



European Food Information Council

Annual Report 2011



EUFIC's mission is to enhance the public's understanding of credible, science-based information on the nutritional quality and safety of foods and to raise consumers' awareness of the active role they play in safe food handling and choosing a well-balanced and healthy diet.

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About Eufic

The European Food Information Council (EUFIC) is a non-profit organisation which communicates science-based information on nutrition and health, food safety and quality, to help consumers to be better informed when choosing a well-balanced, safe and healthful diet.

EUFIC's publications are based on peer-reviewed science. Information that EUFIC publishes has been subject to a review process by members of its Scientific Advisory Board (SAB). The SAB is comprised of renowned experts from across Europe who advise EUFIC on its information and communication programmes, ensuring that all information is based on scientific evidence, relevance and is factually correct. Given the broad range of subjects addressed in EUFIC's popular newsletter, Food Today, a dedicated Editorial Board provides additional insights and feedback for this publication.

EUFIC is supported by companies of the European food and drinks industries, and receives project funding from the European Commission. All members adhere to EUFIC's Transparency Statement (see Annex 3).

Director General's Report

Providing science-based information in a way that promotes consumer understanding is EUFIC's main pursuit. Through our widely distributed periodical 'Food Today', other publications such as EUFIC Review, our Science Briefs and our popular website, eufic.org, we achieve our goal while working with credible food safety and nutrition professionals collaborating with a variety of stakeholders for added perspective. In 2011, we expanded our focus to consumers: we created a Facebook page in September to make critical information more accessible to a wider public and we ramped up multi-stakeholder cooperation in EU-funded projects. With this expansion, particularly the growing involvement in EU projects, EUFIC extended its staff to 11, with intern support.

Throughout this year, we remained loyal to our scientific community by attending important conferences, giving talks and contributing peer-reviewed papers. A few examples reflect this: at perhaps the most important nutrition gathering of the year, the 11th European Nutrition Conference in Madrid in October, EUFIC gave a talk on Consumers and Health Claims, and organised several symposia for our EU project involvement. We hosted a stand that focused on several of the 12 EU-funded research projects in which we were involved in 2011. EUFIC also contributed to 7 scientific articles, four of which were published in peer-review scientific journals.

With a focus on the scientific basis always paramount in our approach, and collaboration with European partners taking up a growing and indispensable part of our activity in 2011, we maintained our ability to connect with the public: of the eleven multimedia items that we produced for our website in 2011, six were about collaboration with European partners on issues critical to Europe's nutritional habits, three focused on nutrition and health and two on food safety. In Food Today articles, which are written in such a way as to include scientific references but still be understandable to consumers, we focused on issues that were relevant to consumers in 2011, such as eating healthy in times of economic belt tightening, vegetarianism, or the development of taste preferences. EUFIC also addressed key food safety issues in 2011 such as dioxin, Enterohaemorrhagic E.coli (EHEC) and additives with timely information that explained what safeguards are put in place by European institutions or offered guidance on handling foods safely.

We continued to collaborate with professionals to benefit consumer understanding as we recorded a series of podcasts on the subject of obesity with our partners the European Association for the Study of Obesity (EASO), and continued our joint commitment with the European Federation of the Associations of Dietitians (EFAD) to bring EUFIC's Energy Balance tool to an ever larger audience in 9 languages.

EUFIC's focus on consumer understanding in 2011 can also be found in its new logo, simple and balanced, which comes with a simplified tag-line: *Communicating about today's food*.

In 2011, we thanked Professor Giorgio Poli of the University of Milan, for chairing our Scientific Advisory Board for 3 years, and we welcomed Prof Alan Reilly, CEO of the Food Safety Authority of Ireland, as the next chairman.

Our commitment to community extends beyond our core non-profit activity: as caretakers of the UNESCO World Heritage site that is 'Tassel House', our office in Brussels, EUFIC participates in conserving a renowned symbol of continental Art Nouveau architecture. In 2011, we were the first tenants to agree public visits of the Victor Horta-designed Tassel House, as part of a bi-annual cultural event that celebrates Art Nouveau in the European capital. What had never been accessible before was the venue for a press conference to open the 'Horta Biennale' and was subsequently visited by nearly 900 grateful aficionados, in just one special weekend.



Dr Josephine Wills, Director General, European Food Information Council,
Brussels, Belgium

A Word from the Chair of EUFIC's Scientific Advisory Board

In 2011, I was honoured to have been asked to Chair EUFIC's Scientific Advisory Board. Our scientific board members have a responsibility to provide regular scientific critique of EUFIC's information and communication programmes so that the information EUFIC disseminates to the public is representative, science-based and factually correct.

EUFIC's important contribution to the evidence-base on food safety & quality and health & nutrition is now well-established and increased collaboration in EU-funded research projects only serves to confirm EUFIC's core values and credibility. Joint action at European level is so important for our collective future, so I'm pleased to witness EUFIC's growing collaborative role in European research projects.

In 2011, when consumers were squeezed by economic difficulty and food scares reverberated in the media, I was also reassured that EUFIC could adequately respond with credible information that is understandable, when often the issues are widely misunderstood or blown out of proportion in the popular media. In an age when access to information and misinformation is growing exponentially, we are mindful that our scientific advisory role is critical to EUFIC's effort to bring science-based perspective to the public.

Professor Alan Reilly, Chairman of the EUFIC Scientific Advisory Board, Chief Executive Officer, Food Safety Authority of Ireland.



Pictured: Some of the Scientific Advisory Board. Milan Kovac, Onno Korver, France Bellisle, Josef Schlatter, Josephine Wills, Gerd Harzer, Alan Reilly.

Not pictured: Renate Frenz, Giorgio Poli, Michael Sjöström.

Activities

1. Building a Knowledge Base of Consumer Insights

EUFIC's long-term goal is to contribute to a behavioural change of consumers towards healthier and more balanced eating habits by communicating science-based information on food in an understandable and effective way. Since 2003 EUFIC has been researching consumer views around nutrition labelling. It is important to understand the contribution and potential of nutrition labels in consumers' decisions of choosing a healthy and balanced diet.

1.1 Consumers and portion information

In a climate of overweight and obesity, the amount consumers eat or drink is just as important as what is eaten. Portion information is often included on food and drink labels but little is known about how consumers interpret and use this information. To find out, EUFIC collaborated with researcher Dr. Monique Raats, co-director of the Food, Consumer Behaviour and Health Research Centre at the University of Surrey, England, to carry out an online survey that reached more than 13,000 consumers in six EU countries (Germany, UK, Spain, France, Poland and Sweden).

This study was the most comprehensive study on consumers and portion information in Europe. It provided evidence that when portion information is present on pack in addition to per 100g/100ml information, consumers are better able to use nutrition information correctly. Whilst there is an opportunity to educate consumers on what constitutes a portion and how they are set, the challenge remains to encourage consumers to look for and use the information.



Webinar with Dr. Monique Raats and Dr. Josephine Wills



Poster on consumer's response to portion information

In February 2011, EUFIC produced a well “attended” online [webinar](#) on the results of EUFIC's research on consumer response to portion information on food and drink packaging.

Dr. Monique Raats and Dr. Josephine Wills presented the key findings of EUFIC's portion research, followed by an interactive question and answer session. The webinar was listened to over 500 times in the past year.

EUFIC also chaired a panel discussion on consumer behaviour at the June Nutrevent conference in Lille. EUFIC's intern Christina Sadler presented a poster relating [EUFIC's latest research](#): ‘Consumer response to portion information on food and drink packaging’. The presentation was a success and Sadler won the Best Scientific Poster in the marketing and consumer behaviour category.

Among other venues, the results of the portion research were presented at the FENS 11th European Nutrition Conference in Madrid (26-29 October).

1.2 Consumers and health claims

Health claims on food and drink products suggest or imply that a relationship exists between a food or one of its components and health. They are often used as a means to highlight scientifically proven health benefits associated with consuming those foods. But the question is: do consumers understand and trust health claims? EUFIC has a particular interest in this topic.

On 5 July 2011, Dr. Josephine Wills was invited to present EUFIC's latest review on consumer understanding of health claims at the Nutrition Society Summer Meeting in Reading, UK. The literature review was undertaken by Magdalena Kolka, Dr. Stefan Storcksdieck, Dr. Josephine Wills, and Prof. Dr. Klaus Grunert in 2011, and resulted in a paper that was published in *Proceedings of the Nutrition Society*. This paper provides an overview of recent research on consumers and health claims including attitudes, understanding and purchasing behaviour.

