, cultural and individual factors.

The project will set up a comprehensive mix of interventions for different stakeholders, including an outline for personalised dietary advice and the development of an innovative educational toolbox.

EUFIC will be involved in the literature review assessing which interventions are effective in promoting healthy and sustainable dietary behaviour changes. Additionally, we will conduct a survey to analyse key influences in food choice, manage the stakeholder engagement and communication and dissemination activities, and co-design more than 10 effective solutions for different end-users across Europe.



























Betty Chang / Research - Area Lead



We know that change is most likely to happen when all actors work towards the same goals, with their mutually reinforcing actions strengthening the shift. Thus in 2022, we focused on taking a systemic view of how we can facilitate healthy and sustainable diets. To this end, we participated in projects that promote partnerships for sustainable food systems, examined how supermarkets can help consumers reduce food waste and meat consumption, and supported consumers' contribution to policy change on food waste reduction, nutrition labelling and ecolabelling.



PROJECT INVOLVEMENT BY LONG-TERM GOALS



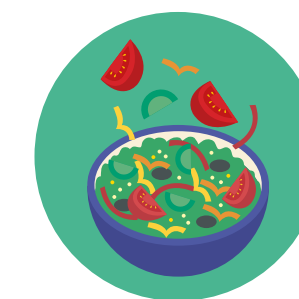
To build food and health science literacy and promote evidence-based decision-making



To support the prevention of diet- and lifestyle-related non-communicable diseases



To empower food waste reduction at consumption level



To facilitate the healthy and sustainable diet shift

08.

**Knowledge-base contributions
and sharing best practices**



ENHANCING CAPACITY BUILDING FOR EFFECTIVE SCIENCE COMMUNICATION AMONG PRACTITIONERS

The goal here is to improve the health of European citizens by granting access to evidence-based information that promotes trust in science, builds health literacy and enables the adoption of healthier diets and lifestyles.

While guidance provided by government and health professionals still plays a vital role in shaping people's food and lifestyle choices, the media remains a dominant source of information in their day-to-day lives. Unfortunately, misrepresentation of science in the media, oversimplified and sensationalist reporting on highly complex issues, and conflicting headlines breed uncertainty and confusion. This then becomes a leading factor in the eroding trust in science.

EUFIC contributes to tackling this challenge by developing training on science communication. We work to communicate with journalists, scientists, civil society organisations and health practitioners to reduce the risk of misreporting, help them communicate better about what they do (not yet) know and connect with their audience. ➤



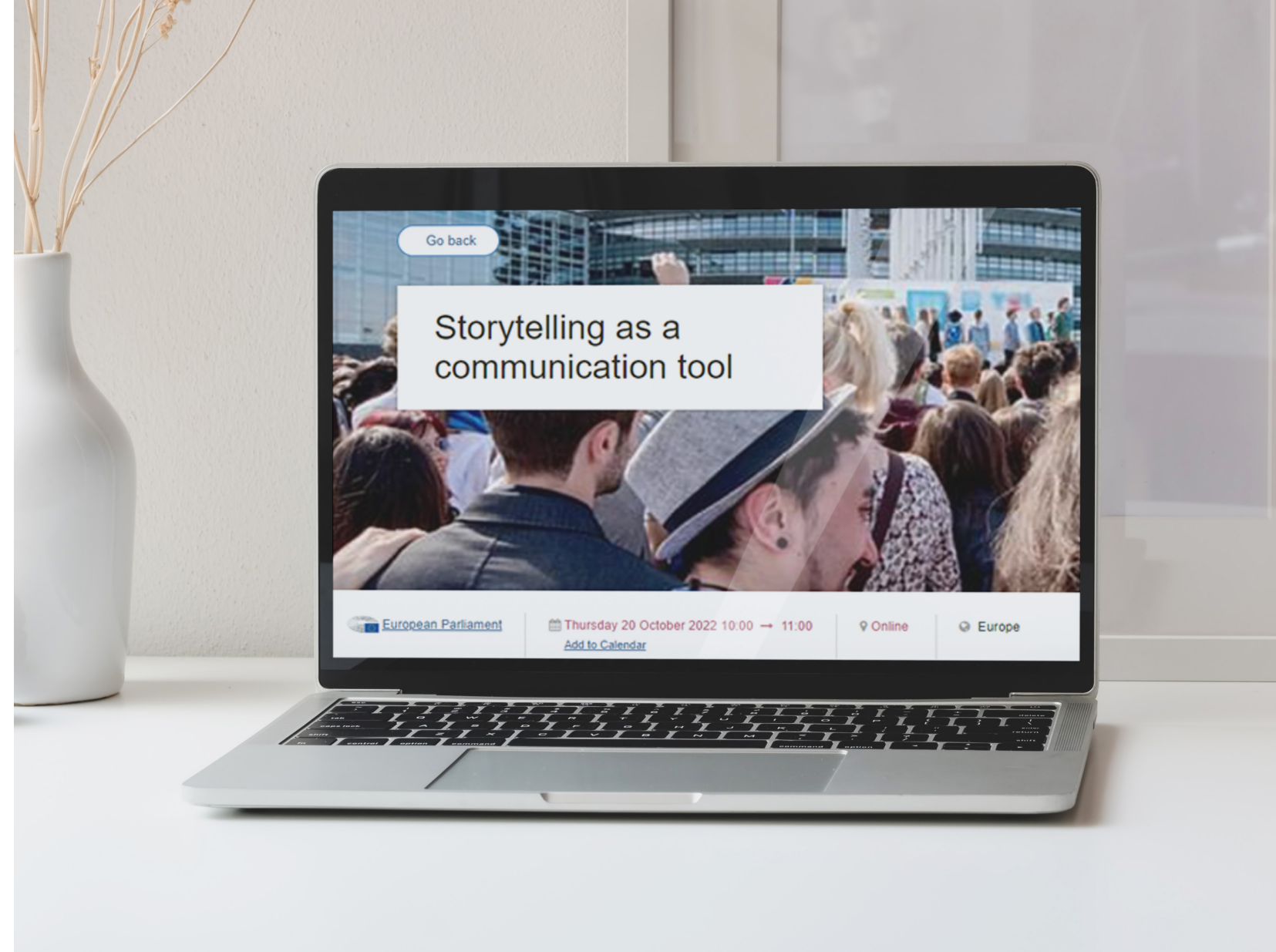
In 2021, we conducted training programmes on:

1 Social media for dietitians across the continent, facilitated by the European Federation of the Associations of Dietitians (EFAD). EUFIC developed modules on building and engaging an audience and measuring success and engagement rates. The modules are available in EFAD's online Digital Nutrition Communication Course.

2 Science communication and storytelling training for Food Science PhD students, facilitated by the University of Parma. EUFIC organised a one-day engaging session with plenty of interactive, practice-oriented elements. The majority of students voted for our session as their favourite.

