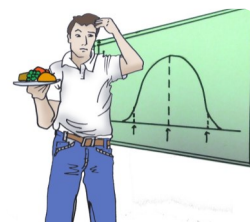




Annual Report 2013



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 healthful diet.

Table of Contents

About EUFIC	4
Director General's Report	5
Report from the Chair of EUFIC's Scientific Advisory Board	6
1. Building a Knowledge Base of Consumer Insights	7
2. Action on Food Safety & Quality	10
3. Action on Nutrition & Health	12
4. EUFIC's involvement in EU-funded projects	15
4.1. CHANCE: www.chancefood.eu	15
4.2. CLYMBOL: www.clymbol.eu	15
4.3. CONNECT4ACTION: www.connect4action.eu	16
4.4. DIETS2: www.thematicnetworkdietetics.eu	16
4.5. DIVERSIFY (New project): www.diversifyfish.eu	17
4.6. EATWELL: www.eatwellproject.eu	17
4.7. EURODISH: www.eurodish.eu	18
4.8. FOOD4ME: www.food4me.org	18
4.9. FoodRisC: www.foodrisc.org	19
4.10. INPROFOOD: www.inprofood.eu	20
4.11. MyNewGUT (New project)	21
4.12. NU-AGE: www.nu-age.eu	22
4.13. RECAPT: www.recapt.org	22
5. Disseminating Information	24
5.1. EUFIC's website: www.eufic.org	24
5.2. Cool Food Planet Website: www.coolfoodplanet.org	24
5.3. EUFIC on Facebook, Twitter, YouTube and LinkedIn	25
5.4. EUFIC Multimedia Centre	25
5.5. EUFIC publications in scientific journals and conference proceedings	26
5.6. Food Today	27
5.7. Science Briefs	28

Annexes	30
Annex 1: Annual accounts 2013	30
Annex 2: EU Projects 2013 Consortium partners	31
Annex 3: Member companies in 2013 and EUFIC Transparency Statement	35
Annex 4: Board of Directors	36
Annex 5: Scientific Advisory Board and Editorial Board 2013	37
Annex 6: Staff Members	38

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

In 2013, Eufic continued to demonstrate a commitment to both scientific credibility and consumer understanding. We published 14 articles in scientific journals and conference proceedings, including two in the peer-reviewed journals *Nutrition Bulletin*, and *Public Health Nutrition*. Our scientific staff that includes five PhDs in nutrition, food safety and consumer science, made 27 presentations at scientific events in Europe and beyond, while Eufic also makes much of the content discussed at scientific symposia accessible to both professional and consumer audiences, with podcast interviews and webinars that are always available through our website's multimedia centre. Eufic's noteworthy contributions to five symposia at the 2013 International Congress of Nutrition in September in Granada, included necessary debate about sugars in our diet and the influence of the media in communicating health and nutrition to European citizens.



With the world's heightened concern about rising rates of obesity and overweight, Eufic upgraded its action to tackle obesity in Europe, committing to joint collaboration with both the European Federation of the Associations of Dietitians (EFAD) and the European Association for the Study of Obesity (EASO), while upping its own commitments, within the European Commission's EU Platform for Action on Diet, Physical Activity & Health.

Further commitment to collaborative action with multiple stakeholders across Europe included involvement in 13 EU-funded research projects, where Eufic can engage with 190 partners across Europe, from Universities and nutrition institutes to consumer groups, government agencies and private corporations, representing a full circle of stakeholders. Two of these projects were launched in 2013, the DIVERSIFY project, designed to promote the development of sustainable aquaculture in Europe and the MyNewGut project, that will contribute to understanding obesity and associated disorders in humans.

Balancing accessibility to non-scientific audiences while working to professional scientific expectations remains a challenge. By reaching out to nutrition and health professionals who connect with consumers, Eufic furthers its mission to communicate science-based information in a way that can be understood by consumers. Eufic develops consumer-friendly tools that have the support of nutrition professionals and can be easily utilised by consumers: Eufic's Energy Balance tool, which has been available on eufic.org for over five years, will soon be complemented with a tool for today, the 'MyPace app', a smartphone application that will bridge the gap between dietitian professionals and their consumer clients.

Eufic's online newsletter and social media channels are subscribed to by over 50,000 individuals; 5,000 of which are now connected to Eufic via Facebook, LinkedIn and Twitter. Eufic.org, the centrepiece of Eufic's communications platform, attracted over 7.7 million visitor sessions in 2013 and includes over 45,000 subscribers to Eufic Online, the digital delivery of Eufic's now well-recognised newsletter, *Food Today*. Eufic's Cool Food Planet website, designed to help parents and teachers educate children aged 6-12 years about nutrition, food safety and physical activity, joined eufic.org in 2013 by obtaining its own certification from the Health on the Net Foundation. The Health on the Net (HON) certificate serves as a guarantee that the website complies with and pledges to honour the eight principles of the HON Code of Conduct as drawn up by the HON foundation.

Dr Josephine Wills, Director General, European Food Information Council

Report from the Chair of EUFIC's Scientific Advisory Board



In 2013, consumer trust in the food chain was put to the test: the Food Safety Authority of Ireland (FSAI) discovered that a small percentage of meat suppliers had fraudulently misrepresented or mislabelled meats delivered to major distributors and food producers. While subsequent investigation determined that the fraud posed no danger to public health and showed that the food industry largely meets its food safety obligations, the incident underscored the need for improved communications among stakeholders in Europe to tackle food fraud, and revealed an urgent need to bring more understandable information about the food chain to consumers. A key lesson for food businesses is that they must have robust supplier controls in place at all times to ensure that they know who is supplying them and that all products and all ingredients are authentic. For its part, EUFIC rapidly responded to the need for information with the timely release of Food Today articles on subjects such as food inspections, the safety of meat from vaccinated animals and quality logos in Europe. These and other Food Today articles that the EUFIC Scientific Advisory Board (SAB) reviewed included a useful update about the European Union Action Plan to tackle food fraud.

Our Board of Scientific Advisors to EUFIC is charged with ensuring 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. In 2013, we reviewed 17 Food Today articles, not only about the critical food safety measures taken by authorities and the food industry to safeguard the food chain, but also on vital nutrition issues such as childhood obesity, common questions about sugars, small changes to prevent weight gain, Dietary Reference Values, and an important reminder explaining the scientific peer review process.

Our group also commented on EUFIC Reviews of organic foods, and of allergens, as well as a web-based resource centre for food risk communication that resulted from EUFIC's participation in the EU-funded multi-stakeholder project FoodRisc, just one of 13 EU-funded projects in which EUFIC participated that we were very glad to have been asked to comment on.

In our two SAB meetings in 2013, we discussed complex scientific issues related to food safety and nutrition (examples include gut microbiota, satiation, satiety, fatty acids), and how these subjects can be made accessible to consumers, such as putting the fatty acids science into the context of oils that consumers use in cooking and food preparation. At these meetings, each Board member contributes knowledge of key issues in their respective countries and areas of expertise, such that both the SAB members and EUFIC staff can exchange information and work together to help consumers to understand the role they play in choosing a safe and healthful diet.

Professor Alan Reilly, Chief Executive Officer, Food Safety Authority of Ireland (FSAI), and Chairman of the EUFIC Scientific Advisory Board

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.

1.1. Consumers and Nutrition Labelling

Nutrition information on food labels is regarded as a major means of encouraging consumers to make healthier choices when shopping for food; but do consumers actually understand nutrition labelling and do they use it to make their choices? Research into the effects of nutrition labelling on consumer understanding, attitude, purchase and consumption is a key activity at EUFIC.

EUFIC has a consistent presence in conferences and meetings related to nutrition labelling around the world. Dr Laura Fernandez, EUFIC's Nutrition and Health Director and Deputy Director General, presented on the EU-funded project FLABEL (Food Labelling to Advance Better Education for Life) for which EUFIC was the co-ordinator and dissemination partner, at the *Food Information to Consumers and Food Labelling Conference*, which took place in Brussels on 19-20 June. Another presentation on 'Nutrition labelling in Europe' was given by Dr Fernandez within the *International Union of Food Science and Technology (IUFoST) Symposium*, which took place at the International Congress of Nutrition (ICN) in Granada on 20 September. The presentation was attended by 150 delegates.

Dr Wills, EUFIC's Director General, presented on the Nutrition panel at the 8th *Dubai International Food Safety Conference (DIFSC)* on 18-20 November, and participated in a Gulf Standards Organisation workshop on Nutrition Labelling & Health Claims for Food Products, with a talk on Nutrition Labelling in Europe.

