

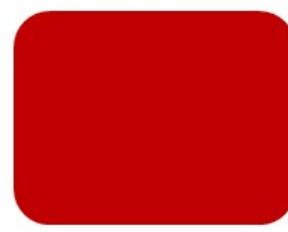
# EUFIC

European Food  
Information Council



Source: www.eufic.eu

## Annual Report 2014



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.

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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



Responding to consumer uncertainty about the quality and safety of the food chain, EUFIC in 2014 placed particular emphasis on producing science-based information that consumers can understand when choosing a healthy diet and lifestyle. 18 Food Today articles, 2 EUFIC Reviews, and a number of Questions & Answers were published on [eufic.org](http://eufic.org). These covered issues of critical importance to consumers, such as the implications of animal health or climate change on food safety and traceability in the supply chain, to understanding whole grain, sugars, fats, eating disorders and allergies. Similarly, a number of our Science Briefs described noteworthy scientific research on managing risks posed by the unintended presence of allergens in food products.

Demonstrating our improved focus on reaching out to consumers, we increasingly utilised social media platforms to share practical information in support of awareness campaigns, such as World Allergy Week in April, World Digestive Health Day in May, World Diabetes Day and European Antibiotics Awareness Day, both in November. In most cases, we produced easy to understand infographics to describe and illustrate a process that might otherwise be difficult to grasp.

While our emphasis on consumer-friendly content is set to grow, we remain dedicated to contributing to the scientific community to which we belong. In 2014 we were either lead authors or co-authors of 12 scientific papers and abstracts, 4 of which were published in peer-review journals, including the *European Journal of Public Health* and *Food Policy*. We gave 17 scientific presentations throughout the year, and played a leading role in 7 conferences or workshops. At the European Federation of the Associations of Dietitians (EFAD) Annual Conference in October in Athens, we organised a symposium on “Understanding sweetness” in collaboration with the Hellenic Dietetic Association.

Collaboration with other non-profit organisations remains a cornerstone of our scientific integrity. We continued to be involved with multiple stakeholders in 10 EU-funded projects in 2014. We received praise for commitments made jointly with other members of the EU Platform for Action on Diet Physical Activity and Health. Our newest commitment, pledging support of the EU Action Plan on Childhood Obesity launched by EU Member States in 2014, is a natural extension of efforts we have already deployed for parents, teachers and children for many years: Our Cool Food Planet website that traces its origins to 2001 and re-launched in 2012, is now accompanied by a similarly re-launched educational brochure offering ‘10 healthy lifestyle tips for kids’ that we developed in collaboration with EFAD.

Our [eufic.org](http://eufic.org) website again attracted a record number of visitor sessions, 10.9 million, while the number of subscribers to EUFIC Online reached more than 46,000. With a fifth platform added this year, Google+, we now reach more than 9,000 followers via our social media accounts. With a determined focus on our consumer audience in the years ahead, turn to EUFIC for more engaging informative content, such as videos on managing energy balance or living with allergies.

**Dr Laura Fernández Celemín, Director General as of 1<sup>st</sup> January 2015.**

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

Building on the previous year's timely reaction to consumer anxiety about food authenticity, this year EUFIC again demonstrated an ability to respond to what we identified last year as an urgent need for more understandable information about the food chain. Of the 15 Food Today articles that our Scientific Advisory Board (SAB) was called upon to review, ranging from animal health, allergies, eating addiction, physical activity and culinary oils, we were presented with a valuable 3 part series describing the food production process. Other articles meant to inform consumers in this regard, concerned traceability in the supply chain and food-borne diseases.



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 addition to reviewing EUFIC's well-read Food Today articles, we examined two extensive 'EUFIC Reviews', one describing the essential facts on fats, and another on motivating behaviour changes. In our meetings in 2014, where we discussed EUFIC's activities and governance, and the content under review, we were also presented with expert contributions on EU-funded research on dietary behaviour and molecular mechanisms, and the role of heuristics in consumer decisions.

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





## Activities

### 1. Building a Knowledge Base of Consumer Insights

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? How do they react to sustainability labelling and health claims?

#### 1.1. Contributing insights into consumer understanding of sustainability and health claims

In 2014, EUFIC published 6 scientific papers on nutrition labelling and consumer research, including 5 conference abstracts and 1 peer-reviewed article in the journal *Food Policy*: “Sustainability labels on food products: Consumer motivation, understanding and use”. A EUFIC Science Brief summarising the paper was published on [eufic.org](http://eufic.org), which included a link to the easy-to-understand EUFIC Forum that highlights the study’s results, and included a link to a press release concerning the study’s presentation at the European commission’s Green Week in June. EUFIC’s pan-European study found that consumers have a reasonable understanding of sustainability as a responsible behaviour towards the environment, but they do not tend to have a detailed understanding of the role of sustainability along the food supply chain or of various sustainability labels used on food and drink products.

The 5 conference abstracts produced are a testament to the demand among scientific conference organisers for EUFIC’s knowledge base of consumer insights developed while EUFIC collaborates on EU-funded projects. For example, two abstracts concerned research into consumer understanding of symbols and health claims, while two others related to research into improved connections between food scientists and consumer researchers.