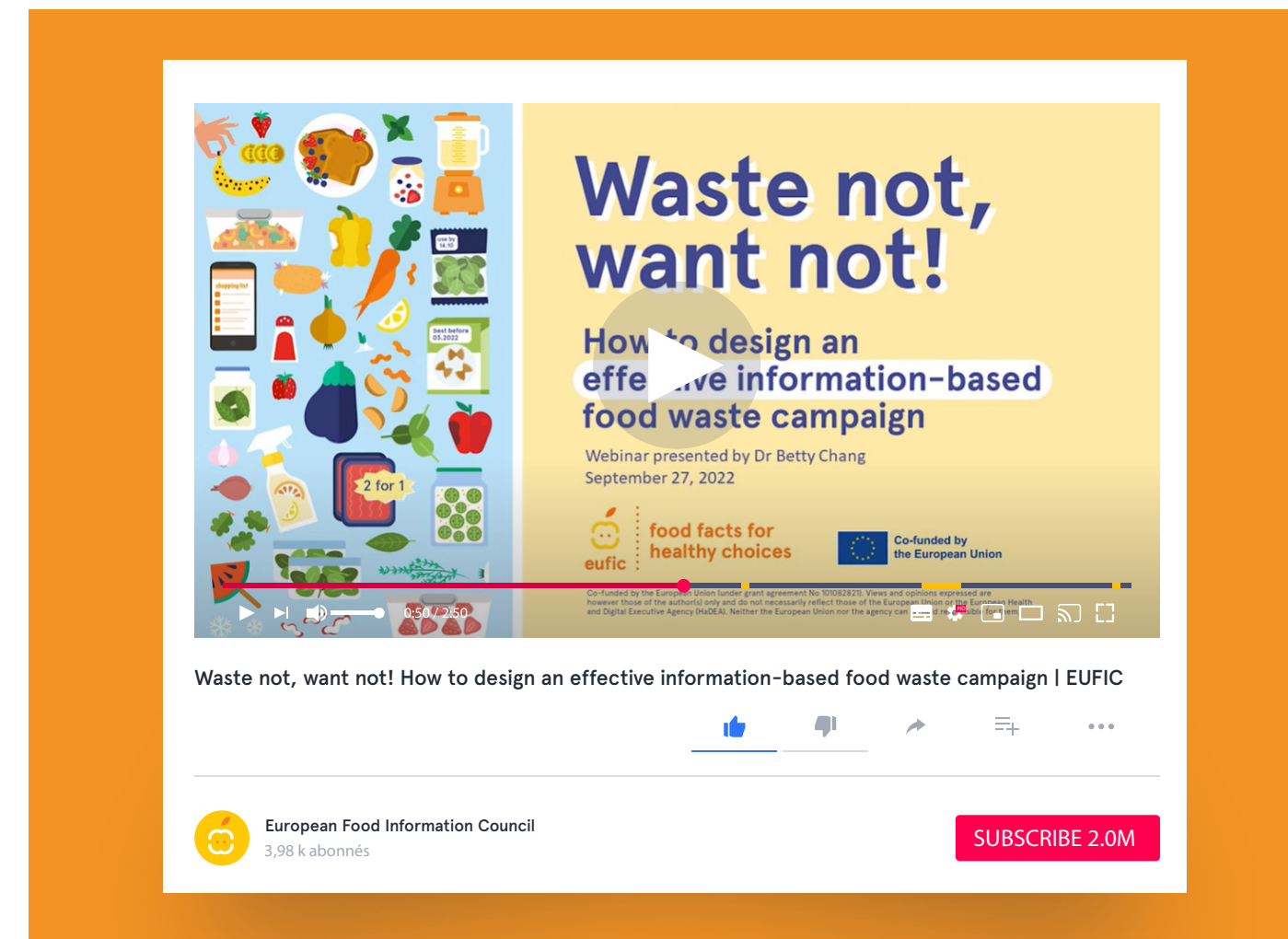
3 Storytelling as a communication tool for civil society organisations, facilitated by the European Parliament. EUFIC presented the power of storytelling as a communication approach, covering what makes a good story, the importance of adapting to the audience, and the tools and techniques to capture their attention.

EUFIC will continue to develop a broader training portfolio to build capacity for the above-mentioned groups. The goal is to achieve a more transparent and stronger presence for effective message-spreading within the public debate.



PROMOTING BEST PRACTICES FOR INFORMATION-BASED CAMPAIGNS TO REDUCE FOOD WASTE

In the run-up to the International Day of Awareness of Food Loss and Waste (29 September), and in support of the Sustainable Development Goal of halving consumer food waste by 2030, EUFIC has continued to draw attention to the urgent issue of food waste through social media. We also hosted an **international press conference** with the World Sustainable Urban Food Centre of València (CEMAS) and the Sabri-Ülker Research Foundation of Turkey. The event showcased good practices from across Europe and advised on how to join forces to reduce food loss and waste.



On the same day, we hosted a **successful webinar to launch our capacity-building toolkit** for the wider food waste action community with the intent to help strengthen their combined impact. **The webinar was attended by over 110 people** working on food waste. Our research team presented science-based recommendations on how to design an effective information-based food waste campaign based on recent peer-reviewed literature and EUFIC's 2021 food waste campaign.

In recognition of EUFIC's work on food waste:

- The Directorate-General for Health and Food Safety (DG SANTE) of the European Commission invited us to join their Knowledge Committee to **inform the first-ever Citizen's Panel on food waste reduction**. The panel's outcome was a list of recommendations to support the Commission's work on food waste, including the legislative proposal to set EU food waste reduction targets as part of the revision of the Waste Framework Directive. This will serve as a guide to help member states achieve the targets.
- The Food and Agriculture Organization (FAO) invited **EUFIC as a panellist for their Regional SAVE FOOD conference** in Istanbul, Turkey. The event was attended by more than 200 participants, including the Ministry of Agriculture and Forestry of Turkey and the Dutch Ministry of Agriculture, Nature and Food Quality, and aimed to address common barriers in efforts to reduce food loss and waste, identify the necessary enabling conditions and examine possible solutions.