Dr Sophie Hieke, Head of Consumer Insights at EUFIC, gave a presentation on 'Soft claims' at the *Food Ingredients Europe Conference* in Frankfurt on the 20th November.

EUFIC publications on nutrition labelling have been cited by other scientific publications 575 times since 2007, including 181 more in 2013.



Global Update on Nutrition Labelling

Each year, EUFIC and other Food Information Organisations in various geographic regions of the world, produce a Global Update on Nutrition Labelling. The report is directed to those who have a particular interest in the state of nutrition labelling around the world.



The Global Update provides a comprehensive overview of the state of play on the issue today: what are the major nutrition labelling initiatives adopted or in the pipeline to date? How do they work? What do the various stakeholders say? What does the research show?

The key objectives of the annual publication are to:

- Give an up-to-date, comprehensive snapshot of the situation worldwide
- Highlight emerging trends and remaining knowledge gaps
- Evaluate research and practical experiences to date

The annual update is available for purchase via eufic.org at this [link](#).

1.2. Consumers and Portion Information

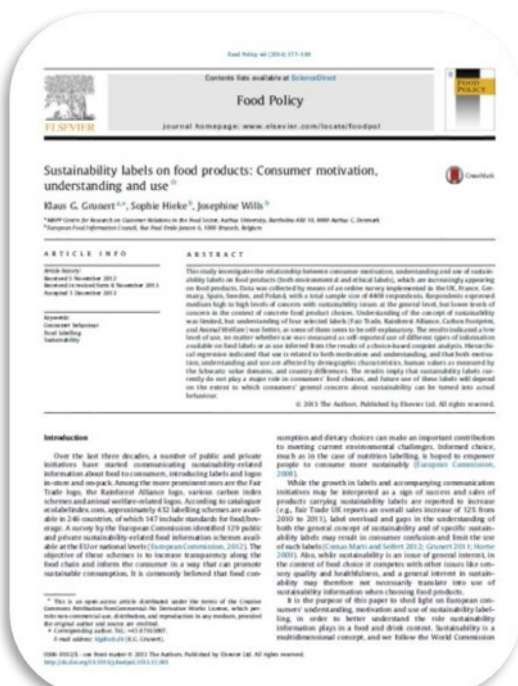
In a climate of overweight and obesity, the amount consumers eat or drink is just as important as what is eaten. Portion information is often included on food and drink labels, although it is still not clear how consumers interpret those labels, what they understand a portion means and how they estimate an appropriate portion size for consumption.

In 2010, EUFIC in collaboration with the University of Surrey, performed a comprehensive study on how consumers interpret and use portion information in Europe. An online survey that reached more than 13,000 consumers in six EU countries (Germany, UK, Spain, France, Poland and Sweden) was carried out. The academic partner for this project was Dr Monique Raats, co-director of the Food, Consumer Behaviour and Health Research Centre at the University of Surrey, England.

On 23 May, Dr Raats gave a presentation on aspects of the research about portion information at the International Society of Behavioural Nutrition and Physical Activity Conference in Ghent.



1.3. Consumers and Sustainability Labels



EUFIC's research on Sustainability and Social Awareness Labelling deals with environmental and ethical labelling on packaged food products. Following a UK pilot, a large-scale Pan-European quantitative survey of 4,408 people was conducted in 2012 across six countries (UK, Germany, France, Spain, Sweden, Poland), followed by qualitative research in the form of focus groups in four countries. The study explored consumer expectations, attitudes toward and understanding of these labels.

In December 2013, the paper on the sustainability and social awareness labelling research was accepted for publication by the international peer-reviewed journal *Food Policy*. In January 2014, the paper was published online 'ahead of print' with the title '[Sustainability labels on food products: Consumer motivation, understanding and use](#)'

The academic partner of the project, Prof Klaus Grunert of Aarhus University, Denmark, and EUFIC's Dr Hieke, presented the study findings at the 134th European Association of Agricultural Economists (EAAE) Seminar in Paris, on 21 March.

In addition, Dr Wills presented on nutrition and consumer behaviour aspects of sustainability and biodiversity, in a panel debate which was held on 30 September during the 2nd Bioeconomy forum: *Science Industry and Communication*, in Brussels.

1.4. Consumers and Health Claims

Health claims on food products are often used as a means to highlight scientifically proven health benefits associated with consuming those foods. Health claims and symbols are intended as aids for consumers in making healthy choices. As part of food labelling, it is important to understand how consumer behaviour is influenced by health information provided, both in worded format (claims) and symbolic (symbols). Research into the effects of claims and symbols on understanding, food choice, purchase and consumption behaviour constitute one of EUFIC's key areas of expertise.

On 18 and 19 June, Dr Hieke spoke on consumer understanding of health claims, and EUFIC's involvement in the EU-funded projects CLYMBOL and NU-AGE (see section 4-EUFIC's involvement in EU-funded projects) at the 5th International Fresenius Conference 'Health and Nutrition Claims, Special Focus: Nutrition of the Elderly', in Mainz, Germany.

2. Action on Food Safety & Quality

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

Food Safety and Quality publications during 2013

- 8 [Food Today articles](#)
- 8 [Science briefs](#)
- 4 Podcasts ([‘Stop Anaphylaxis! Food Allergy Campaign’](#), [‘Food Allergen Labelling’](#), [‘Threshold levels and effective avoidance of food allergens’](#), [‘About Stevia’](#))
- 2 EUFIC Reviews ([‘Food Allergens’](#) and [‘Organic food and farming: scientific facts and consumer perceptions’](#))
- 4 Questions and Answers ([‘DNA Testing of Foods’](#), [‘3-MCPD, 3-MCPD esters & Glycidyl esters’](#), [‘Revised version of Aspartame FAQs’](#), [‘Q&As on Acceptable Daily Intakes’](#))
- 1 [Infographic](#) for world diabetes day
- 3 Conference abstracts
- 2 Scientific posters
- 2 publications in other-type journals

2.1. Allergens

Communication surrounding food allergies is important to raise awareness and understanding. EUFIC published a review on [Food Allergens](#), which looks deeper at the prevalence of allergies in Europe, symptoms and diagnosis, foods implicated in allergic responses, factors influencing the prevalence of food allergies and management of allergen risks by the food industry.



On 23 January, Dr Mary Friel, Head of Food Safety and Risk Communications in EUFIC, presented on 'Food Allergens' at the *Allergic Diseases Event*, in Brussels.

On 7-8 February, at the *European Academy of Allergy and Clinical Immunology (EAACI) Food Allergy and Anaphylaxis meeting* that took place in Nice, France, Dr Wills chaired a session on 'Threshold levels and effective avoidance of food allergens.' EUFIC produced a podcast interview of this topic with [Dr Geert Houben](#), Manager for Food Safety at TNO in The Netherlands and Dr Maria Antonella Muraro, '[Stop Anaphylaxis! Food Allergy Campaign](#)'. Another podcast recorded at this meeting was conducted with [Dr Chun-Han Chan](#), Senior Scientific Officer at the Food Standards Agency, United Kingdom.

Furthermore, a presentation on ‘Food Allergens: An overview of European Legislative Requirements’ was given in April in Beijing, by Dr Friel in April at the [4th International Forum on Food Safety](#), jointly organised by Chinese authorities and the *International Union of Food Science and Technology (IUFoST)*.



2.2. Sweeteners

On 10 December 2013, the European Food Safety Authority (EFSA) released a further risk assessment on the low calorie sweetener aspartame. A EUFIC overview of the EFSA Opinion was published on the EUFIC homepage in 11 languages. The EFSA press release (which was only available in English, German, French and Italian on the EFSA website) was translated by EUFIC into seven more languages (Czech, Greek, Spanish, Hungarian, Polish, Portuguese and Slovak) and also published on the EUFIC homepage. In addition, a revised version of Frequently Asked Questions on aspartame were published on EUFIC's website in 5 languages.



A podcast about Stevia was recorded in September with Dr Mauro Fisberg, Scientific Advisor to the Global Stevia Institute, at the 20th *International Congress of Nutrition*, in Granada. The [podcast](#) can be found in the multimedia centre of eufic.org. In addition, an infographic was published on eufic.org for the world diabetes day.