Wills JM, Storcksdieck genannt Bonsmann S, Kolka M, Grunert KG (2012) Proceedings of the Nutrition Society 71: 229-36 European consumers and health claims - attitudes, understanding, and purchasing behaviour [Published online: 05 March 2012]

For ILSI Australia, Dr Wills made a video presentation on 11 October about the challenges of research in nutrition labelling for health promotion. This was followed by a live teleconferenced question & answer session with Dr Wills.

1.3 Consumers and environmental / ethical labels

EUFIC's latest Consumer Insights project, Sustainability and Social Awareness Labelling, is dealing with environmental and ethical labelling on packaged food products, and will explore consumer expectations, attitudes towards and understanding of these labels.

Sustainability issues related to the consumption of food and drink products will be analysed and compared against national differences, using a large-scale Pan-European quantitative survey and follow-up qualitative research in the form of several focus groups. The consumer research will commence in 2012.

1.4 Consumers and food technology

Dr Wills' co-authored the scientific paper "Consumers and New Food Technologies" that became available ahead of print in January 2011 in *Trends in Food Science & Technology*.

This paper aims to describe the current landscape in Europe within which emerging food technologies are developed and applied, and to give insights from other parts of the world. Consumers' attitudes towards emerging food technologies are described, with a focus on five case-studies; nanotechnology, genetic modification, nutrigenomics, food irradiation and animal cloning. Stakeholders' opinions specifically on nanotechnology are also discussed taking into account a recent European consultation. The factors that shape consumers' views such as perceptions, knowledge and information, trust and socio-demographic attributes that influence consumers' views are also included.

Consumers and new food technologies

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1.5 EUFIC shares consumer insights around the world

In 2011 EUFIC was invited to make presentations about its unique research insight into consumer attitudes, to a number of scientific organisations around the world, including Australia, Singapore, Switzerland and the United States. (Pictured, EUFIC Deputy Director General Dr Laura Fernández Celemín presents in New York).

Lausanne, Switzerland, 25 May 2011 – EUSalt General Assembly – At the EUSalt association's General Assembly in Lausanne, EUFIC Director General Dr Josephine Wills was featured in a video presentation about the role of salt in our diets and EUFIC's research into consumer attitudes to information about salt on food labels.

Singapore, 13 July 2011 - Asian Nutrition Conference

Dr Wills presented on 'nutrition labelling for informed choice' at the 11th Asian Congress of Nutrition in Singapore. This was followed by a TV chat-show interview on healthy diets in Kuala Lumpur, Malaysia.

New York, USA, 19 September 2011 – IFIC Global Summit

Dr Laura Fernández Celemín presented EUFIC's consumer research around energy balance at the International Food Information Council (IFIC) Foundation's Global Diet and Physical Activity Communications Summit in New York which was attended by stakeholders representing 34 nations. The summit was held simultaneously with the historic 66th session of the United Nations General Assembly High-level Meeting on the Prevention and Control of Non-communicable Diseases (NCDs).

Sydney, Australia, 11 October 2011 - ILSI Australia

At the International Life Sciences Institute (ILSI) Australia's annual meeting, Dr Wills made a video presentation about the challenges of research in nutrition labelling for health promotion, which was followed by a live question and answer teleconference.



Laura Fernandez Celemín speaks at the IFIC Foundation Global Summit



2. Action on Food Safety & Quality

By focusing efforts on food safety and quality, EUFIC serves a vital public interest offering easy to understand information via its website in times of crisis. EUFIC cooperates with institutional partners in projects that improve Europe's ability to react to food crises.

2.1 EHEC outbreak in Europe: follow-up

In May 2011 Germany experienced a large Enterohaemorrhagic e.coli (EHEC) bacterium outbreak that quickly escalated into a major food scare in Europe. *Escherichia coli* (*E. coli*) is a common bacterium that is part of the bacterial flora normally found in the intestines of humans and animals, and are usually harmless. However, there are particular strains of *E. coli* that are capable of producing toxins. One of these toxin producing strains is called EHEC. Toxins produced by EHEC have the potential to cause severe, bloody diarrhoea, which may in some cases result in an acute kidney failure requiring intensive care.

Transmission of the EHEC infection mainly occurs through eating or handling of improperly prepared contaminated food. Person-to-person transmission has been documented in a small percentage of EHEC infections and requires close contact. Europe experienced a major food scare after the EHEC outbreak last year, because there were many suspected sources of contamination.

EUFIC followed the crisis by regularly updating the website according to the communications of the European Food Safety Authority (EFSA) and the World Health Organisation (WHO). EUFIC's science brief ['Importance of cooking sprouted seeds thoroughly to reduce risk of further E. coli O104 outbreaks'](#) provided official EFSA and WHO news on this topic.

In addition, EUFIC produced [Frequently Asked Questions](#) on EHEC to explain the crisis, to clarify the terminology and to inform about measures to reduce the risk of getting ill from potentially contaminated food items. It is important to provide correct and practical information to consumers, especially if it concerns the communication of food risks.

2.2 Sweeteners

On 11 November 2011 the European Commission granted final regulatory approval for the use of stevia extracts in foods and beverages. Stevia (*Stevia rebaudiana* Bertoni) is a herb that has been used for centuries by indigenous South American natives as a traditional sweetener, added to herbal teas and other beverages.

After the regulatory approval of the European Commission, EUFIC produced a new ['Sweeteners' page](#) in the nutrition section of EUFIC's website, with updated information on different types of sweeteners. On this page you can find answers to [frequently asked questions](#) consumers might have concerning Stevia. Website visitors can also listen to a [Podcast](#) published in July 2011, introducing Stevia and offering an overview of the risk assessment process. Dr. Ashley Roberts (Vice President of Food & Nutrition, Cantox Health Sciences International) and Dr. John Christian Larsen (Technical University of Denmark and Division of Toxicology and Risk Assessment at the Danish National Food Institute) are interviewed in this podcast.





2.3 Participation in FoodRisC Project

FoodRisC is an EU funded project in which EUFIC is both a research and a dissemination partner. With on-going apprehension about the risks associated to food and drinks in Europe, the FoodRisC project seeks to address communication challenges by characterising key food risk and benefit relationships, exploring the potential of new social media, and providing a systematic understanding of how consumers deal with food risk and benefit information.

The project was launched in June 2010 under the co-ordination of Professor Patrick Wall, University College Dublin, Ireland. The consortium is comprised of experts in key fields relevant to food risk and benefit communication. They come from research institutes, consumer organisations, and SMEs in ten EU Member States, and are supported by an Advisory Board of representatives from eight organisations including the European Food Safety Authority, the World Health Organization, and Google.

In 2011 a large amount of research work was carried out with EUFIC's active participation. During the study a real-time alert relating to the 2010-2011 German dioxin crisis was tracked through the media. EUFIC was responsible for the content analysis of articles, blog posts, forums and tweets in Belgium, Germany, Spain, France, the Netherlands, UK and Ireland. The overall objective of these research activities is to explore the role that new online information communities and traditional media play in providing effective and efficient information sources related to food risks.

Learn more about this project: www.foodrisc.org



3. Action on Nutrition & Health

EUFIC works with other key stakeholders, such as the European Federation of Associations of Dietitians (EFAD) and the European Association for the Study of Obesity (EASO), to disseminate science-based information about nutrition and health, and to raise consumers' awareness on the active role they play in choosing a well-balanced and healthy diet.

3.1 Active participant in EU Platform for Action on Diet, Physical Activity and Health

Rates of obesity, particularly among children, have risen across the EU and health experts have expressed concern about the consequences of this trend. In 2005, stakeholders agreed that promoting healthier diets and more physical activity among Europeans is the key to tackling this problem. To this end, the [EU Platform](#) for Action on Diet, Physical Activity and Health was created, comprising EUFIC and other Platform members who are committed to take action and to devote more resources to fight obesity through healthy diets and physical activity, to pool Europe's knowledge on what works (and what does not) and to disseminate best practice across the European Union.

With its own commitments and through joint commitments, EUFIC has proven to be a dedicated and active partner in this coordinated action against obesity.

Since 2006, EUFIC has produced five podcasts and one webinar dedicated to the dissemination of information about the EU Platform for Action on Diet Physical Activity & Health. This content has been downloaded more than 105,000 times.

During the platform's plenary meeting on 6 October 2011, Dr Wills presented EUFIC's actions with respect to our commitment to raise awareness of the EU Platform. Despina Spanou, the EU Platform Chair, congratulated and thanked EUFIC for its 'excellent work raising awareness of the Platform'. EUFIC also agreed on **joint-commitments** with the European Federation of the Associations of Dietitians (EFAD) and the European Association for the Study of Obesity (EASO).