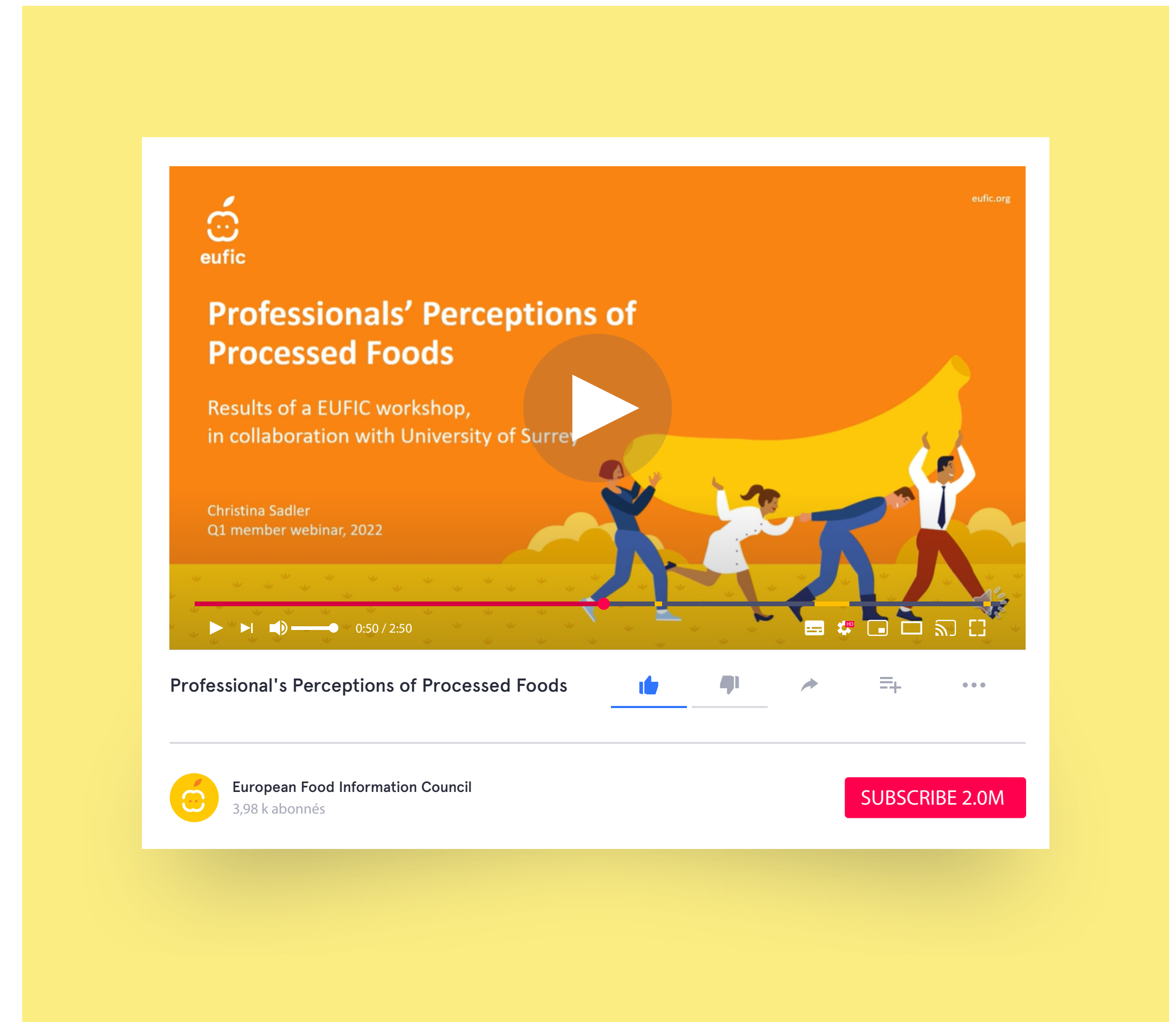
CHALLENGES IN COMMUNICATING ABOUT PROCESSED FOODS

The spotlight is on the concept of 'processed food' and its classification, sparking debate among professionals and making it challenging to communicate effectively about the topic and improve public health.

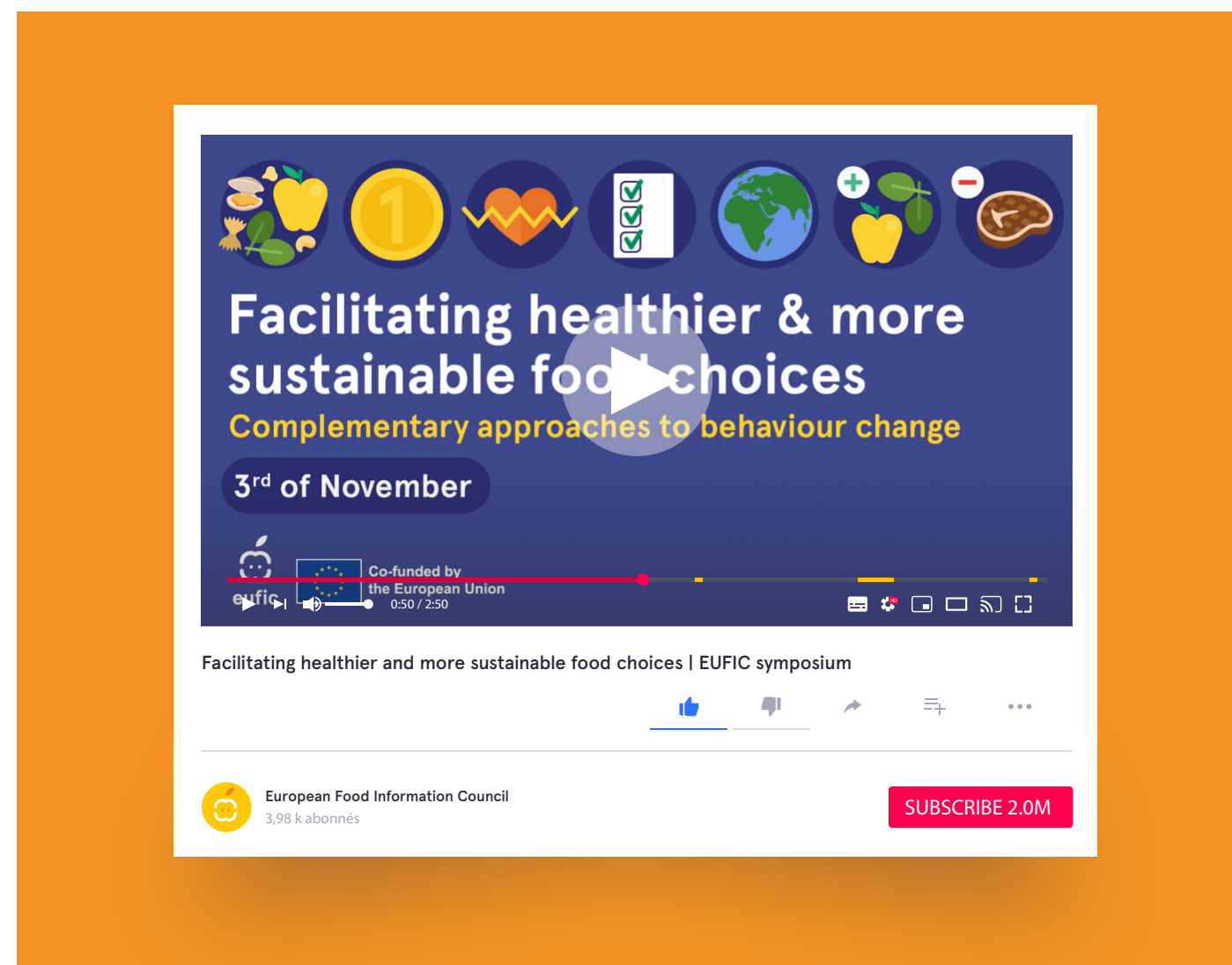
To encourage interdisciplinary science-based dialogue and help obtain a consensus that supports scientific progress and public trust, EUFIC hosted a Stakeholder Workshop on Processed Foods in 2021. It was designed as a research study in collaboration with the University of Surrey. The analysis of perceptions of processed foods among professionals and the communication challenges was **published in a peer-reviewed scientific journal** in February 2022. The research highlighted the ambiguity and confusion surrounding terms such as 'processing', 'ultra-processed' and 'healthy' and identified a lack of consensus regarding the scope of processing, the degree of processing and the criteria for evaluating the healthiness of processed foods.