2.3. Food Risk Communication

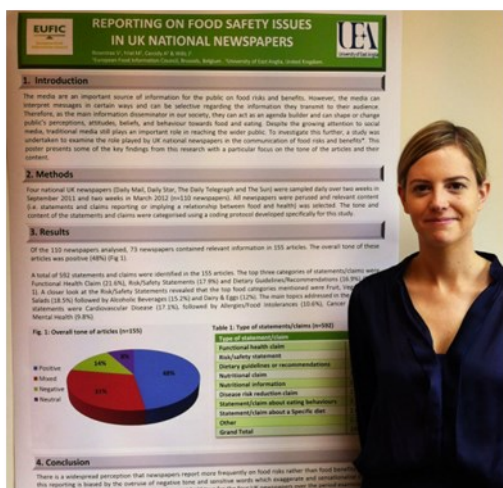
Dr Friel spoke to MSc students and staff on 'Food Risk Communication' at Uppsala University in Sweden on 15th February. She also presented on 'Traditional and Social Media Reporting of Food Crises' at the *Global Food Safety Conference*, which took place on 6-8 March, in Barcelona, Spain.

Reporting of Food Risk & Benefits in European Newspapers

In 2012, EUFIC commenced research on a project to investigate the role played by European national newspapers in the communication of food risks and benefits. This project aimed to investigate the balance of food benefit and food risk reporting in national newspapers across eight European countries, as well as the accuracy of reporting.

The initial work for this project was completed during 2013. On 17 May, EUFIC and the International Food Information Council (IFIC), participated in the *International Association of Food protection (IAFP) European Symposium on Food Safety*, in Marseilles, France. EUFIC hosted a symposium there entitled 'Communicating about Food Risks: Framing the Message, and Choosing the Communication Channels'. Initial results of the project were presented by Dr Friel at the symposium, which was chaired by EUFIC's Dr Wills.





In addition, Susan Rowntree, Food Safety and Risk Communication Projects Assistant at EUFIC, presented two posters, one on 'Social media coverage of the German dioxin crisis' and the other on 'Reporting on food safety issues in UK national newspapers'

Results of the newspaper project were presented on 19 September at a parallel symposium organised by EUFIC on 'Food and Nutrition Reporting in the Media' at the 20th International Congress of Nutrition, which attracted 250 delegates.

3. Action on Nutrition & Health

EUFIC works with key stakeholders 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.

During 2013, EUFIC expanded its collaborative network across Europe by establishing a collaboration with the Slovenian Nutrition Institute. This is demonstrated by the addition of [a page on eufic.org](http://a.page.on.eufic.org) about the Institute.

Nutrition and Health publications during 2013

- A Food Today article on [Coeliac Disease](#) in Europe was published in November 2013 on eufic.org.
- This was followed by an article entitled '[Coeliac disease: an overview](#)' in the journal *Agro Food Industry Hi-Tech*, the European journal of nutraceuticals & functional foods.
- 5 [Food Today](#) articles were published on eufic.org focused on:
 - * education around nutrition,
 - * sugars,
 - * weight gain and childhood obesity,
 - * microorganisms in gut and food.
- 6 [Science briefs](#) were published on eufic.org.



3.1 20th International Congress of Nutrition, Granada, 15-20 September



Having hosted two scientific symposia, organised two other EU-funded symposia, and presented at a fifth one, Eufic contributed a noted presence at the 20th International Congress of Nutrition (ICN) in Granada, emphasising the science-base of nutrition information. Total attendance at the five Eufic activities was about 1,300 delegates, including as many as 500 at the EU-funded Food4Me Project symposium. Eufic own symposia attracted 300 to



'Sugars and Health' and 250 to 'Food & Nutrition Reporting in the Media'. Eufic's participation at ICN can be found on eufic.org's [multimedia section](#). These last two events were recorded, to produce webinars.

3.2 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.



In a joint commitment with the European Association for the Study of Obesity (EASO), to the EU Platform for Action on Diet, Physical Activity & Health, Eufic attended the 20th European Congress on Obesity (ECO), which took place in Liverpool, in May 12-15, and recorded ten interviews with speakers. These were converted into a [conference podcast](#). By working closely with EASO, Eufic aims to increase outreach to health and nutrition professionals about new knowledge in obesity research via www.eufic.org and www.easo.org.

EUFIC's own commitments for 2013:

- Increasing outreach of EUFIC's information on diet, physical activity and health
- Using EUFIC communication vehicles to raise awareness of the EU Platform
- Consumer research on nutrition information and labelling
- Using EUFIC communication vehicles to promote physical activity

Joint commitments for 2013:

- with EFAD (European Federation of the Associations of Dietitians): Integrating behaviour change techniques and digital technology for dietitian support
- with EFAD (European Federation of the Associations of Dietitians): Collaborate to promote increased awareness and use of energy balance
- with EASO (European Association for the Study of Obesity): Increase outreach of new knowledge in obesity research

In order to fulfil its commitment to use its communication vehicles to raise awareness of the EU Platform, EUFIC uses its own website to link to initiatives of the EU and its EU Platform. In 2013, EUFIC posted links to: an EU-produced video called "[EU action on nutrition & physical activity](#)"; Working together at local, regional, national and European level"; a [PDF](#) describing the EU Platform; a [special report](#) for the reference period between 2006-2012; and the Platform's [2013 Annual Report](#), which had all been published by the European Commission's Directorate General for Health.

3.3 The DeBATE Project (Dietitians Energy Balance communication Tools for Engagement)

The DeBATE project (2011-2013), which was conducted by EUFIC in collaboration with Brunel University (UK) and EFAD, looks at the complex issue of energy balance and weight management, how dietitians communicate about it with their clients, and what tools could be developed that would help this process. In this context, a smartphone/on-line application for dietitians targeted to overweight and obese clients, called myPace, was developed.

The myPace application was presented on 27 April at the Annual Meeting of the German Dietitians Association. A scientific poster about myPace was presented at the European Congress on Obesity (ECO) May 12-15 in Liverpool and the application was presented to the European Commission's EU Platform for Action on Diet Physical Activity & Health on 26 November. In the next two years, EUFIC and its partners the University of Bath, EFAD, and software developer White October will develop a 'behaviour change techniques' toolkit for dietitians, add modules to the myPace application, and test it in real life settings.



4. EUFIC's involvement in EU-funded projects

EUFIC continues to collaborate with a broad base of stakeholders in numerous research projects, funded by the European Union. In 2013, EUFIC participated in 13 EU-funded research projects for which it has research and/or communication and management responsibilities. These projects variously aim to improve knowledge about food safety and quality, and nutrition and health, and contribute to enhancing research infrastructures on food and health in Europe. The list 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, which launched in 2011, aims to develop attractive and affordable food products that can help prevent nutritional problems in people at risk of poverty in Europe. EUFIC leads the dissemination activities for the project.

In May, the project annual meeting took place in Aula Magna - Campus of Food Science, in Cesena, Italy, where Adrian Giordani, EU Projects Communications Manager in EUFIC, and Nathalie Metzger presented a communications strategy for the remainder of the project.



4.2. CLYMBOL: www.clymbol.eu

Role of health-related claims and symbols in consumer behaviour

[CLYMBOL](#) is a 4-year project, which started in September 2012. The aim of the project is to determine how health claims and symbols are understood by consumers, and how they affect purchasing and consumption. EUFIC is the project coordinator, but also leads some research activities and the communication plan of the project. CLYMBOL serves as the successor to the EU-funded [FLABEL](#) project (in which EUFIC was co-ordinator and the dissemination partner), to advance consumer research further, focusing on health claims and health-related symbols.



The 1st annual meeting of CLYMBOL was held in Ljubljana, Slovenia, on September 24-25. During 2013, the project website was created www.clymbol.eu, as well as a [Twitter](#) account and a [Facebook](#) page. EUFIC arranged interviews that were carried out in the 28 EU member states on the history of use of health claims and symbols. In addition, on-pack information on food and drink products currently existing in the market was collected across five European countries. Data were summarised in a dataset in which the prevalence of health claims, health symbols and the context factors are included.

Furthermore, a Food Today article introducing the CLYMBOL project was published by EUFIC in September (EU Projects Supplement n° 3) with the title '[What is the role of health-related claims and symbols in consumer behaviour?](#)'

4.3. CONNECT4ACTION: www.connect4action.eu

Improving 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. In particular, this project aims to engage stakeholders with interests in food to improve their multidisciplinary dialogue and to increase consumer acceptance of new food products.