EUFIC's commitments in 2011

- Consumer research on nutrition information and labelling
- Consumer research on portion information to consumers
- Enhancing web-based communications
- Increasing outreach of EUFIC's information on diet, physical activity and health
- Obesity conference examining motivation & behavioural change
- Using EUFIC communication vehicles to promote physical activity
- Using EUFIC communication vehicles to raise awareness of the EU Platform

EUFIC and EFAD

As part of the joint commitment with European Federation of Associations of Dietitians (EFAD), EUFIC actively promotes the on-line [Energy Balance Tool](#), launched in 2008. The consumer-friendly tool aims to help people understand their daily energy needs, and how they can burn up energy. It gives an overview of what energy is, and advice on how to achieve a healthy balanced lifestyle. In 2011, two new language versions were added (Hungarian and Polish), in addition to the English, Spanish, German, French, Italian, Greek and Portuguese versions.

The Energy Balance Tool was actively promoted on EUFIC's Facebook page and has been evaluated by EFAD.

STEP 1

HEALTHY LIFESTYLE

Learn the basics about nutrition and physical activity. Find practical ways to cut calories by making little changes in your everyday life and learn how to use the nutrition information on food labels.



STEP 2

YOUR PROFILE

Fill in your data to determine your current weight status as well as your specific daily energy requirements. This information will only be used to personalise the calculations throughout the Energy Balance site.



STEP 3

SMALL STEPS TOWARDS A HEALTHY ENERGY BALANCE

CALORIE BURNER

(INTERACTIVE)

Learn how many calories you burn through various activities. You can select one activity or add different activities to see their cumulative effect in terms of calories burned.

EAT & MOVE

(INTERACTIVE)

Learn about balancing energy in and energy out: what kind of exercise could burn off the calories you have consumed or what might you eat after specific physical activities. Enjoy playing with the calculator to get the balance right.

**More than 90,000 people used
the Energy Balance Tool in 2011**

EUFIC and EASO

In 2011, EUFIC cooperated with the European Association for the Study of Obesity (EASO) to produce a [podcast](#) of EASO's 18th European Congress on Obesity, in Istanbul, Turkey (25-28 May). By working closely together, EUFIC aims to increase outreach to health and nutrition professionals about new knowledge in obesity research via www.eufic.org and www.easo.org.



The congress covered a wide range of topics, including childhood obesity and modifiable factors such as diet, physical exercise and behaviour change. The problem of obesity remains unsolved, but on-going research and prevention activities make for an encouraging future. EUFIC interviewed six key speakers at the conference about the developments in their respective fields of research:

1. Dr. João Breda: World Health Organization - Regional Office for Europe, Denmark
2. Dr. Esther Van Sluijs: MRC Epidemiology Unit, UK
3. Dr. Bernard Gutin: University of North Carolina Chapel Hill, USA
4. Dr. Graham Finlayson: University of Leeds, UK
5. Dr. Alain Golay: University Hospital of Geneva, Switzerland
6. Dr. Tommy Visscher: Free Windesheim University and Research Centre for Overweight Prevention, the Netherlands

Find out more about European Association for the Study of Obesity: www.easo.org

3.2 FENS European Nutrition Conference

Conferences are opportunities for EUFIC to disseminate science-based information and to gain new insights by interacting with stakeholders. In 2011 EUFIC hosted a stand at the [11th European Nutrition Conference](#) in Madrid (26-29 October), where an estimated 2,000 nutrition experts gathered to analyse the nutritional and lifestyle problems of the entire resident population of Europe. The stand was a chance to demonstrate EUFIC's involvement in EU funded projects.

Dr. Josephine Wills presented the highlights of EUFIC's review on the recent research on consumer attitudes, understanding and purchasing behaviours in relation to health claims.

EUFIC's EU projects were centre stage at the conference, with numerous sessions and lectures generating press releases on important topics such as [the effect of varying nutrient recommendations on babies in Europe](#) (EURRECA), and [the acceptance and effectiveness of interventions to promote healthy eating](#) (EATWELL). Sessions were held, announcing final results of projects drawing to a close: EURRECA, EATWELL, IDEFICS and HELENA. The new project, [Food4Me](#), was also announced, with a symposium.



3.3 DeBATE project

In August 2011, EUFIC launched the DeBATE project, which aims to conduct attitudinal research, together with dietitians from five countries, around energy balance and the challenges of communication with consumers. More specifically, the researchers want to provide tools for overweight or obese individuals who are at risk for misunderstanding or mismanaging their energy balance.

EUFIC and the European Federation of the Associations of Dietitians (EFAD) are active research partners in this project. The scientific leader of DeBATE is Dr. Julie Barnett (University of Brunel, UK), a social psychologist and Reader in Healthcare Research. The literature reviews, 75 dietitian interviews and transcriptions were completed in 2011.

As a long-term goal, this project aims to offer dietitians various methods that they can use in relation with clients. These include providing practical means for explaining the concept of energy balance, giving advice about restricting calories in conjunction with increased physical activity, and explaining what this means in real life.



3.4 Functional Foods Symposium 2011



Organised by the International Life Sciences Institute (ILSI) Europe from October 5th to October 7th 2011, the [Functional Foods Symposium](#) in Prague drew together an international group of food experts to review and debate advances in the substantiation of the health benefits of foods, covering establishment but also the communication of innovative nutrition science.

EUFIC attended this event and [interviewed](#) four key speakers at the conference about the benefits of communicating about foods. Together, the interviewees reveal how communication about food plays a number of important roles, from shaping food preferences in childhood to helping consumers to make healthier choices and understand new developments in nutrition science.

3.5 Balance of salt in our diets

EUFIC produced a video of balanced information about the role of salt in our diet, as well as describing some of the EUFIC consumer insight results on salt and nutrition labelling. It was shown 25th May at the General Assembly of the European salt association, EUSalt, in Lausanne.

3.6 ‘In the Spotlight’

Food Safety & Quality ▶ Home

Food Technology ▶

Nutrition ▶

Health & Lifestyle ▶

Diet-Related Diseases ▶

Consumer Insights ▶

Food for thought ▶

EU initiatives ▶

In the spotlight ▶

Energy Balance ▶

This site complies with the [HONcode standard](#) for trustworthy health information: [verify here.](#)

aid info service

"aid info-service consumer protection, food, agriculture" is a registered association and has been active for more than 50 years in the fields of agriculture, consumer protection, nutrition, and environment. As a non profit organisation the aid info service is funded by the German Federal Ministry of Consumer Protection, Food and Agriculture.

[Read more](#)

Dr. Rainer Wild-Stiftung

The Dr. Rainer Wild-Stiftung is committed to the promotion of healthy nutrition. Healthy nutrition used in the

[The World Health Organization](#) [Food and Agriculture Organization](#) [European Food Safety Authority](#) [European Commission](#)

In order to maximise the impact of Eufic's commitment to increase the availability of information on healthy lifestyles, Eufic is collaborating with national nutrition and food safety organisations across Europe. The [‘In the spotlight’](#) section on [eufic.org](#) offers information on these national nutrition foundations and the various materials which they have developed.

Over the last year, Eufic has added the [Austrian “forum.ernährung heute \(f.eh\)”](#) and the [Hungarian “TÉT Platform”](#) to the list of six already existing collaborations: the Spanish Fundación Alimento, the German aid info service, Dr Rainer Wild-Stiftung Foundation for Healthy Nutrition, the Institut Français pour la Nutrition, the British Nutrition Foundation and Irish Safefood.

4. EUFIC's involvement in EU funded projects

EUFIC continues to partner with a broad base of stakeholders in numerous research projects funded by the European Union. With financial support from the European Commission's Directorate General for Research, the consortia in which EUFIC participates aim to improve our knowledge about food safety and quality, and health and nutrition.

In 2011, EUFIC participated in twelve EU funded research projects, for which it has both research and communication responsibilities. The lists of consortium partners for each of the following projects can be found in Annex 2.

4.1 CHANCE: www.chancefood.eu

Improving health in population groups at risk of poverty

The CHANCE project aims to develop attractive and affordable food products that can help prevent nutritional problems in people at risk of poverty in Europe.

A year has passed since the launch of this project, coordinated by Professor Francesco Capozzi. EUFIC is the communication and dissemination partner for this 4-year collaboration. Last year marks EUFIC's role in promoting CHANCE via the production of a leaflet, a [press release](#) and the launch of the public website and Extranet.

Furthermore, EUFIC staff Dr. Laura Fernández Celemín and Nathalie Metzger attended the September consortium meeting in Vilnius to present the dissemination strategy. The public website also was launched on this occasion: www.chancefood.eu.