The research was presented in a **webinar** and widely disseminated to relevant stakeholders (policymakers, scientists, industry and specialist media). It received positive feedback from stakeholders and was covered in **9 press articles with approximately 314K views**. The articles reached various expert audiences, such as nutrition professionals via an article in Nutrition Insight, featuring an interview with EUFIC's Christina Sadler, and specialists in medical and health-related topics via an article in Medical Xpress and News Medical.

The Italian association for food products (Unione Italiana Food) also shared the research with its members, and it was used in an article for the blog ConscienHealth. The publication has already been cited in a peer-reviewed research article (concerning dietitians' attitudes regarding food classification and whole-grain foods), demonstrating early use of the results within a relevant scientific community.



FACILITATING EFFECTIVE COMMUNICATION STRATEGIES FOR PROMOTING HEALTHY AND SUSTAINABLE DIETS



To help inform EUFIC’s 2023 work plan and increase the effectiveness of future campaigns for healthy and sustainable diets, EUFIC has designed and carried out two activities.

An online symposium ‘**Facilitating healthier & more sustainable food choices**’ led by Dr Betty Chang of EUFIC was held. Dr Chang presented the results of EUFIC’s 2021 study on consumers’ understanding of healthy and sustainable diets. As part of this event,

EUFIC also invited three eminent researchers in the field of healthy and sustainable dietary change to present their work: Professor Armando Perez-Cueto of Umeå University, Dr Michiel De Bauw of Colruyt Group & KU Leuven and Dr Emma Garnett of Oxford University.

The event was incredibly successful, with **over 250 attendees** actively engaging throughout the event. This confirms that numerous stakeholders are interested in improving communication with consumers regarding healthy and sustainable diets, thereby validating EUFIC’s strategic positioning on the topic.

Our second activity was a **study on consumer responses to online information on healthy and sustainable diets** in France, Germany, Italy, Spain and the UK. The study showed that respondents were more engaged with healthy eating rather than sustainable eating. They were most interested in knowledge related to affordable healthy and sustainable diets, what are healthy foods, how to make healthy food to accommodate their preferences and which foods have a high or low environmental impact. They preferred to receive dietary information in the form of recipes and articles.

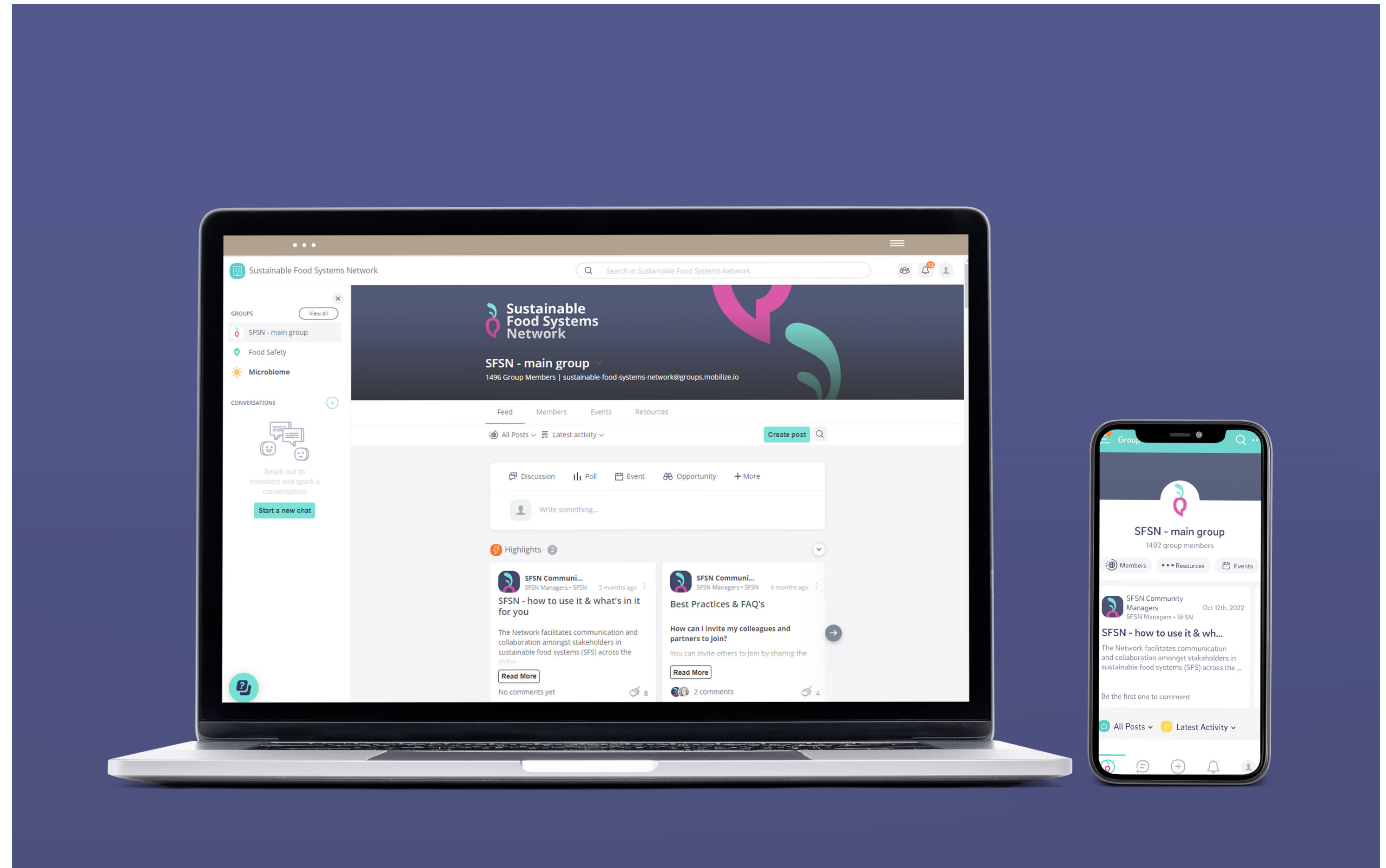
This study will form the basis of a scientific paper that will be submitted to a peer-reviewed journal in 2023 that will make the results and insights publicly available.