The 2nd annual meeting of the project took place in Bologna, on 11 November. A workshop was also organised by EUFIC and EFFoST on 12 November, in conjunction with *EFFoST's annual conference*, targeted to food technologists and consumer scientists. Discussion evolved around the tools and training activities developed throughout the project, which aim to enhance communication between actors in the food technology development.

4.4. DIETS2: www.thematicnetworkdietetics.eu

Dietitians ensuring Education, Teaching and Professional Quality

DIETS2 is a 3-year EU Socrates-funded 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 curricula transparent and accessible. The Network works across 31 countries in Europe and with international partners.

During 2013, EUFIC prepared the [13th DIETS newsletter](#), as well as the [14th DIETS newsletter](#), which reflects on the achievements and the sustainability of the network. The project received an extension until the end of 2013 in order for dissemination of the project output to be continued.



4.5. DIVERSIFY (New project): www.diversifyfish.eu

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



The expansion of the European aquaculture sector is strongly advocated as an alternative to the exploitation of capture fisheries, which have reached their maximum sustainable yield in Europe. DIVERSIFY is a five-year project which aims to expand the European aquaculture industry, by overcoming bottlenecks to the production, marketing and consumption of new/emerging European cultured aquatic food.

The DIVERSIFY project officially started on 1 December 2013. EUFIC is one of the dissemination partners.

4.6. EATWELL: www.eatwellproject.eu

Interventions to Promote Healthy Eating Habits: Evaluation and Recommendations

Healthy eating policy interventions need to be evaluated systematically for their impact in order to establish what works and what does not. The EATWELL project aims to identify the successes, failures and uncertainties of such campaigns. The results will be used to provide advice for creating more successful healthy eating interventions.



A meeting of the EATWELL consortium took place in Bologna, Italy, in February, to discuss latest dissemination activities for the end of the 4-year project. An article about EATWELL appeared in the journal '[International Innovation: Food for thought](#)' in March 2013. A six-page [final project leaflet](#) was created at the end of March 2013; 2,000 printed versions were produced in English and the e-version was translated into five languages. An EATWELL article was also published in the Public Service Review UK publication in April 2013. During 2013, EATWELL produced six scientific publications, which can be found in the [project website](#). EUFIC also produced the final [EATWELL webinar](#), summarising the research activities, final guidelines and recommendations for future healthy eating policy interventions, based on talks given at the 5th European Public Health Conference in Malta in November 2012. The project officially ended on the 31st of March.

4.7. EURODISH: www.eurodish.eu

Studying the need for food and health research infrastructures in Europe

This 3-year project aims to develop recommendations on the need for food and health research infrastructures in Europe. EuroDISH is dual led, with Stichting Dienst Landbouwkundig Onderzoek as project coordinator, and Wageningen University as scientific coordinator. Both are part of Wageningen University and Research Centre. The consortium consists of 15 partners from seven countries, covering a wide range of expertise areas. EUFIC takes part in the project as dissemination leader.



In March 2013, the EuroDISH website www.eurodish.eu was launched and highlighted via a [press release](#). To this end, a [discussion forum](#) has been set up, where interested individuals can register for free. Through this channel, it is expected that a lively debate between stakeholders involved in creating and managing food and health research infrastructures will be promoted. EUFIC has produced the first project [leaflet](#), an article in EUFIC's newsletter [Food Today](#), a [podcast](#), the [online forum](#) for stakeholders, as well as a strategic communication plan for the project.

In addition, EuroDISH hosted a two-day workshop on 17-18 June in Brussels, where initial findings of the project were disseminated. A 2nd plenary consortium meeting was held in Brussels on 19-20 June.

4.8. FOOD4ME: www.food4me.org



An integrated analysis of opportunities and challenges for personalised nutrition

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

Food4Me project, which was launched in 2011, focuses on the individual aspects of diet. Does it work? Do consumers want it? And is it a feasible business approach?

A meeting of the Food4Me consortium was held in Newcastle, UK, on 22-25 February. The latest communication activities of the project were presented by Adrian Giordani at the 2nd Food4Me stakeholder meeting in June, in Brussels, and at the 4th annual

meeting, which was organised during the 20th *International Congress of Nutrition in September*, in Granada.

The [Food4Me website](#) launched in six different languages (English, Dutch, Spanish, Greek, German and Polish), and a [panel](#) on the homepage was updated to include live tweets and Facebook posts from the project's social media pages.

A [podcast](#) was published and promoted about the Food4Me Proof-of-Principle study with John Mathers from Newcastle University, with accompanying [Question & Answer](#) text. A second [podcast](#) was published about new health topics related to personalised nutrition with Ben van Ommen, from the Dutch organisation for Applied Scientific Research (TNO). Also, a [podcast](#) was produced from an interview with Karin Nordström, assistant professor at the School of Education and Communication, Jönköping University, Sweden, about public concerns, and commercial, cultural, knowledge and legal matters around personalised nutrition science.



A [Food4Me business model brochure](#) was created, summarising future economic and societal scenarios about personalised nutrition in Europe. On 16 September, the Food4Me symposium 'Developments in personalised nutrition: what's next?' was held at the 20th *International Congress of Nutrition*, which was attended by up to 500 people. A press release promoted the event, and the Food4Me [leaflet](#), together with the brochure on future scenarios about personalised nutrition in Europe were distributed to the attendees.

EUFIC also created [four webinars](#), which were recorded from a stakeholder meeting at EUFIC on June 10. The webinars outline the latest progress in personalised nutrition research by Food4Me and are

published in the media centre of the Food4Me website.

4.9. FoodRisC: www.foodrisc.org

Perceptions and communication of food risk/benefits across Europe

Launched in June 2010, FoodRisC is an EU-funded project in which EUFIC is both a research and a dissemination partner. The FoodRisC project seeks to address communication challenges by characterising key food risk and benefit relationships, exploring the potential of social media, and providing a systematic understanding of how consumers deal with food risk and benefit information.



A meeting of the FoodRisC consortium was held in Guildford (10-11 January) and in Dublin (21-22 February). These meetings focused primarily on the development of the [FoodRisC e-resource centre](#). The aim of this e-resource centre is to provide coherent and practical guidance for stakeholders in developing responsive, authoritative and meaningful communication of food risks and benefits. A workshop aiming to evaluate the e-resource centre was held with EFSA's Advisory Forum Working Group on Communications in Dublin on the 21st of February. EUFIC also created a [new webpage for published scientific research](#) by FoodRisC researchers.

On 12 September, the final FoodRisC conference, in collaboration with EFSA, titled 'New Challenges when Communicating Food-Related Issues' was organised by EUFIC in Brussels. Dr Friel presented on 'Social and traditional media reporting during food crises- Findings from the FoodRisC project', and Dr Wills chaired a discussion panel. 140 registrants attended this event, including food communicators, policy makers, consultants, regulators, food and drink industry, journalists, social scientists, nutritionists, health professionals and students. The [conference](#) highlighted key research results from the past three and a half years.

EUFIC also created a final FoodRisC [leaflet](#), a [Food Today article](#) (online version is in 11 languages; print version is in 4 languages), a [flyer](#) and a [presentation](#) to explain the key aspects of the FoodRisC e-resource centre on food risk and benefit communication. The FoodRisC e-resource centre can be reached via the [eufic.org](#) homepage under 'Food Risk Communication'.

FoodRisC officially ended on 31 October. A [Key Communications page](#) was developed in the project website to highlight the key material from the [Latest News](#) section, which includes three podcasts and a link to the final FoodRisC conference webinars/presentations.



4.10. INPROFOOD: www.inprofood.eu

Towards sustainable food research



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. It requires a purposeful communicative exchange between research, business, and civil society actors on the nature of the problem and the role that innovative technological approaches could play in tackling it.

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

EUFIC, together with the European Network of Science Centres and Museums (Ecsite), facilitated a series of three European Awareness Scenario Workshops on 22 January in Brussels. These workshops were part of a wider, pan-European analysis of views from different stakeholder groups (academia, industry, civil society) on worst-case and best-case scenarios for research programming on food & health.

With the goal to engage European youngsters in food and health research, EUFIC provided content for an existing format of a discussion game. The “Healthy Diet and Lifestyle” game was facilitated by 15 science centres throughout Europe from September until November.

On 22 November INPROFOOD organised a *European Open Space Conference* in Brussels, supported by EUFIC. About 70 stakeholders in the field of food, nutrition and health from 18 countries participated in the discussion session about ‘How can we shape the future of research in food and health?’. Interviews were recorded in order for a podcast to be produced.