4.2 DIETS2

Dietitians ensuring Education, Teaching and Professional Quality

[DIETS2](#) is an EU Socrates funded 3-year project (2010-2013) spread over 31 countries. Dietitians come together from education, professional associations and others to improve education at all levels and make dietetic curricular transparent and accessible. The Network works across 31 countries in Europe and with international partners.

EUFIC is a key contact in the dissemination work package of DIETS2 and attended the annual meeting in Barcelona in October 2011. Over the past year, two newsletters were issued with EUFIC's participation: [Newsletter 9](#) (March 2011) and [Newsletter 10](#) (July 2011).



4.3 EATWELL: www.eatwellproject.eu

Can policies create a healthier Europe?



Healthy eating policy interventions need to be systematically evaluated for their impact in order to establish what works and what doesn't. The EATWELL project (Interventions to Promote Healthy Eating Habits: Evaluation and Recommendations) aims to identify the successes, failures and uncertainties of such campaigns. The results will be used to provide advice for policy makers to create more successful healthy eating policy interventions.

A crucial part of the EATWELL project was to assess the acceptability of public health policies for different population sub-groups, as acceptance is vital for their success. Over 3,000 online interviews were carried out in Italy, UK, Belgium, Denmark and Poland to investigate public acceptance of, and willingness to pay for, different healthy eating interventions.

The highest public support was given to education in schools and labelling requirements, whereas bans of vending machines from schools and advertising to adults, and regulation of workplace meals were the least supported. Italy had slightly higher support for interventions and Denmark slightly lower. Although Denmark showed an overall low support for healthy eating policies, fat taxes were more popular.

As a dissemination leader, EUFIC produced two press releases in 2011: '[Policies for a healthier European diet: are they effective?](#)' and '[Do Europeans want governments to direct their eating choices?](#)'. Consequently, the project was mentioned in several important media platforms, such as EU Food Law, EU Food Policy, De Morgen (Belgian newspaper that reaches 250,000 readers) and ANSA (Italian news site).

EUFIC also recorded one research topic specific [podcast](#) with Jessica Aschemann-Witzel from Aarhus University, Denmark. In the interview she describes her work on mapping success factors for private sector marketing techniques. Finally, EUFIC has written a summary report outlining the commitments made to reformulation on a European level.

4.4 EURRECA: www.eurreca.org

Variance in micronutrient recommendations and the risks for Europe's babies



EUROpean micronutrient RECommendations Aligned

As families increasingly move freely from country to country within Europe the current variations in nutrient recommendations across Europe could potentially be harmful to babies and children. "Nutrient deficiency can impact on lifelong health and reduce the chances of optimal growth and development", says Professor Louis Moreno, highlighting the importance of the EURRECA (European Micronutrient Recommendations Aligned) project and its work.

In what should have been its final year, the EURRECA Network of Excellence agreed a six month extension to allow the project to maximise the impact of its work. Six years since the Network was launched, many of the objectives of the project are coming to fruition, with an ever expanding and impressive publications list.

The 5th integrating meeting in Budapest in June 2011 provided an important opportunity for EUFIC, leader for the project's communication and dissemination, to develop interesting materials such as podcasts, factsheets. EUFIC recorded a [Podcast](#) interview with members of the Advisory Groups, explaining what they believe are the main strengths and the most relevant outputs of the EURRECA Network of Excellence. In addition, EUFIC held research specific interviews with experts [Dr. Pieter van't Veer](#) (Wageningen University) and [Dr. Jildau Bouwman](#) (TNO, Netherlands), and two fact sheets were promoted: [E-learning fact sheet](#) and [Nutri-RecQuest fact sheet](#).

Finally, EUFIC also sent out a press release at the Fens European Nutrition Conference, entitled '[Europe's babies put at risk due to variance in nutrient recommendations](#)', to make Europeans aware of the potentially harmful consequences of variations in nutrient recommendations for babies and children across the continent.

4.5 FLABEL: www.flabel.org

Food labelling to advance better education for life



In response to the prevalence of diet-related diseases, governments and food companies increasingly promote nutrition information on food labels to help the consumer make healthy, informed food choices. The 3-year project FLABEL (Food Labelling to Advance Better Education for Life), aims to provide state-of-the-art science on nutrition labels and consumer behaviour, as well as best practice guidelines for future research, industry and policy-makers. EUFIC is FLABEL's project coordinator and is also responsible for the overall communication and dissemination of the project.

At the beginning of 2011, FLABEL's final year, the project entered a new phase of research in which the impact of various nutrition labelling systems on consumers' attention, understanding and ability to make healthy food choices was tested in real-life situations. The findings from the project's previous work packages and the working hypotheses were presented at the European Congress on Obesity in Istanbul in May 2011. Around 100 participants attended this session. The slides from the presentation are available for download on the project website at www.flabel.org.

The project's final conference and consensus workshops took place in Brussels in November 2011. The main finding of FLABEL was that lack of attention and lack of motivation are major obstacles preventing the use of nutrition labels. The policy implications of these and other results were discussed with stakeholders. EUFIC issued a [press release](#) after the conference, presenting the final results.

FLABEL was runner-up in the [Communication Star 2011 awards](#) in March 2011 for best practice communication in FP6 and FP7 projects, organised by the EU project Agrifoodresults. The project was nominated because of its **well-structured** and **multifaceted communication actions** which include effective media outreach to raise awareness, putting in place solid communication tools and utilising new media to disseminate research results.

4.6 FOOD4ME: www.food4me.org

Fitting into your genes

When the human genome sequence was launched in 2000, it introduced the possibility of personalisation in health care. Such personalisation can be applied to nutrition, a key health determinant, to create a diet tailored specifically for an individual according to their individual physical and genetic make-up. The 2011 launched project [Food4Me](#) focuses on the individual aspects of diet. Such personalised nutrition has been the subject of much speculation since the mapping of the human genome: Does it work? Do consumers want it? And is it a feasible business approach?



At the forefront of this project, EUFIC, as lead disseminator, launched the project's website (www.food4me.org) and Extranet. The social media platform Facebook is being used to share insights into personalised nutrition and generate interest and discussion about the topic. In addition, Food4me leaflets were created and a first press release was issued: ['New EU-funded project changing the way we eat'](#)

An important aspect of the project is an investigation of the ethical issues involved in such an innovation. If we can analyse a person's genes, how do we go about protecting this information in a commercial context? EUFIC participated in the project's ethical workshop which aimed to offer a broad mapping and elucidation of the ethical and legal discussion of personalised nutrition.

Webinar: ['Molecular Nutrition & Personalised Nutrition'](#)

- Project coordinator Professor Michael Gibney (University College Dublin, Ireland) explains the science behind personalised nutrition, alongside some of its business implications
- More than 800 unique page views since recording in May 2011

4.7 FoodRisC: www.foodrisc.org

Perceptions and communication of food risk/benefits across Europe

Food crises, such as the Irish and German Dioxin crises, have highlighted the need for a better communication about food risks. The FoodRisC project, in which EUFIC is leading dissemination and certain research activities, found that Twitter, Facebook, blogs and forums have a key role to play. This suggests that food safety communicators must develop sound social media strategies in order to manage communication during food crises. With social media users exceeding 1.25 billion worldwide, it stands to reason that during a crisis the organisations responsible for communication to the public should be active in this domain.

Being responsible for research activities, but also for communication and dissemination of the project, EUFIC created [FoodRisC leaflets](#), distributed via partners, and a FoodRisC poster for conferences.

Through regular [Facebook](#) and [Twitter](#) updates, EUFIC tries to keep partners and stakeholders up-to-date with the latest results and outcomes. In the past year, EUFIC also held Research topic specific podcasts with Dr. Julie Barnett and PhD student Aine Regan. These podcasts in the multimedia section of www.eufic.org and on www.foodrisc.org.

As a research partner, EUFIC was responsible for the content analysis of articles, blog posts, forums and tweets in seven countries: Belgium, Germany, Spain, France, the Netherlands, UK and Ireland. A report, comparing new versus classical media coverage on the real time study of the 2010-2011 German dioxin crisis was written afterwards.

FoodRisC researcher Adrian Moss from Focus Business Communications:
“The public is using social media to talk amongst themselves about food risks and benefits, so total reliance on traditional media ignores the potential social media brings. Social media, such as Facebook and Twitter, offer the opportunity to actively engage in online conversations on new products and technologies, but also provide clear and timely advice and information direct to the public during a crisis.”