THE SUSTAINABLE FOOD SYSTEMS NETWORK (SFSN): A HUB FOR FOOD SYSTEM ACTORS TO CONNECT, INTERACT AND INSPIRE EACH OTHER

The **SFSN** is an **innovative hub for stakeholders working towards sustainable food systems**. Building upon the foundation laid by the FIT4FOOD2030 project, in which EUFIC was a partner, we continued to manage the platform in 2022 to secure its long-term success. The SFSN has flourished since, with a thriving community of **more than 1,450 members** and growing.

The SFSN is breaking silos and bringing stakeholders together to share knowledge and resources. We provide members with a space where they can engage in topical subgroups and share ideas on the broader food system in the main feed. Through this collaborative approach, we have successfully cultivated the **Microbiome subgroup**, which has quickly become a platform for best practices, inspiration and support on microbiome-related topics. By fostering a self-sustained network of people committed to creating sustainable food systems, we facilitate the exchange of knowledge and resources and support the development of impactful and resilient EU projects. Our goal is to create a platform that is accessible, inclusive and open to all stakeholders, and that supports citizens in the journey towards a sustainable food future.



09.

**Members &
scientific advisors**































We extend our gratitude to all EUFIC members for their continued support. They have enabled us to remain at the forefront of the field and effectively communicate food-related facts in a compelling and inspiring manner to consumers across Europe.

Furthermore, we would like to express our appreciation to our esteemed Scientific Advisory Board members. Their guidance and diverse perspectives have equipped EUFIC to navigate complex areas such as healthy and sustainable diets, food safety, food waste, processed foods and sustainable food systems with confidence.



EUFIC MEMBERS

 MAPP DEPARTMENT OF MANAGEMENT AARHUS UNIVERSITY	 EuroFIR European Food Information Resource	 SABRI ÜLKER FOOD RESEARCH FOUNDATION	 Cargill	 Coca-Cola	 cpw
 UNIVERSITÀ DI PARMA	 EFAD EUROPEAN FEDERATION OF THE ASSOCIATIONS OF DIETITIANS	 UNIVERSITY OF LEEDS	 FERRERO	 IKEA	 ROQUETTE
 FRUCOM	 FOOD2KNOW	 ALMA MATER STUDIORUM UNIVERSITÀ DI BOLOGNA	 MARS	 Nestlé	 PEPSICO
 NUTRITION INSTITUTE	 NNEPFI	 airfield estate	 YILDIZ HOLDING	 General Mills	 Unilever
 UCD DUBLIN	 AGRICULTURAL UNIVERSITY OF ATHENS			 Amway	 BUNGE

● associate members ● full members

EUFIC'S SCIENTIFIC ADVISORY BOARD

Comprised of renowned food and health scientists from various European countries, the **EUFIC Scientific Advisory Board (SAB)** is indispensable in steering EUFIC through the complex realm of food and health science. We select our focus topics based on their scientific relevance, public health impact and relevance to the ongoing public debate. The extensive knowledge and independence of the SAB guide our decision-making process, safeguarding objectivity and impartiality in our work.

In 2022, the composition of EUFIC's Scientific Advisory Board underwent a change. We sincerely thank France Bellisle for her longstanding dedication and invaluable contributions to EUFIC. We also warmly welcome the Board's two new members, Alexander Gerber and Keren Dalyot.



Keren Dalyot

Dr. Keren Dalyot is a Weizmann Institute of Science Senior Research Associate and the EIT Food Youth Mission Implementation Leader.



Hugo De Vries

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



Michael Siegrist

Professor for Consumer Behavior at the institute for Environmental Decisions (IED), ETH Zurich, Switzerland



Sandro Dernini

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



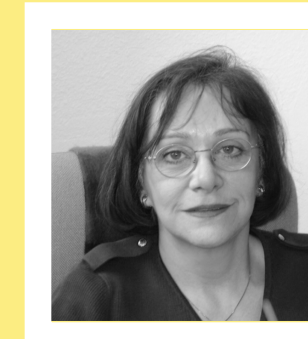
Christine Williams

Professor of the institute for Cardiovascular and Metabolic Research and Proo Vice Chancellor of Research and Innovation, University of Reading, UK



Alexander Gerber

Professor Alexander Gerber is a Full Professor and Programme Chair of Science Communication at Germany's international Rhine-Waal University and Research Director at the extramural Institute for Science and Innovation Communication (inscico).



France Bellisle

Vice Chairman oof 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 Alime)



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

10.

**EUFIC Members in
their own words**



“

“At a time when people are seeking to understand better the impact their food and nutrition decisions have on their own health and the health of the planet, EUFIC continues to be a reliable source of credible and scientific information for consumers in Europe, helping them to translate science and media headlines. With its long-standing principles of transparent governance, scientific integrity and independence, EUFIC is well-positioned to deliver on its mission to inspire and empower healthier and more sustainable diets and lifestyles among European citizens in the years to come.”

Nectaria Metrakos
Global Director, Impact & Engagement,
The Coca-Cola Company



“

“For an institution like the University of Parma, nationally and internationally recognised for its teaching programs and research activity in the area of food science and nutrition, being part of the EUFIC community as an associate member is priceless! Invaluable networking and exchange activities, great opportunities to collaborate on new projects, privileged access to formidable new content and spectacular competencies! All this and the shared will to always provide trustworthy and evidence-based food and nutrition information really make a difference.”

Daniele Del Rio
Professor of Human Nutrition and the Head of the School
of Advanced Studies on Food and Nutrition,
University of Parma

“

“Our (EFAD) primary goal is to improve nutritional health and promote sustainable diets in Europe in collaboration with our members and stakeholders. We find in EUFIC an experienced partner to work with. Whether through consumer campaigns or Food Facts in the media, their understandable and scientifically-based information on nutrition, food safety and sustainability contribute to a healthier Europe. We are pleased that our own members can also benefit from EUFIC’s own experience. EUFIC contributed with 2 informative and inspiring lectures to EFAD’s social media training for dietitians. Joining forces helps to achieve our important goal.”

Wineke Remijnse
Executive Director, European Federation of the
Associations of Dietitians (EFAD)



11.