4.11 MyNewGUT (New project)

Microbiome Influence on Energy Balance and Brain Development-Function Put into Action to Tackle Diet-related Diseases and Behaviour

MyNewGut is a new EU-funded project which aims to shed light on the contribution of the human microbiome to nutrient metabolism and energy expenditure. The project will identify microbiome-related features that contribute to or predict obesity and associated disorders in human epidemiological studies. Other objectives of the project are to understand how the microbiome is influenced by environmental factors and its role in brain and immune system development and function in humans. Eventually, a proof-of-concept will be developed of the disease risk-reduction potential of dietary interventions with new food products and ingredients that target the gut microbiome in humans.



MyNewGut started on 1 December 2013. EUFIC is the dissemination leader in the project.

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

New dietary strategies for healthy ageing in Europe

The role of the diet in age-related disease is still a research field to be explored and NU-AGE is investigating nutrition as a modulator of ‘inflammageing’ and other age-related outcomes. The 5-year 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.



EUFIC developed a questionnaire which aimed to assess understanding of nutrition and health claims among the elderly. An on-going 12-month intervention has started in five centres with an expected total of 1,250 participants. EUFIC has distributed leaflets, bookmarks and a [press release](#) to 100 attendees at the NU-AGE symposium at the *International Congress of Nutrition*.

On 20-21 September 2013, NU-AGE held an annual consortium meeting, where the latest communication activities and the on-going consumer insights work on attitudes of the elderly towards nutrition and health claims were presented by Adrian Giordani and Dr Wills, respectively.

During the last year, the [project website](#) was continually updated with the latest news and communications material. A documentary about ageing and health that was broadcast on [Swiss television channel RSI](#) was added to the website.

4.13. RECAPT: www.recapt.org

Retailer and Consumer Acceptance of Promising Novel Technologies and Collaborative Innovation Management



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. Aarhus University is the coordinator of the RECAPT project and EUFIC is leader of the dissemination activities throughout this project.

An article on initial findings from the project has been published in the food industry magazine *New Food*, January 2014. EUFIC was also responsible for updating the RECAPT website by making all latest outcomes of the project available to the public.

ADVERTORIAL



RECAPT: Retailer and Consumer Acceptance of Promising Novel Technologies and Collaborative Innovation Management

Novel food and drink products have traditionally been developed by the food industry, supported by input from food science. However, innovation is a task for all actors in the food chain, including retailers and caterers, who perform an important bridging function, identifying consumer demands and linking them to food producers and food scientists who possess the technical know-how for the development of innovative food products and services filling these consumer demands. Furthermore, retailers and caterers are central to the diffusion of new food products, services or technologies to consumers.

Building on this idea, the RECAPT project (running from 2011 to 2014) aims to strengthen collaboration around the management of innovations along the food supply chain, such that research findings can be effectively integrated into the development of innovative and sustainable products that meet consumer acceptance.

The core element of the RECAPT project is the Collaborative Food Innovation Forum (CFIF), a unique platform that brings together food scientists, the food industry, caterers and retailers. It allows the different actors to exchange information, facilitates trust building and promotes effective cooperation among all actors. The CFIF discusses issues related to promising novel food technologies, consumer acceptance of new products based on novel technologies, retailer and caterer adoption of new products as well as innovation management processes in the food chain.

Through this exchange, RECAPT will contribute to a higher degree of innovativeness across the food supply chain, thus contributing to the global competitiveness of the European food sector.

Promising novel food technologies

RECAPT has identified 15 novel food technologies (Table 1), which have either not yet been implemented in the food industry or that are implemented but have the potential for improved and/or extended application. Most importantly, we consider these technologies to have the potential to provide significant benefits for consumers, retailers and/or caterers. The 15 technologies can be divided into four categories: processing methods, mild processing, electromagnetic methods and advanced packaging methods.

All technology candidates were evaluated regarding their contribution to processing, preserving and decontaminating food products. Criteria included the status quo of the implementation level, benefits and shortcomings for consumers (e.g. 'fresh products', 'no additives', 'enhanced taste') but also for retailers and caterers (e.g. price

margins, increased shelf life, extension of assortment or added values, and issues related to the adoption of such technologies (e.g. number / range of products a technology can be applied on, costs per treatment, expected market share and possible restrictions).

During the first CFIF workshop held in conjunction with SIAL 2012 in Paris, these novel technologies were introduced to an audience of food retailers and caterers. Each technology was discussed in detail, with regards to development status, level of current acceptance and indicators for future acceptance or reluctance by consumers.

Consumer acceptance of new technologies and products in addition to selecting promising novel technologies, RECAPT focuses on the analysis of factors that determine consumer acceptance of such new technological processes. The three main areas cover acceptance of specific food and drink products to which such technology has been applied, the role that retail and catering play therein, and what strategic options emerge from this on the impact of the retail sector on (selective) adoption of food and drink innovations.

The work proceeded in three different steps. The first step was to identify emerging consumer wants and needs of relevance for technology acceptance. Five emerging trends were identified that are particularly relevant to food technology development and acceptance.

Table 1: Overview of promising novel technologies

<ul style="list-style-type: none"> Processing methods Hydrothermal pressure technology Ultrasound Ultrasonic cutting High pressure homogenisation Electromagnetic methods Pulsed electric fields (PEF) Electron beam irradiation Ohmic heating Cold plasma 	<ul style="list-style-type: none"> Mild processing High pressure processing (HPP) Infused heating Super critical fluid extraction (SCFE)
<ul style="list-style-type: none"> Advanced packaging methods Intelligent packaging Radio frequency (RF) technology Edible coatings Active packaging Biodegradable packaging film 	

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, eufic.org, houses a range of communications such as webinars and podcasts, Food Today articles, EUFIC Reviews and EUFIC Forum, Science Briefs, peer-reviewed publications, an annual Global Update on Nutrition Labelling, and access to social media to enhance dissemination to both professional and consumer audiences.

5.1. EUFIC's website: www.eufic.org

A record number of visitor sessions to the EUFIC website was achieved in 2013: 7.7 million sessions were recorded in 2013, compared to 6.4 million sessions in 2012.

The EUFIC website is currently available in 11 languages and has selected content in Turkish that is growing. By the end of 2013, eufic.org counted over 45,000 website subscribers including health professionals, scientists, educators, consumers and journalists, who receive regular updates on issues related to food/nutrition/consumer science and research.

5.2. Cool Food Planet Website: www.coolfoodplanet.org



The Cool Food Planet educational website for children aims to help children learn about health, nutrition and food safety in a way that is engaging and fun. By the end of 2013, the number of visits to the Cool Food Planet website had reached 32,949, growing by 7,108 compared to the previous year.

Cool Food Planet was launched in December 2012, in English and French. During 2013, a collaboration with the Agricultural University of Athens, enabled the translation of Cool Food Planet to Greek, and this was launched in December 2013. The Greek version of Cool Food Planet is to be used in Greek primary schools, where its effects on nutrition knowledge and behaviour will be evaluated.

During 2013, the website achieved the HON Code certification. The Health on the Net (HON) certificate serves as a guarantee that the website complies with and pledges to honour the eight principles of the HON Code of Conduct as drawn up by the HON foundation.



Moreover, Cool Food Planet obtained the recognition of POSCON, www.positivecontent.eu, the EU-funded project that is a reference for 'Positive Online Content and Services for Children in Europe.' In its 2013 publication entitled 'Checklist & Concrete Criteria for Positive Content,' it cited Cool Food Planet as an example of educational content that is attractive for children.



Checklist & Concrete Criteria for Positive Content

CONTENT AND SERVICES ARE ATTRACTIVE

- 1. Does what is attractive to children and what services you should consider when creating content for children?
- 2. Are you aware of the needs of your target group in order to get allowed to have this right and the content?
- 3. Are you aware of the needs of your target group in order to get allowed to have this right and the content?
- 4. Are you aware of the needs of your target group in order to get allowed to have this right and the content?



A scientific poster on www.coolfoodplanet.org was presented at the *Annual meeting of the European Congress on Obesity Group (ECOG)*, which took place in Liverpool, UK, in November 2013.

A [Cool Food Planet Facebook page](#) for adults exists, where nutritionists, parents and school officials may exchange best practice about using Cool Food Planet with kids. The [Cool Food Planet Facebook page](#) had 148 followers at the end of 2013.

5.3. EUFIC on Facebook, Twitter, YouTube and LinkedIn



[EUFIC's Facebook page](#) consistently links to science-based content that can be found on eufic.org. By the end of 2013, EUFIC's Facebook page had 4,738 likes.