4.8 NU-AGE: www.nu-age.eu

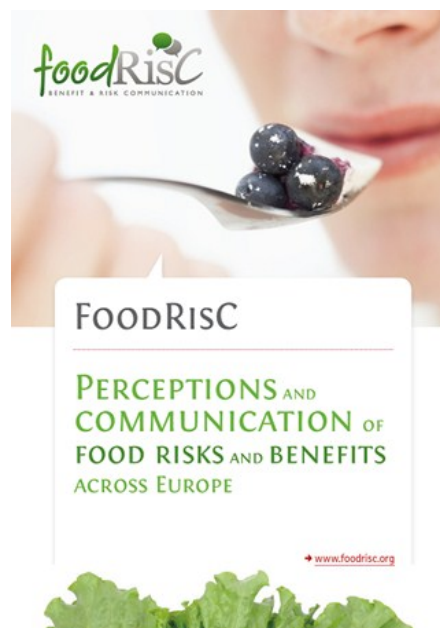
Diet and prevention of functional decline of the elderly

The role of the diet in age-related disease is still a research field to be explored and NU-AGE intends to investigate nutrition as a modulator of ‘inflammageing’ and other age-related outcomes.

The project seeks to demonstrate how to counteract and/or slow down the process of ageing by dietary means. Based on the knowledge gained about influences of diet on ageing and its potential to prevent age-related disease, foods designed especially for elderly consumers will be developed and the best ways to communicate dietary recommendations to those over 65 will be explored.

In this 5-year project, coordinated by Professor Claudio Franceschi at the University of Bologna, EUFIC will be involved in both research activities - focus groups on best practice for communication to ageing population - and communication activities. EUFIC presented the communication, dissemination and exploitation work package to the 31 partners in the consortium during NU-AGE’s kick-off meeting in Bologna on 5-6 May 2011. A press release ‘Not only living longer, but living healthier’ was published before the meeting, which resulted in a print article in the UK ‘Daily Express’.

In addition, EUFIC published a [Food Today article](#) introducing the NU-AGE project, and the project’s public Website (www.nu-age.eu) and Extranet have been launched towards the end of the year. More promising communication materials are expected in the coming years.



4.9 IDEFICS: www.ideficsstudy.eu

Targeted intervention of childhood obesity

Overweight and obesity are huge public health problems. In Europe, about 1 in 2 adults and up to 1 in 5 children are affected, and many of the overweight children carry their excess pounds into adulthood. The



IDEFICS study has set out to stem the obesity epidemic through targeted interventions that teach people the basics of healthy living. EUFIC is the main responsible for the communication and dissemination of this project.

Helping parents understand what they can do to get their children on the right track to a healthy lifestyle is one of the main aims. To this end, the IDEFICS study has formulated six key messages - based on international scientific recommendations - that provide parents with simple measures for their children to learn healthy living.

1. Enhancing daily consumption of water
2. Enhancing daily consumption of fruit and vegetables
3. Reducing TV watching
4. Spending more time together
5. Enhancing daily physical activity
6. Ensuring adequate sleep duration

In a series of 3 [Podcasts](#), produced by EUFIC, the key messages and practical tips are reiterated and complemented with further insights provided by selected IDEFICS researchers.

Since the project is coming to an end early 2012, EUFIC co-organised an Intervention Sustainability Workshop in Partille/Gothenburg, Sweden, on 12-14 May. The aim of the workshop was to get community representatives to commit to sustaining the intervention beyond the lifetime of the project. The recorded presentations are available on the IDEFICS website at www.ideficsstudy.eu. The workshop ended with the signing of the IDEFICS charter, a formal declaration of commitment to sustaining the intervention. As a follow-up, EUFIC also produced a [Food Today article](#), entitled 'How to prevent childhood obesity - news from the IDEFICS study'.

EUFIC also attended the last general assembly of the IDEFICS project in November in Bremen, Germany. A final [press release](#) was published ahead of this AGM, revealing that getting enough sleep can help children maintain a healthy weight.

4.10 CONNECT4ACTION: www.connect4action.eu

Improve communication between social and consumer scientists, food technology developers and consumers

By connecting key players in the food technology development process within the project, making them interact at all stages of the project, and enabling them with communication tools, CONNECT4ACTION aims to exemplify improved communication and to engage them with possibilities to improve their way of working. EUFIC has the responsibility for the communication and dissemination of this EU project.



Duration of the project: 1 Dec 2011 - 30 Nov 2014

4.11 RECAPT: www.recapt.org

Closer co-operation to strengthen global competitiveness of European food sector

Members of the RECAPT project believe that increased cooperation in the food chain - especially between retailers, food producers and food scientists - could lead to a higher degree of innovativeness across the food supply chain, enabling food science and industry to convert research findings into products that reflect changing consumer demands. EUFIC is leader of all the dissemination activities throughout this project.

Duration of the project: 1 Nov 2011 – 30 Oct 2014



4.12 INPROFOOD: www.inprofood.eu

Towards inclusive research programming for sustainable innovation



inprofood
Towards sustainable food research

Attempts to increase public awareness of appropriate ways to eat more healthily do not seem to have led to significant changes in patterns of food purchase and consumption. The development of effective measures for improvement requires further systematic research and innovative approaches. One main question that INPROFOOD will tackle is the role of innovations in foods and what they could do in counteracting the alarming rise of food-related health problems.

Duration of the project: 1 Nov 2011 – 31 Oct 2014



Source: www.eufic.org

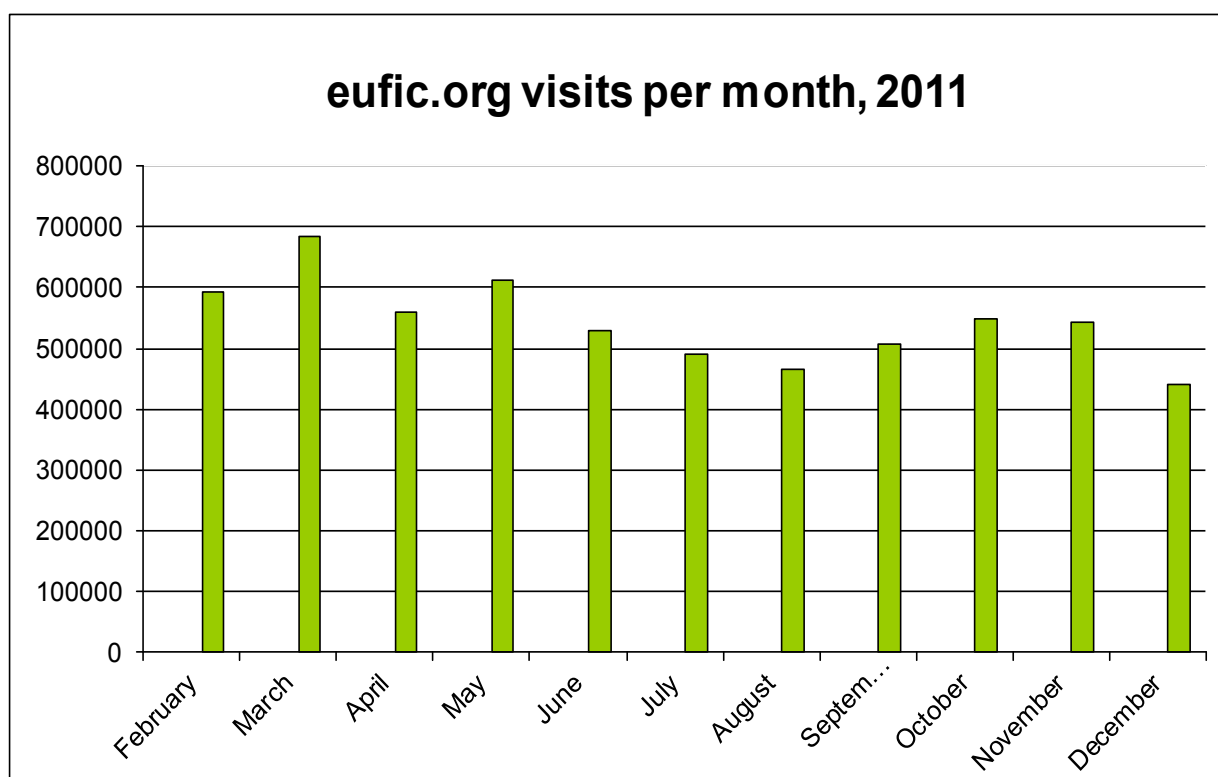
5. DISSEMINATING INFORMATION

EUFIC uses a combination of communication tools to disseminate information on food science and research: our Health on the Net (HON-code) certified website www.eufic.org with multimedia centre housing webinars and podcasts, the Facebook page, Food Today articles, EUFIC Reviews and EUFIC Forums, Science Briefs, peer-reviewed publications and the Global Update on Nutrition Labelling.