**Board of Directors &
Executive Committee**



Transparency, inclusivity and scientific integrity are the defining values of EUFIC's governance.

Our **governance** bodies are composed of individuals representing the four key sectors vital for achieving our mission: the scientific community, healthcare and science communication professionals, the private sector and civil society.

All representatives serving on EUFIC's governance bodies do so in a personal capacity and without compensation. Each representative is dedicated to adhering to EUFIC's operating principles, code of conduct and annual conflict of interest declaration.

BOARD OF DIRECTORS



Marta Baffigo
R&D Scientific & Regulatory Affairs and FSQR Regional Regulatory Lead EMEA, Cargill



Philip Calder
President, Federation of European Nutrition Societies (FENS); Professor of Nutritional Immunology, Faculty of Medicine, University of Southampton



Edouard Casala
Scientific and Regulatory Affairs Manager, Bunge



Paul Finglas
Managing Director, EuroFIR; Head of the Food Databanks National Capability, Quadram Institute



Catherine Franche
Executive Director, Ecsite



Klaus Grunert
Professor, Department of Management and Director of the MAPP Center, Aarhus University



Maria Kapsokefalou
Professor in Human Nutrition, Department of Food Science and Human Nutrition, Agricultural University of Athens



Arja Krauchneberg
President, Lifelong Learning Platform, European Civil Society for Lifelong Learning



Wineke Remijnse
Executive Director, European Federation of the Associations of Dietitians (EFAD)



Nectaria Metrakos
Global Director, Impact & Engagement, The Coca-Cola Company



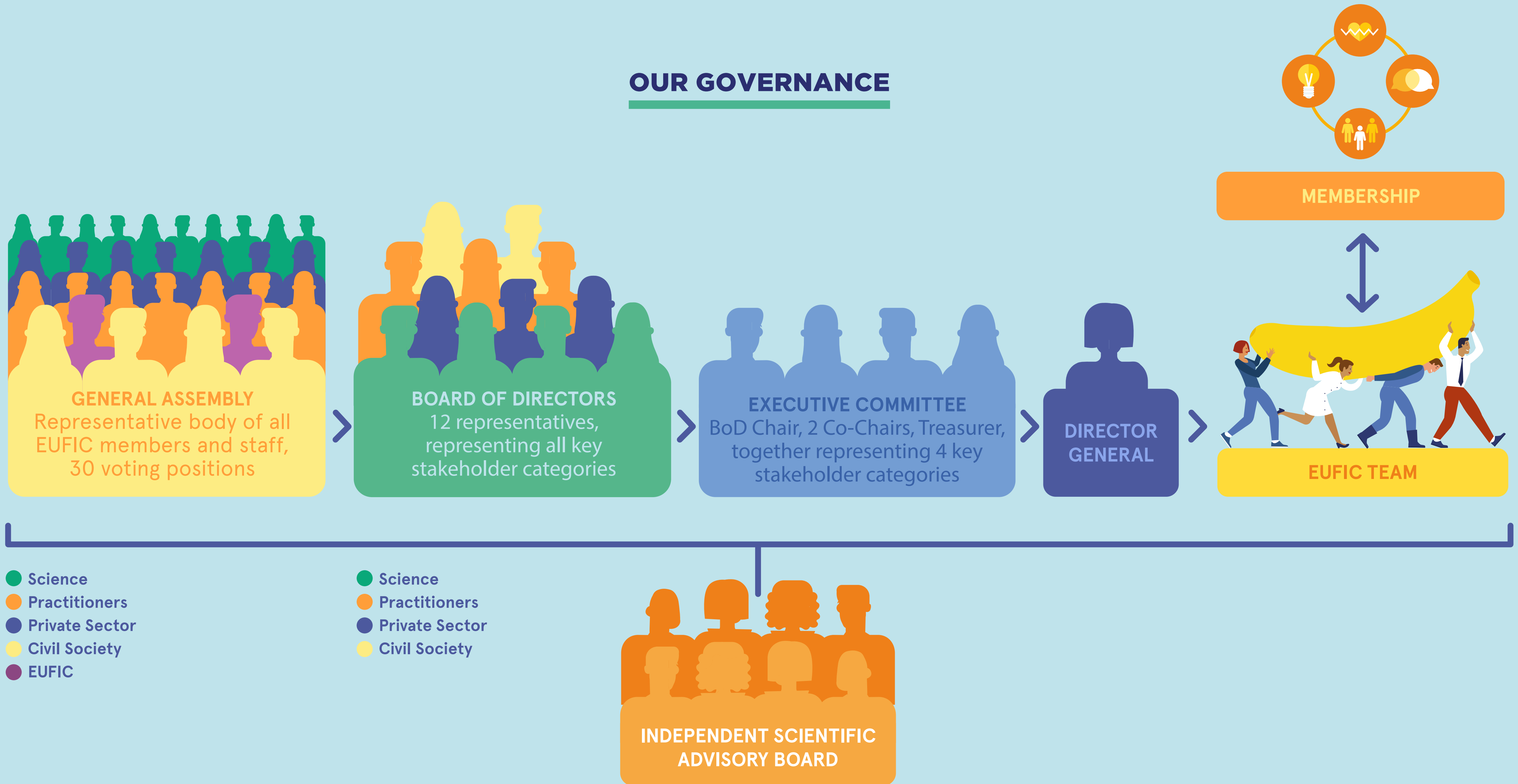
Igor Pravst
Director, NUTRIS Nutrition Institute



Ana M. Troncoso Gonzalez
Professor, Food Science & Nutrition, University of Seville

also part of the executive committee

OUR GOVERNANCE



- Science
- Practitioners
- Private Sector
- Civil Society
- EUFIC

- Science
- Practitioners
- Private Sector
- Civil Society

12.