EUFIC has a [Twitter account](#) in order to further facilitate dissemination of EUFIC content; Twitter followers reached 1,167 by the end of 2013.



[EUFIC's YouTube channel](#) has been updated with more webinars, interviews and educational videos, featuring results of EUFIC's consumer insights research; nutrition and food safety academic experts; proceedings from conference symposia; and European stakeholder platforms.

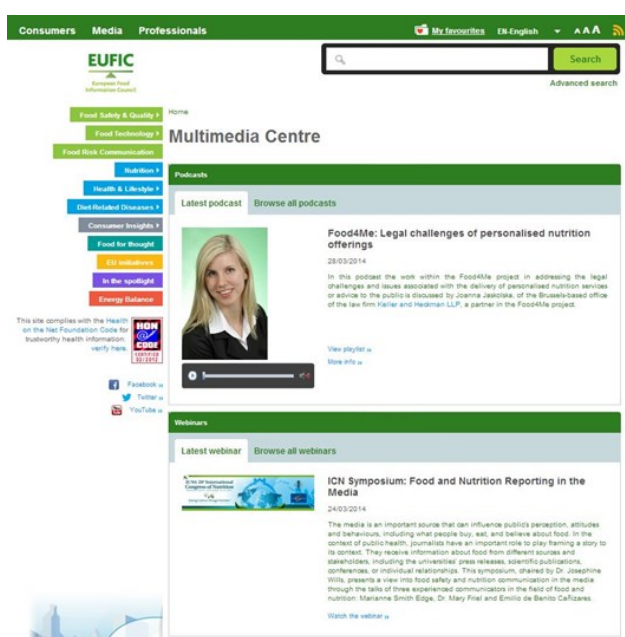
In December 2013, EUFIC launched the [European Food Information Council \(EUFIC\) page](#) on LinkedIn.



5.4. EUFIC Multimedia Centre

Audio interviews are a popular way for health professionals to keep up with key issues, particularly when they are not able to attend the scientific conferences at which many of EUFIC podcasts are recorded. They are easily accessible via [EUFIC's Multimedia Centre](#).

EUFIC produced 11 new podcasts during 2013, as well as a consumer-friendly webinar for the Food4U competition entitled '[Food4U - Hot Tips for a healthy lifestyle made by teenagers for teenagers](#)'.



New podcasts in 2013:

1. [Highlights from the 20th European Congress on Obesity](#)
2. [About Stevia](#)
3. [Food4Me: Responding to dietary and environmental challenges](#)
4. [CONNECT4ACTION: Bringing together stakeholders to aid commercialisation of new food products](#)
5. [Food4Me: Recruiting participants for European-wide study about personal diets](#)
6. [Food4Me: The ethical and legal challenges of personalised nutrition](#)
7. [Food Allergen Labelling](#)
8. [Threshold levels and effective avoidance of food allergens](#)
9. [RECAPT: Retailer and Consumer Acceptance of Promising Novel Technologies and Collaborative Innovation Management](#)
10. [Stop Anaphylaxis! Food Allergy Campaign](#)
11. [Highlights from the 2nd International Vitamin Conference](#)

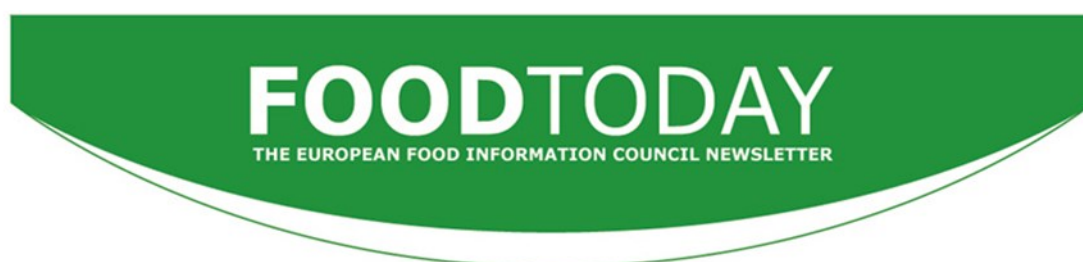
5.5. EUFIC publications in scientific journals and conference proceedings

In 2013, EUFIC contributed to or published 14 new publications, of which two were published in peer-reviewed scientific journals (in black), two were published in other-type journals (in blue), and ten in conference proceedings (in green).

1. [Sokolovic M.](#) 'Explaining food', International Innovation: Women in Science. Research Media, 2013;119:112-14, [ISSN 2041-4552](#).
2. Barnett J, Harricharan M, Fletcher D, **Metzger N**, **Wills J**. Tools for Sustaining the Support of Health Professionals: the Example of MyPace. Medicine 2.0'13 conference proceedings; 23-24 September 2013, London, United Kingdom.
3. **Friel M**. Comparison of Reporting of Food Benefits and Risks in European Newspapers. Annals of Nutrition and Metabolism, 2013;63(1):173.
4. **Hieke S**, **Storcksdieck S**, **Fernández L**, **Wills JM**. Nutrition Labelling in Europe - Effective Guidance Towards More Healthful Food Choices? Annals of Nutrition and Metabolism, 2013;63(1):134.
5. Traill B, Mazzocchi M, Niedźwiedzka B, Shankar B, **Wills J**. The EATWELL Project: Recommendations for healthy eating policy interventions across Europe. Nutr Bull. 2013;38:352-357. [doi: 10.1111/nbu.12048](#).
6. Brown KA, Hermoso M, Timotijevic L, Barnett J, Lillegaard ITL, Řehůřková I, **Larrañaga A**, Lončarević-Srmić A, Frost Andersen L, Ruprich J, **Fernández-Celemín L**, Raats MM. Consumer involvement in dietary guideline development: opinions from European stakeholders. Public Health Nutr. 2013;16(5):769-76. [doi:10.1017/S1368980012005125](#). Published Online on 27th November 2012.
7. [Sadler C](#), [Storcksdieck genannt Bonsmann S](#), [Friel M](#). Coeliac disease: an overview. Agro Food Industry Hi-Tec 24(2), 2013.
8. Grunert KG, **Hieke S**, **Wills JM**. Sustainability labels on food products: Consumer motivation, understanding and use. Presented and published in: Conference Proceedings of the 134th EAAE seminar; 21-22 March 2013, Paris, France.
9. **Metzger N**, Harricharan M. Integrating technology with routine health services - going myPace for weight management. Poster session presented at: European Congress on Obesity (ECO); 12-15 May 2013, Liverpool, UK.

10. **Rowntree S, Friel M & Wills J.** Social media coverage of the German dioxin crisis. Poster session presented at: International Association for Food Protection (IAFP) European Symposium; 15-17 May 2013, Marseille, France.
11. **Rowntree S, Friel M, Cassidy A & Wills J.** Reporting on food safety issues in UK national newspapers. Poster session presented at: International Association for Food Protection (IAFP) European Symposium; 15-17 May 2013, Marseille, France.
12. **Friel, M.** Comparison of reporting of food risks and benefits in UK newspapers, in Conference Proceedings of the 2013 International Association of Food Protection European Symposium on Food Safety, 15-17 May 2013, Marseilles, France.
13. **Friel, M.** Food Allergen Labelling - An Overview of European Legislative Requirements, in Conference Proceedings of the 2013 International Forum on Food Safety; 2013, Beijing, China.
14. **Harding, J, Springuel, P, Almirall, A, Wills, J.** Cool Food Planet, a science-based educational website that engages children aged 6-12 years old in nutrition, food safety & physical activity. Presented at the November 13-15 European Childhood Obesity group (ECOG) annual meeting in Liverpool, UK.

5.6. Food Today



[Food Today](#) is EUFIC's multi-audience periodical that communicates science-based information on food safety & quality and health and nutrition to the media, health and nutrition professionals and educators, in a way that promotes consumer understanding.

Food Today articles are carefully reviewed by EUFIC's Editorial Board and its Scientific Advisory Board.

In 2013, Food Today published 22 articles (including an EU projects supplement) that reached over 45,000 EUFIC Online subscribers. The EU Supplement n.3 was also printed and disseminated to 8,300 persons, including 243 at the International Congress of Nutrition in September. Also, during the past year EUFIC started publishing selected Food Today content in [Turkish](#), which is accessible via a button on the homepage of eufic.org.