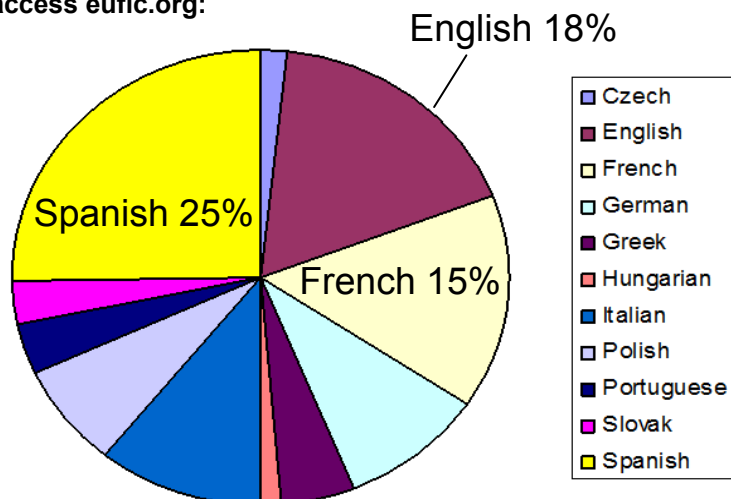
5.1 EUFIC's website

Available in 11 different languages, eufic.org recorded an average of 550,000 visits per month in 2011. The total number of visits in 2011 was 6,558,616.

Though its content focus is European, eufic.org attracts a global audience. Visitors from countries outside Europe help explain why some of the 11 languages available on eufic.org are accessed more than others; Spanish is the most accessed language.



Languages visitors use to access eufic.org:



5.2 Webinars and podcasts

Virtual conferencing via webinars and podcast interviews serve to raise awareness about key issues. All of this content is easily accessible on eufic.org in our [Multimedia Centre](#). In 2011, EUFIC produced 9 podcasts and 2 webinars.

Podcasts – number of audio downloads in 2011:

- [EURRECA - The way towards standardised micronutrient recommendations in Europe](#)
Published on 18 January 2011: 2,488 audio downloads
- [What's new in obesity research-Highlights from the 11th International Congress on Obesity 2010](#)
Published on 13 April 2011: 1,969 audio downloads
- [An introduction to the sweetener Stevia and a description of its evaluation by EFSA](#)
Published on 9 July 2011: 390 audio downloads
- [Healthy lifestyles for European adolescents: next steps for HELENA results](#)
Published on 13 July 2011: 290 audio downloads
- [EATWELL results: how can private sector marketing techniques help improve public health?](#)
Published on 8 August 2011: 1,090 audio downloads
- [18th European Congress on Obesity gathering researchers from across the world](#)
Published on 29 August 2011: 750 audio downloads
- [EURRECA - Towards a common approach for setting micronutrient recommendations](#)
Published on 10 October 2011: 220 audio downloads
- [EURRECA – Meeting individual need](#)
Published on 19 October 2011: 356 audio downloads
- [The Benefits of Communicating about Food - ILSI Functional Foods Symposium 2011](#)
Published on 21 December 2011: 42 audio downloads

Webinars – number of page and video downloads in 2011:

- [How do consumers respond to portion information?](#)
1,882 downloads
- [Food4Me Personalised nutrition: An integrated analysis of opportunities and challenges](#)
1,715 downloads

New multimedia content was downloaded more than 10,000 times in 2011

5.3 EUFIC on Facebook



EUFIC's Facebook page went live on 28 August and was communicated to EUFIC Online subscribers on 22 September. EUFIC's Facebook page features links to much of the consumer oriented content that can be found on our website, www.eufic.org.

By the end of 2011, EUFIC's Facebook page has attracted more than 1,150 followers. The steady growth in followers is maintained by producing one or more wall posts per week.

5.4 Peer-Reviewed Publications

EUFIC contributed to or published 7 new articles, of which 4 were published in peer-reviewed scientific journals.

1. Fernández Celemín L, Storcksdieck genannt Bonsmann S, Carlsson E, Larrañaga A, Egger S. (2011). **Mapping public health nutrition awareness campaigns across Europe.** *AgroFOOD industry high-tech* **22**(n1):38-40.
2. Rollin F, Kennedy J, Wills JM. (2011). **Consumers and new food technologies.** *Trends in Food Science & Technology* **22**:99-111; doi:[10.1016/j.tifs.2010.09.001](https://doi.org/10.1016/j.tifs.2010.09.001).
3. Barnett J, McConnon A, Kennedy J, Raats M, Shepherd R, Verbeke W, Fletcher J, Kuttschreuter M, Lima L, Wills J, Wall P. (2011). **Development of strategies for effective communication of food risks and benefits across Europe: Design and conceptual framework of the FoodRisC project.** *BMC Public Health* **11**:308; doi:[10.1186/1471-2458-11-308](https://doi.org/10.1186/1471-2458-11-308).
4. Storcksdieck genannt Bonsmann S. **A functional flavour.** *Public Service Review, health and social care* 27, 26 May 2011.
5. Brown KA, Timotijevic L, Barnett J, Ruprich J, Řehůřková I, Hermoso M, Andersen LF, Lillegaard ITL, Fernández-Celemín L, Larrañaga A, Lončarevič-Srmič A, Raats MM. (2011). **Micronutrient recommendation stakeholders' beliefs on dietary guidelines: a qualitative study across six European countries/regions.** *European Journal of Clinical Nutrition* **65**:872-874; doi:[10.1038/ejcn.2011.38](https://doi.org/10.1038/ejcn.2011.38).
6. Perez-Cueto F, Aschemann-Witzel J, Shankar B, Brambila-Macias J, Bech-Larsen T, Mazzocchi M, Capacci S, Saba A, Turrini A, Niedzwiedzka B, Piorecka B, Kozio-Kozakowska A, Wills J, Traill WB, Verbeke W, **Assessment of evaluations made to healthy eating policies in Europe: a review within the EATWELL Project,** *Public Health Nutrition*, Published online 29 November 2011; doi:[10.1017/S1368980011003107](https://doi.org/10.1017/S1368980011003107).
7. Wills J. (2011). **New Nutrition Labelling Requirements in Europe.** Nutrition Update Winter 2011, Sugar Nutrition UK. (<http://www.sugarnutrition.org.uk/Nutrition-Update-Winter-2011-J-Wills.aspx>).



5.5 Food Today

FOOD TODAY

EUROPEAN FOOD INFORMATION COUNCIL NEWSLETTER

Food Today is EUFIC's multi-audience periodical that communicates science-based information on food safety & quality and health & nutrition to the media, health and nutrition professionals and educators, in a way that promotes consumer understanding. The Food Today articles are carefully reviewed by EUFIC's Editorial Board, and Scientific Advisory Board. In 2011, Food Today reached **40,000 readers on-line**, and was distributed in **10,000 print versions**.

Food Today n° 75

[New look and functionalities for EUFIC website](#)
[Tastes differ - how taste preferences develop](#)
[More than fresh - vegetable choices for everyone](#)

Food Today n° 76

[A bright future for vitamin D](#)
[Health in Europe - how are we doing?](#)
[How to eat healthily on a budget](#)

Food Today n° 77

[New nutrition guidelines for Europe, halfway there...](#)
[Eggs revisited - nutritious and safe to eat](#)
[Measuring burden of disease - the concept of QALYs and DALYs](#)

EU Projects Supplement n° 1

[Time to find the recipe for healthy ageing in Europe](#)
[How to prevent childhood obesity - news from the IDEFICS study](#)
[Food-Based Dietary Guidelines – are we on the right track?](#)

Food Today n° 78

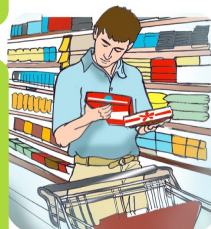
[Special nutritional requirements of the child athlete](#)
[Vegetarianism - nutritional aspects to consider when going green](#)
[Food fortification – optimising food's goodness](#)

Food Today n° 79

[Cooking with a grill, over an open flame, frying or smoking your food: Tips to help you enjoy your food safely](#)
[Can cooking skills be the key to health?](#)
[Food Safety Controls in the European Union](#)

Food Today n° 80

[Iodine deficiency in Europe - a hidden public health concern](#)
[Time to recognise malnutrition in Europe](#)
[How big is the overweight problem in Europe? WHO knows!](#)



5.6 Science Briefs

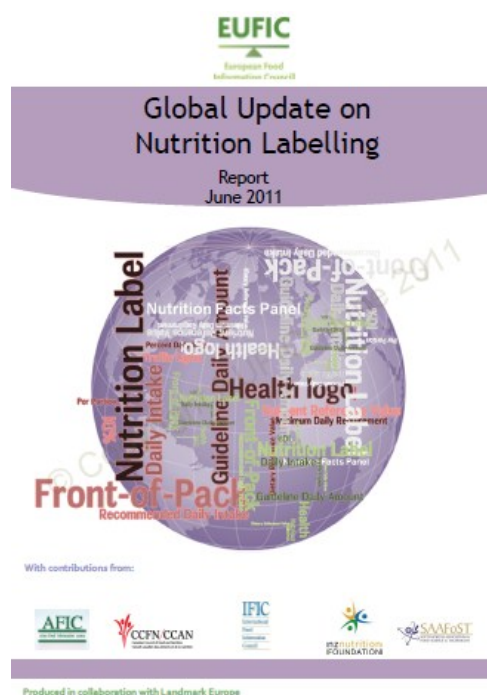
EUFIC features scientific publications of new research from Europe and the rest of the world. Unless stated otherwise, EUFIC was not involved in this research.