The EUFIC team



DIRECTOR GENERAL



Laura
Fernández Celemín

SCIENCE COMMUNICATION



Nina
McGrath



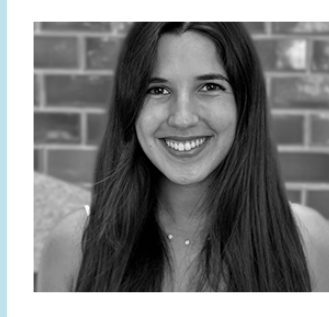
Carlos
Abundancia



Matteo
Sabini



Marie-Christine
Thurm



Ana
Campos

NETWORKS AND MEDIA



Elodie
Treillard



Davide
Carrino



Sara
Ioan



Marija
Grakalskiene

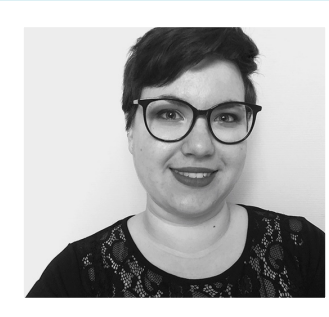
RESEARCH ADVISOR



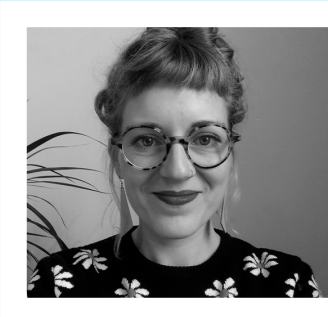
Sophie
Hieke



Carolina
Vieira



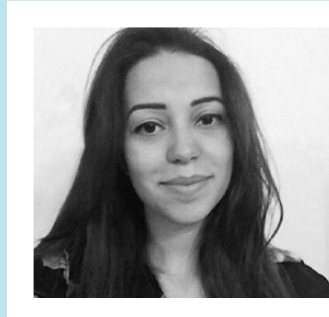
Astrid
Vandromme



Judith
Dessy



Virginie
Maenhout



Birce
Kocak

PROJECT MANAGEMENT



Bettina
Schelkle



Giulia
Gaggiotti



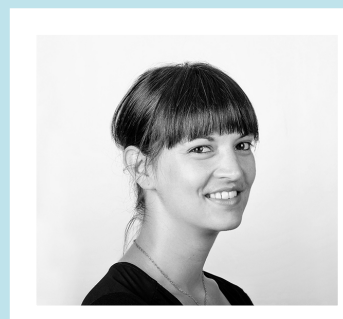
Frédéric
Goffard



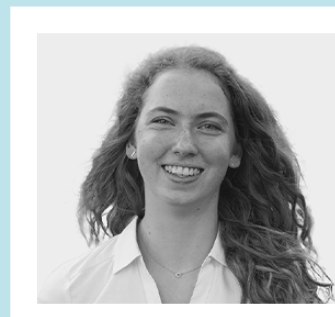
Vito
D'Amico

ADMIN

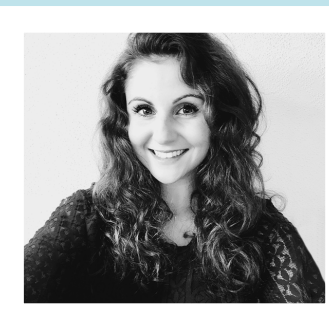
DIRECTOR STRATEGIC DEVELOPMENT



Nimali
Samarasinha



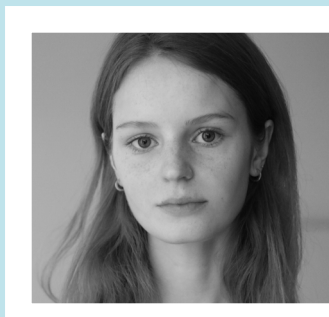
Laura
Bosman



Annalisa
Canova



Stephan
Kampshoff



Rieke
Sproten

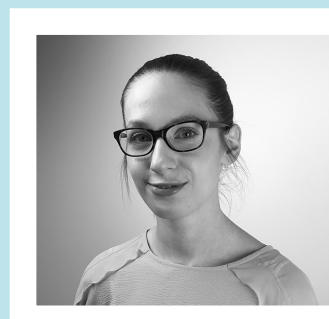


Susana
Mittmann

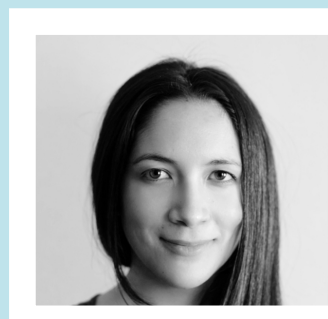
RESEARCH



Betty
Chang



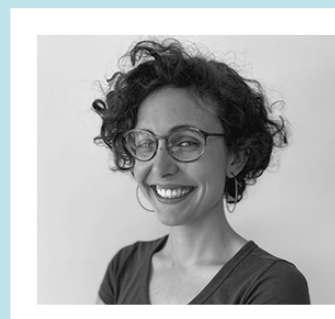
Christina
Sadler



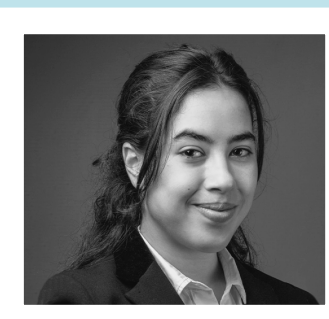
Camila
Massri



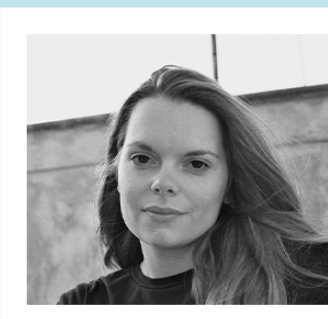
Malou Reipurth
Soendergaard



Kenia Fita
Capdevila



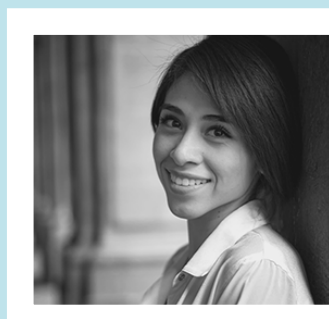
Nora
Lorenzo



Maria
Scherbov



Ana
Jacheva



Yazu
Romero

13.

Our finances



INCOME IN 2022 (€)

Membership	785,392
Operating Grant	373,974
Horizon 2020 and Horizon Europe projects	518,785
EIT Food projects	417,508
Other projects (i.e., Bridging the Gap and RESTRUCTURE)	35,754
Other	10,726
Total	+2,142,139