Food Today articles published during 2013:

Food Today n° 90

- [Food supplements: who needs them and when?](#)
- [European Union Action Plan to tackle food fraud](#)
- [Public engagement for inclusive food and health research](#)

Food Today n° 89

- Food shelf life and its importance for consumers
- The role of gut microorganisms in human health
- Antimicrobial resistance: a shared responsibility

EU Projects Supplement n° 3

- What is the role of health-related claims and symbols in consumer behaviour?
- New e-resource centre to facilitate effective communication on food risks and benefits
- Supporting research of food and health in Europe

Food Today n° 88

- Glucose and mental performance
- Small changes to prevent weight gain
- Preventing childhood obesity through community-based initiatives

Food Today n° 87

- Health in Europe- an update
- Addressing common questions about sugars
- Sugars from a food technology perspective

Food Today n° 86

- EUFIC's Cool Food Planet educational website: nutrition, food safety & physical activity for children!
- Dietary Reference Values - a reference for whom?
- In search of quality: the scientific peer review process

Food Today n° 85

- Food industry standards- focus on HACCP
- The use of X-rays in food inspection
- Ensuring the safety of meat from vaccinated animals in Europe
- Quality logos in the European Union

5.7. Science Briefs

EUFIC produces summaries of recent scientific publications of research from Europe and the rest of the world. Unless stated otherwise, EUFIC is not involved in the research in the Science Briefs. These are available from eufic.org.

Science briefs published during 2013:

- Functional food is seen as healthy - but taste and pleasure also matter! (Jan 8)
- DNA barcoding: a new tool for food traceability (Feb 5)
- Family plays an important role in promoting fruit and vegetable eating particularly where free school lunch is not provided (Feb 19)
- Why do we opt for light? (Mar 5)
- Food additives and preschool children (Mar 19)
- Can a healthy diet be environmentally sustainable? (Apr 4)
- Weak link between food addiction and obesity in humans (Apr 16)

- Differences in social media and traditional media in reporting a food crisis (Apr 30)
- EFSA and ECDC release the 2011 European Union Summary Report on Zoonoses and Foodborne outbreaks (May 14)
- The positive influence of family meals on children's food choice (May 29)
- Striking differences of overweight and obesity rates in schoolchildren across Europe (Jun 12)
- EFSA and ECDC publish the 2011 EU report on Antimicrobial Resistance in Zoonotic Bacteria from Humans, Animals and Food (Jun 25)
- Are health and nutrition claims influencing organic consumers? (Jul 9)
- Insights into the presence of *Listeria monocytogenes* in certain ready-to-eat foods (Jul 23)
- Trans fats and cardiovascular health: what is the current situation? (Aug 6)
- Personalised nutrition perceived positively by consumers but they lack confidence in health-data management (Aug 20)
- Beneficial effects of exercise after morning breakfast on our mental performance and mood (Sep 3)
- Chewing more may increase satiety but did not reduce food intake at next meal (Sep 17)
- Proactive social media strategies can enable positive engagement with target audiences and impact government policy (Oct 30)
- Meal timing is a possible predictor of weight loss effectiveness (Nov 12)
- Assessment of the Risk to Humans posed by Exposure to Low Levels of Chemicals (Dec 3)
- When nutrition labels increase our food consumption (Dec 10)



Annexes

Annex 1: Annual accounts 2013

Balance Sheet as at 31 December 2013

	2013
	€
Revenue	
Membership income	1,095,940
Other income	856,492
Interest	1,921
	1,954,354 €
Operating expenses	
General administration	1,330,139
Projects & Other expenses	629,192
	1,959,331 €
Transfer from reserves	5,374 €
Final result	397 €

Annex 2: EU Projects 2013

Consortium partners

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)
 Institute for Food Technology of Novi Sad (RS)
 Institut za Medicinska Istra Ivanja (RS)
 Københavns Universitet (DK)
 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)

CLYMBOL (N° 311963)

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

CONNECT4ACTION (N° 289023)

Stichting Dienst Landbouwkundig Onderzoek (NL)
 Wageningen University (NL)

Institut National de la Recherche Agronomique (FR)
 University of Bologna (IT)
 Aarhus University (DK)
 European Food Information Council (BE)
 European Federation of Food Science and Technology (NL)
 Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek- TNO (NL)
 The International Association for Cereal Science and Technology (AU)
 The University of Newcastle upon Tyne (UK)
 Agroscope Changins-Wädenswil Research Station (CH)

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](#). 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)

DIVERSIFY (N° 603121)

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

Technische Universiteit Eindhoven (NL)
 Aarhus Universitet (DK)
 Asociacion Empresarial de Productores de Cultivos Marinos- Apromar (ES)
 Università Degli Studi di Bari "ALDO MORO" (IT)
 Institut Francais de Recherche Pour l'exploitation de la Mer (FR)
 Universidad de la Laguna (ES)
 Universite de Namur ASBL (BE)
 Nasjonalt Institutt for Enærings- OG Sjølatforskning (NO)
 Fundacion Centro Technologico Acuicultura de Andalucia (ES)
 Conselleria do Mar- Xunta de Galicia (ES)
 Skretting Aquaculture Research Centre AS (NO)
 Danmarks Tekniske Universitet (DK)
 Sterling White Halibut AS (NO)
 Ichthyokalliergeies Argosaronikou Anonymi Etairia (GR)
 Azienda Agricola Ittica Caldoli (IT)
 Dor Dgey Yam LTD (IL)
 Vas. Geitonas & Co LTD EE (GR)
 Aquaculture Forkys AE (GR)
 Canarias Explotaciones Marinas SL (ES)
 Asialor Sarl (FR)
 Acuigroup Mare Mar SL (ES)
 Irida AE- Products for Animal Production-Services (GR)
 Ayuntamiento de A Coruna (ES)
 Syndesmos Ellhnikon Thalassokalliergeion Somateio (GR)
 Bundesverband der Deutschen Fischindustrie und des Fischgrosshandels E.V. (DE)
 Hungarian Aquaculture Association (HU)
 Asociacion Nacional de Fabricantes de Conservas de Pescados y Mariscos- Centro Tecnico Nacional de Conservacion de Productos de la Pesca (ES)
 European Food Information Council AISBL (BE)
 Kentro Meleton Agoras kai Koinis Gnomis Anomyni Emporiki Etairia (GR)

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)
 School of Oriental and African Studies
 University of London (UK)

EURODISH (N° 311788)

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

Food4Me (N° 265494)

Creme Software LTD (IE)
 DSM Innovation Center B.V. (NL)
 European Food Information Council (BE)
 European Nutrigenomics Organisation (NL)
 Giract SARL (CH)
 Harokopio University (GR)
 Hogskolan For Larande Och Kommunikation I Jonkoping (SE)
 Instytut Zywnosci I zywienia (PL)
 Keller and Heckman LLP (US)

Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek- TNO (NL)
 Philips Electronics Nederland B.V. (NL)
 Philips Electronics UK Limited (UK)
 Stichting Dienst Landbouwkundig Onderzoek (NL)
 Technische Universitaet Muenchen (DE)
 Universidad de Navarra (ES)
 Universidade do Porto (PT)
 Universiteit Maastricht (NL)
 Univerity College Dublin (IE)
 University of Ulster (UK)
 University of Newcastle Upon Tyne (UK)
 Universitetet I Oslo (NO)
 Lunds Universitet (SE)
 University of Reading (UK)
 Wageningen University (NL)
 Technische Universitaet Muenchen (DE)
 Vitas AS (NO)
 Bio-Sense BVBA (BE)
 DSM Nutritional Products Ltd (CH)
 University of Bradford (UK)

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)

INPROFOOD (N° 289045)

Association Agropolis (FR)
 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)

MyNewGUT (N° 613979)

Agencia Estatal Consejo Superior de Investigaciones Cientificas (ES)
 Alma Mater Studiorum- Universita di Bologna (IT)
 University College Cork, National University of Ireland (IE)
 Kobenhavns Universitet (DK)
 Institut National de la Recherche Agronomique (FR)
 Universite Catholique de Louvain (BE)
 Technische Universitaet Muenchen (DE)
 Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek- TNO (NL)
 Academisch Medisch Centrum bij de Universiteit van Amsterdam (NL)
 Klinikum der Universitaet Regensburg (DE)
 The University of Reading (UK)
 Medizinische Universitat Graz (AT)
 BIPS- Institut fur Epidemiologie und Praventionsforschung GMBH (DE)
 Universidad de Granada (ES)
 Institute for Food Technology of NOVI SAD (RS)
 European Food Information Council AISBL (BE)