- [EFSA assesses new Aspartame study and reconfirms its safety](#) (01/03/2011)
- [EFSA's Opinion on the Re-evaluation of Caramel Colours](#) (14/03/2011)
- [Learning from the past - researchers develop a model for food risk communication](#) (14/04/2011)
- [Reporting of dietary advice in UK national newspapers found to be unsatisfactory](#) (21/04/2011)
- [Stakeholders advise on essential actions for the catering sector when implementing healthier eating strategies](#) (21/06/2011)
- [Importance of cooking sprouted seeds thoroughly to reduce risk of further E. coli O104 outbreaks](#) (01/07/2011)
- [Systematic review of 'nutritively sweetened beverage' consumption and an association with bodyweight struggles to find conclusive evidence](#) (05/07/2011)
- [Eating any food sources of omega-3 fats may be beneficial for health](#) (12/07/2011)
- [Dietary constituents and supplements – can they affect mental energy?](#) (19/07/2011)
- ["Hidden vegetables" may help reduce energy intake and increase vegetable consumption in adults](#) (09/08/2011)
- [Mind vs. Stomach? Food perceptions may also influence hunger and fullness](#) (16/08/2011)
- [Low vitamin D levels among European adolescents](#) (06/09/2011)



5.7 Global Update on Nutrition Labelling

Nutrition Labelling, especially front-of-pack labelling, has been developing rapidly around the world. To keep up with both consumer insights, policies and regulations in this area, EUFIC produced a Global Update on Nutrition Labelling in 2011, which was made available to the public through a dedicated link on eufic.org. The GUNL is produced by EUFIC in conjunction with food information organisations worldwide. It is directed to those that have a particular interest in the state of nutrition labelling around the world, both from a regulatory perspective and beyond.



ANNEXES

Annex 1: Annual accounts 2011

Income statement as of 31 December 2011

2011

€

Revenue

Membership income	889.614
Other income	1.006.505
Interest	14.023
	1.910.142 €

Operating expenses

General administration	1.162.953
Projects & Other expenses	682.713
	1.845.666 €

Excess (deficiency) of revenue over expenses	64.475 €
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Annex 2: EU Project consortium partners 2011

FLABEL (N°211905)

Agricultural University of Athens (GR)
Confederation of family organisations in the European Union (BE)
Dokuz Eylul University (TR)
European Association of Craft, Small and Medium-sized Enterprises (BE)
European Community of Consumer Cooperatives (BE)
European Food Information Council (BE)
Tesco (UK)
Universität des Saarlandes (DE)
University of Aarhus (DK)
University of Surrey (UK)
University of Warsaw (PL)
Wageningen University (NL)

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 (NL)
Philips Electronics UK LTD (UK)
Philips Electronics Nederland B.V. (NL)
Stichting Dienst Landbouwkundig Onderzoek (NL)
Technische Universitaet Muenchen (DE)
Universidad de Navarra (ES)
Universidade do Porto (PT)
Universiteit Maastricht (NL)
Universitet Lunds (SE)

EATWELL (N°226713)

Aarhus University (DK)
European Association of Communications Agencies (BE)
European Food Information Council (BE)
Ghent University (BE)
Italian national research institute for food and nutrition (IT)
Jagiellonian University Medical College (PL)
Kraft Foods R&D Inc (CH)
University of Bologna (IT)
University of Reading (UK)

Universitetet i Oslo (NO)
University College Dublin (IE)
University of Newcastle upon Tyne (UK)
University of Reading (UK)
University of Ulster (UK)
Vitas AS (NO)

EURRECA (N°FP6-036196-2)

Aarhus School of Business (DK)
BioTempo (PT)
Catholic University of Leuven (BE)
Community Nutrition Unit of Bilbao (ES)
Consumers' Association "The Quality of Life" (GR)
Euro Consultants SA (BE)
European Food Information Council (BE)
Foodlab (CY)
Hylobates Consulting (IT)
Institut national de la recherche agronomique (FR)
Institute of Medical Research (RS)
International Life Sciences Institute Europe, Europe (BE)
Minerva Public Relations and Communications (UK)
National & Kapodestrian University of Athens (GR)
National Association for Consumer Protection (HU)
National Institute of Public Health (CZ)
Nutritional Research Foundation (ES)
Oxford Brookes University (UK)
Plant Research International / BioMetris (NL)
TNO Quality of Life (NL)
Topshare International BV (NL)
University College Cork (IE)
University of Central Lancashire (UK)
University of East Anglia (UK)
University of Las Palmas de Gran Canaria (ES)
University of Milano (IT)
University of Munchen (DE)
University of Oslo (NO)
University of Pecs (HU)
University of Surrey (UK)
University of Ulster (UK)
University of Zaragoza (ES)
Wageningen University & Research Centre (NL)
Warsaw University of Life Sciences (PL)
World Health Organisation Regional Office Europe (DK)

FoodRisC (N°245124)

Asterisc Communication Research Group, Universitat Rovira i Virgili (ES)
Brook Lyndhurst (UK)
Brunel University (UK)
Centro de Investigação e de Intervenção Social (PT)
European Food Information Council (BE)
Focus Business Communications (UK)
Free University of Berlin (DE)
Hylobates Consulting Srl (IT)
Research Center, Food and Veterinary Service of Latvia (LT)
Universiteit Gent (BE)
University College Dublin (IE)
University of Surrey (UK)
University of Twente (NL)
White October LTD (UK)

NU-AGE (N°266486)

Alma Mater Studiorum-Universita di Bologna (IT)
 Centre de Recherche en Nutrition Humaine Auvergne (FR)
 Confederation of Food and Drink Industries (BE)
 Ethniko Idryma Erevnon (GR)
 European Food Information Council (BE)
 Institut national de la recherche agronomique (FR)
 Institute of Food Research (UK)
 Kanizsa Pekseg Sutoipari es Kereskedelmi Zartkoruen (HU)
 Karolinska Institutet (SE)
 Kraft Foods R&D Inc (CH)
 Lesieur SA (FR)
 Makedoniki Viomihania Galaktos Anonimos Eteria (GR)
 MTT Agrifood Research (FI)
 Nestec S.A. (CH)
 Newsol SA (FR)
 Orebro University (SE)
 Pancrazio SPA (IT)
 Spread European Safety (IT)
 Straticell Screening Technologies (BE)
 Szkola Glowna Gospodarstwa Wiejskiego (PL)
 TNO Netherlands (NL)
 University College Cork (IE)
 University of East Anglia (UK)
 University of Reading (UK)
 Valio OY (FI)
 Vidreres LLET, S.L. (ES)
 Villani spa (IT)
 Wageningen Universiteit (NL)
 Wiesbauer Gourmet Gastro GmbH (AU)
 Yoruk Sut Urunleri Hayvancilik Gida Sanayi ve Ticaret LTD (TR)
 Zeelandia Spol SRO (CZ)

CHANCE (N°266331)

Alma Mater Studiorum-Universita di Bologna (IT)
 Budapesti Muszaki es Gazdasagtudomanyi Egyetem (HU)
 Comité Européen de Normalisation (BE)
 Consorzio Interuniversitario Risonanze Magnetiche (IT)
 European Food Information Council (BE)
 Institute of Food Research (UK)
 Institut za Medicinska Istra Ivanja (RS)
 Københavns Universitet (DK)
 Metall Oproteine paramagnetische (IT)
 Proteus Gold KFT Lipoti (HU)
 Strand DOO (RS)
 University of Leeds (UK)
 Uzdaroji Akcine Bendrove Lietpak LP (LT)
 Valio OY (FI)
 Valtion Teknillinen Tutkimuskeskus VTT (FI)
 Vilniaus Universitetas (LT)
 Zdravo Organic d.o.o. (RS)