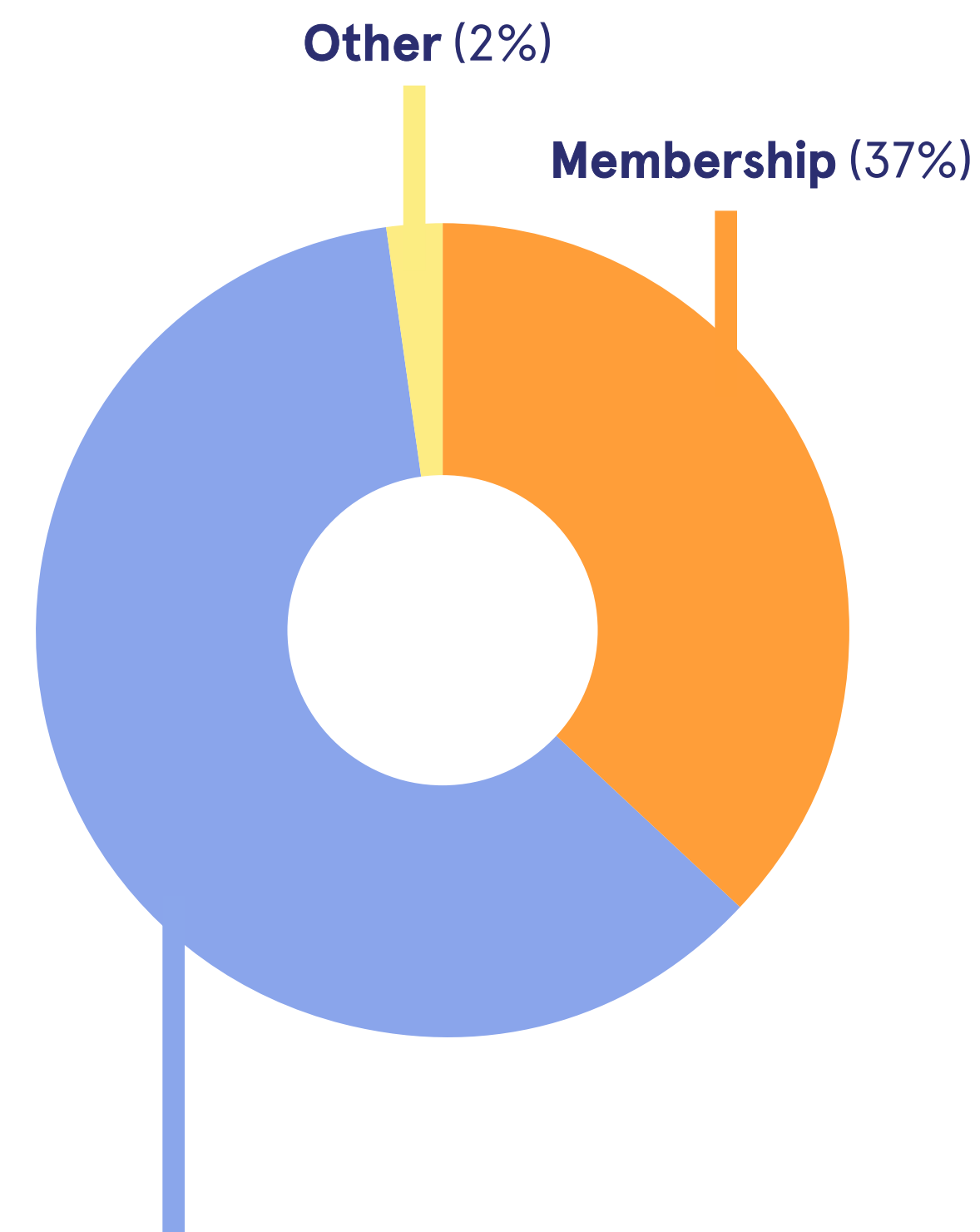
EXPENSES IN 2022 (€)

Staff costs	1,509,854
Administrative charges	139,315
All members projects	10,459
Food & health communication & other core activities	46,307
Horizon 2020 and Horizon Europe projects costs	90,972
EIT Food projects costs	102,427
Other projects costs	3,939
Operating grant costs	54,597
Total	-1,957,870

FINAL RESULT 2022 (€)

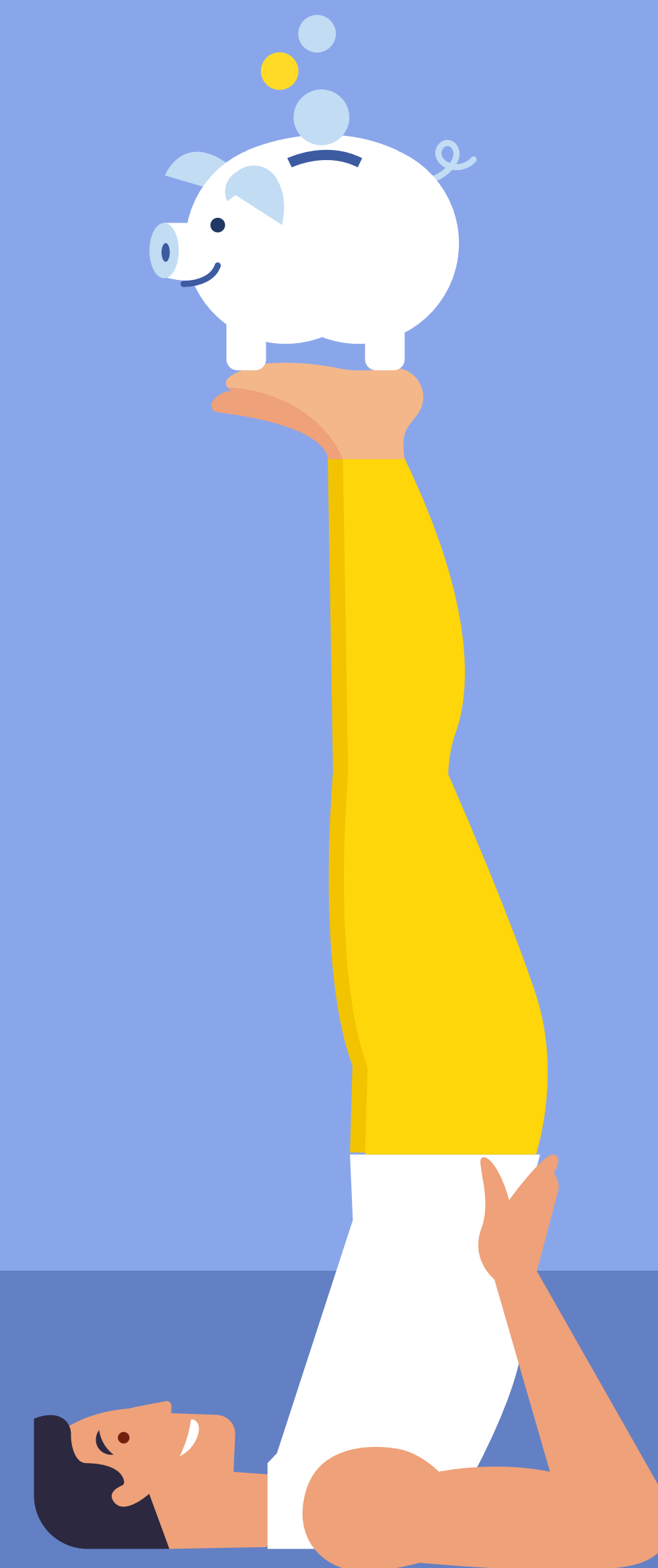
Income	2,142,139
Expenses	1,957,870
Total	+184,269

% OF INCOME



Public sources (61%)

- Horizon 2020 and Horizon Europe projects (24%)
- EIT Food projects (20%)
- Operating Grant (17%)





Thanks!