Stichting EFFoST (NL)
 Internationale Gesellschaft für
 Getreidewissenschaft und Technologie
 (AT)
 Cargill Haubourding SAS (FR)
 Barilla G.E.R. Fratelli SPA (IT)
 Lallemand SAS (FR)
 Corporacion Alimentaria Penasanta-
 Capsa (ES)
 Alimentary Health LTD (IE)
 Loman Food Consulting BV (NL)
 Akcionarsko Drustvo Mlekara Subotica
 (RS)
 Commonwealth Scientific and Industrial
 Research Organisation (AU)
 Baylor College of Medicine Corporation-
 BCM (US)
 University of Michigan the Regents of the
 University of Michigan (US)
 The University of Auckland (NZ)
 Queen's University at Kingston (CA)

NU-AGE (N° 266486)

Alma Mater Studiorum-Universita di
 Bologna (IT)
 Centre de Recherche en Nutrition
 Humaine Auvergne (FR)
 Ethniko Idryma Erevnon (GR)
 European Food Information Council (BE)
 Institut national de la recherche
 agronomique (FR)
 Institute of Food Research (UK)
 Karolinska Institutet (SE)
 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)
 Szkoła Główna Gospodarstwa
 Wiejskiego (PL)
 Nederlandse Organisatie voor
 Toegepast Natuurwetenschappelijk
 Onderzoek- TNO (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)
 Food Drink Europe AISBL (BE)
 Mirelite Mirsa Zartkoruen Mukodo
 Reszvenytarsasag (HU)
 EC6 SARL (FR)
 Nestle Institute of Health Sciences SA
 (CH)

RECAPT (N° 289755)

Aarhus University (DK)
 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)
 Institute of Grocery Distribution (UK)
 University of Stirling (UK)

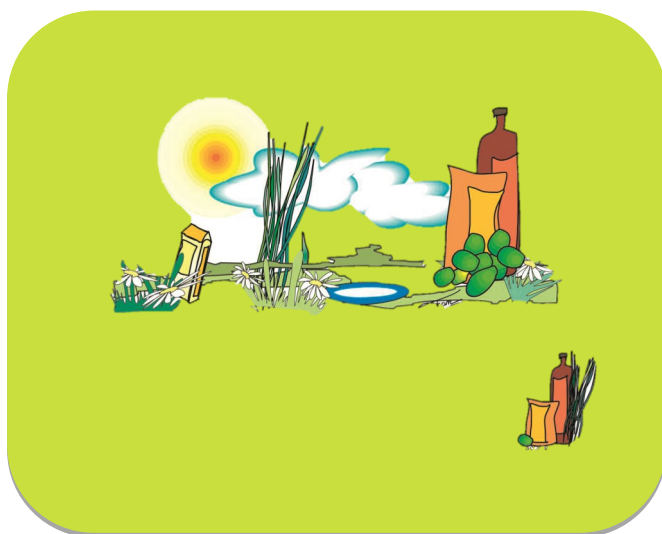


Annex 3: Member companies in 2013 and EUFIC Transparency Statement

Member companies in 2013: AB Sugar, Ajinomoto Sweeteners Europe, Bunge, Cargill, Cereal Partners Worldwide, Coca-Cola, Dow Seeds, DSM Nutritional Products Europe Ltd., Ferrero, General Mills, Mars, McDonald's, Mondelēz Europe, Nestlé, PepsiCo, PureCircle, Südzucker, Unilever and Zoetis.

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 2013

- John Athanatos (Cereal Partners Worldwide)
- Alessandro Cagli (Ferrero)
- David Coleman (McDonald's)
- Stephen French (Mars)
- Clare Leonard (Mondelēz Europe), Vice-Chair
- Mariusz Michalik (Pepsi)
- Elizabeth Fay/Juliana Martinez-Sanchez (Cargill)
- Joan Prats (Coca Cola), Chair
- Henri Rieux (Bunge)
- Theo Stickers (DSM), Treasurer
- Maha Tahiri (General Mills)
- Bart Vandewaetere (Nestlé)
- Anne Heughan/Paul Whitehouse (Unilever)



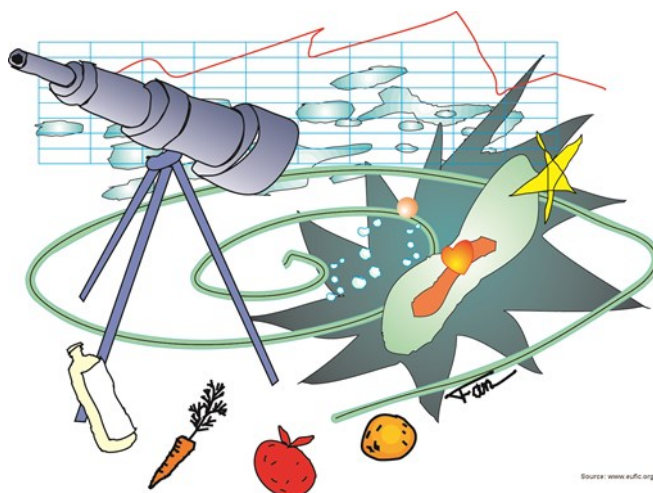
Annex 5: Scientific Advisory Board and Editorial Board 2013

The primary role of the [Scientific Advisory Board](#) is to ensure that EUFIC's information and communication programmes are based on reviews of scientific evidence that have the support of the scientific community at large so that the information is representative, factually correct and truthful. 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.
- **Gerd Harzer**, Professor at Technical University of Munich and Justus-Liebig University in Giessen, Germany.
- **Onno Korver**, Former Chief Nutrition Scientist, Unilever, The Netherlands.
- **Giorgio Poli**, Dean of the Faculty of Veterinary Medicine, University of Milan, Italy.
- **Josef Schlatter**, Former Head of the Nutritional and Toxicological Risks Section, Federal Department of Home Affairs (FDHA), Federal Office of Public Health (FOPH), Consumer Protection Directorate, Zurich, Switzerland (retired).
- **Ana M. Troncoso Gonzalez**, Professor in Food Science and Nutrition, Department of Nutrition, Food Science, Toxicology and Legal Medicine, University of Sevilla, Spain. Former Chief Executive Officer of the Spanish Food Safety and Nutrition Agency (Agencia Española de Seguridad Alimentaria y Nutrición).

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.
- **Lluís Serra Majem**, University of Las Palmas de Gran Canaria, Spain.
- **Hely Tuorila**, University of Helsinki, Finland.
- **Michael Sjöström**, Head of Unit of Preventive Nutrition, Department of Biosciences/Medical Nutrition, Karolinska Institutet, Sweden.



Source: www.eufic.org

Annex 6: Staff Members in 2013

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.

Dr Laura Fernández-Celemín

Deputy Director General, Director Nutrition and Health

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

Florence Boivin

Office Manager

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

Dr Mary Friel

Head of Food Safety and Risk Communications

Mary has a degree and PhD in Industrial Microbiology from University College Dublin.

Raymond Gemen

Nutrition and Health Projects Assistant

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

Adrian Giordani

EU Projects Communications Manager

Adrian has an MSc in Science Communication from Imperial College London.

Frédéric Goffard

Financial Administrative Advisor

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

Dr Sophie Hieke

Head of Consumer Insights

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

Susan Rowntree

Food Safety and Risk Communication Projects Assistant

Susan has a BSc (Hons) in Nutritional Sciences from University College Cork, Ireland.

Christina Sadler

Nutrition and Health Projects Assistant

Christina has a BSc in Nutrition from the Robert Gordon University, Aberdeen, Scotland.

Dr Milka Soloković

Head of Nutrition & Health Communications

Milka has a degree in Biology and a postgraduate degree in Molecular Genetics and

Genetic Engineering from the University of Belgrade as well as a PhD from the University of Amsterdam.

Philip Springuel

Director of Communications

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

Contacting EUFIC

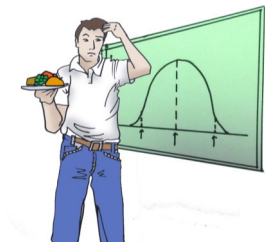
European Food Information Council (EUFIC)
Tassel House
Rue Paul-Emile JANSON 6
1000 Brussels, Belgium
Tel: +32 2 506 89 89
www.eufic.org

Philip Springuel
Director of Communications
philip.springuel@eufic.org





European Food
Information Council



© European Food Information Council 2014

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, photocopying, recording or otherwise, without prior permission from the copyright owners.