DIETS2 (N°177201)

The DIETS2 Thematic Network has 95 Partners from 31 European countries who all share a commitment to better nutritional health for Europeans. The full list of DIETS2 Partners can be found on the DIETS2 website: <http://www.thematicnetworkdietetics.eu/> everyone. The European and international Partners are as follows:

European Federation of the Associations of Dietitians (DE)
 European Food Information Council (BE)
 European Food Information Resource EuroFIR (BE)
 International Life Sciences Institute, Europe (BE)

IDEFICS (N°016181-2)

Agora Med srl (IT)
 BioTel Ltd (UK)
 Copenhagen Business School, Department of Intercultural Communication and Management, Consumer Science (DK)
 European Food Information Council (BE)
 Ghent University, Faculty of Medicine and Health Sciences, Department of Public Health and Department of Movement and Sport Sciences (BE)
 Gockel Design (DE)
 Goteborg University, Queen Silvia Children's Hospital, Department of Pediatrics (SE)
 Laboratoriumsmedizin Dortmund, Eberhard and Partner (DE)
 Lancaster University, Department of Philosophy (UK)
 National Cancer Institute, Nutritional Epidemiology Unit (IT)
 National Institute for Health Development (EE)
 National Research Council, Institute of Food Sciences, Unit of Epidemiology and Population Genetics (IT)
 Pecs TV Communication Ltd (HU)
 Research and Education Institute of Child Health (CY)
 Technologie-Transfer-Zentrum Bremerhaven, Sensory Laboratory (DE)
 University Cattolica del Sacro Cuore, Centre for High Technology Research and Education in Biomedical Sciences (IT)
 University Illes Balears, Laboratory of Molecular Biology, Nutrition and Biotechnology (ES)
 University Joseph Fourier, Laboratory of Nutrition, Ageing and Cardiovascular Diseases (FR)
 University of Bremen, Bremen Institute for Prevention Research and Social Medicine (DE)
 University of Glasgow, Faculty of Biomedical and Life Sciences (UK)
 University of Milan, Department of Pharmacological Sciences (IT)
 University of Pecs, Medical Faculty, Department of Paediatrics (HU)
 University of Zaragoza (ES)

CONNECT4ACTION (N°289023)

Stichting Dienst Landbouwkundig Onderzoek (NL)
 Wageningen University (NL)
 Institut National de la Recherche Agronomique (FR)
 University of Bologna (IT)
 Aarhus University (DE)
 European Food Information Council (BE)
 European Federation of Food Science and Technology (NL)
 Netherlands Organisation for Applied Scientific Research TNO (NL)
 The International Association for Cereal Science and Technology (AU)
 The University of Newcastle upon Tyne (UK)
 Agroscope Changins-Wädenswil Research Station (CH)

RECAPT (N°289755)

Aarhus University (DE)
 The German Institute of Food Technologies (DE)
 Delft University of Technology (NL)
 Wageningen University (NL)
 European Food Information Council (BE)
 European Federation of Food Science and Technology (NL)
 EHI Retail Institute (DE)
 Institute of Grocery Distribution (UK)
 University of Stirling (UK)

INPROFOOD (N°289045)

University of Hohenheim Life Science Center (DE)
 DIALOGIK gemeinnützige Gesellschaft für Kommunikations-und Kooperationsforschung mbH (DE)
 Sociedade Portuguesa de Inovação (PT)
 Maastricht University (NL)
 University of Surrey (UK)
 Gene Rowe Evaluations (UK)
 Observa – Science in Society (IT)
 World Health Organization – Regional Office for Europe (DE)
 Foundation for Research and Technology (GR)
 European Food Information Council (BE)
 Lebensmittelwissenschaftliche Beratung (DE)
 European Network of Science Centres and Museums (BE)
 Science Shop Vienna - Wissenschaftsladen Wien (AU)
 Hacettepe University (TR)
 Centro tecnológico agroalimentario (ES)
 Comenius University in Bratislava (SL)
 University of Copenhagen – Faculty of Life Sciences (DE)

Annex 3: Member companies in 2011 and EUFIC Transparency Statement

Member companies in 2011: Ajinomoto Sweeteners Europe, Bunge, Cargill, Cereal Partners, Coca-Cola HBC, Coca-Cola, Danone, DSM Nutritional Products Europe Ltd., Ferrero, Kraft Foods, Mars, McDonald's, Nestlé, PepsiCo, Pfizer Animal Health, Südzucker, and Unilever.

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 4: Board of Directors 2011

- Joan Prats, The Coca-Cola company
- Guido Kayaert, Nestlé
- Mariusz Michalik, Pepsico International
- David Coleman, McDonald's
- Alessandro Cagli, Ferrero
- Anne Heughan, Unilever
- Theo Stikkens, DSM Food Specialties
- Elizabeth Fay, Cargill
- Annie LOC'H, Danone
- David Oliver, Kraft
- Stephen French, Mars

Annex 5: Scientific Advisory Board and Editorial Board 2011

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 which have the support of the scientific community at large so that the information is representative, factually correct and truthful. Its members are:

- Alan Reilly, Chairman of the EUFIC Scientific Advisory Board, Chief Executive Officer, Food Safety Authority of Ireland
- France Bellisle, Vice Chairman of the EUFIC Scientific Advisory Board, Researcher at the Nutritional Epidemiology Unit, University Paris 13, Bobigny, France
- Renate Frenz, Past Honorary Chairman, European Federation of Association of Dieticians (EFAD), Germany
- Gerd Harzer, Professor at Technical University of Munich and Justus-Liebig University in Giessen, Germany
- Onno Korver, Former Chief Nutrition Scientist, Unilever, The Netherlands
- Milan Kovac, Ministry of Agriculture of the Slovak Republic
- Giorgio Poli, Dean of the Faculty of Veterinary Medicine, University of Milan, Italy
- Josef Schlatter, 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
- Michael Sjöström, Head of Unit of Preventive Nutrition, Department of Biosciences/Medical Nutrition, Karolinska Institutet, Sweden

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

- France Bellisle (also member of EUFIC's Scientific Advisory Board), Researcher of the Nutritional Epidemiology Unit, University Paris 13, Bobigny, France
- Jeanne de Vries, Human Nutrition Unit, Wageningen University, The Netherlands
- Inger Öhlund, Department of Food and Nutrition, Umeå University, Sweden
- Andrew Renwick (Emeritus Professor), University of Southampton, UK
- Lluís Serra Majem, University of Las Palmas de Gran Canaria, Spain
- Hely Tuorila, University of Helsinki, Finland

Annex 6: Staff Members

Dr Josephine Wills B.Vet.Med., PhD., MRCVS

Director General

Jo qualified from the Royal Veterinary College in London in 1981 and earned her PhD from the University of Bristol Veterinary School, in 1986.

Florence Boivin

Office Manager

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

Dr Laura Fernández-Celemín

Director Nutrition and Health, Deputy Director General

Laura has a Diploma degree in Human Nutrition and a PhD in Biomedical Sciences from the Catholic University of Louvain.

Dr Robert Fitzhenry

Food Safety and Risk Communications Manager

Robert has a PhD in Microbiology from University College London, U.K. as well as several years of research experience in the U.S.A.

Dr Sophie Hieke

Consumer Insights Manager

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

Sofia Kuhn

Communications Manager: EU Projects

Sofia has a degree in biology from King's College London and an MSc in Science Communication from Imperial College London.

Nathalie Metzger

Nutrition & Health Communications Manager

Nathalie Metzger, a registered dietitian, has worked for the University Children's Hospital in Zurich and UNILEVER. She also has work experience as a freelancer in nutrition and health projects.

Laura Radu-Loghin

Financial Administrative Assistant

Laura has an MSc from the Romanian Academy of Economic Studies and is an ACCA certified accountant.

Philip Springuel

Communications Manager

Philip has a Masters degree in Project Management from the Science & Technology University of Lille.

Dr Stefan Storcksdieck genannt Bonsmann

Nutrition & Health Projects Manager

Stefan has a Diploma degree in Human Nutrition from Justus-Liebig-University Giessen and a PhD from ETH Zurich.

Cecilia Wanhainen

EU Projects Assistant

Cecilia has a MSc degree in Nutrition from Stockholm University.



Source: www.eufic.org

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European Food Information Council