EUFIC was also invited for 10 talks on consumer research into nutrition labelling, health claims, soft claims and labels from Europe to the United Arab Emirates. This included a talk at the ‘4th Summer School of Food Law’ in May in Warsaw, Poland; the June “Labelling of foods and food supplements - are we ready for changes?” conference in Ljubljana, Slovenia; ‘Food Matters Live conference’ in London in November; United Arab Emirates (UAE) Ministry of Health workshop in November in Dubai; the October Annual Conference and Exhibition “Functional Foods, Nutraceuticals, Natural Health Products, and Dietary Supplements” (ISNFF) in Istanbul, Turkey; and a poster presentation of EUFIC’s sustainability and social awareness labelling consumer insights research at the IFST 50th Jubilee Conference, in London in May.



## 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.

The first scientific article produced for publication about the ‘portion information’ consumer research undertaken by EUFIC in 2011 in collaboration with Dr Monique Raats (University of Surrey, Guildford, UK) was made available in November 2014 as an [advanced online publication](#) in the *European Journal of Clinical Nutrition* (and formally published in 2015). In November, EUFIC authored a Science Brief on this topic: [Reference amounts affect consumers’ healthfulness evaluation of foods](#).

## 1.3 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.
- Evaluate research and practical experiences to date, so as to identify examples of best practice.
- Highlight emerging trends and remaining knowledge gaps.
- Suggest ways forward, particularly with respect to consumer research.

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

EUFIC publications on nutrition labelling have been cited by other scientific publications 778 times since 2007, including 203 times in 2014.





## 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.

In 2014, 4 Food Today articles were produced on the topic of food safety:

- [Viral foodborne illnesses](#) (August 2014) Animal health and microbiology
- [Climate change: possible implications for food safety?](#) (June 2014) Global food safety
- [Food additives and their re-evaluation in the EU](#) (April 2014) Food Additives and ingredients
- [Food traceability: cornerstone of EU food safety policy](#) (Feb 2014) Global food safety

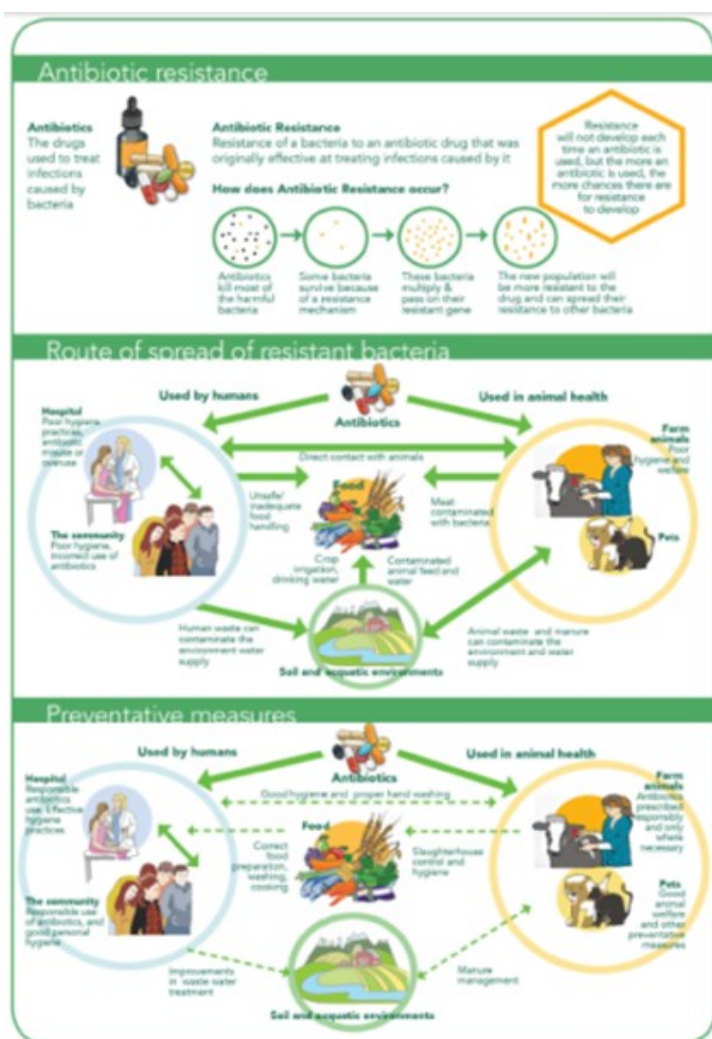
### 2.1 Allergies and antimicrobial resistance

In April, EUFIC carried out a social media campaign to mark World Allergy Week with EUFIC publications on allergens, which was acknowledged in the [World Allergy Organization's](#)

[Activity Report](#). EUFIC has also established collaboration with Anaphylaxis Campaign UK, a charity aiming to increase awareness of anaphylaxis, highlighted in the eufic.org '[In the spotlight](#)' section. As part of the focus on allergens, EUFIC released an educational video on '[life with a food allergy](#).'

EUFIC also produced four science briefs about allergies in 2014: [Increased diversity of food in the first year of life may help protect against allergies](#) (1<sup>st</sup> July 2014), and a series of 3 science briefs in April on [Managing the risk posed by the unintended presence of allergens in food products](#).

Later in the year, to coincide with [European Antibiotics Awareness Day](#), held on 18 November, EUFIC produced an infographic on the spread of resistant bacteria through the food chain.



## 2.3 Food Risk Communication

Results from a research project investigating consumer confidence in processed meat following the horsemeat incident, were presented by EUFIC in the poster session of the Institute of Food Science and Technology Conference, in London, 14-15 May.

An article '[Traditional and social media in food risk communication](#)', which highlighted results from the European Commission-funded FoodRisC project, co-authored by EUFIC was published in the Sep/Oct edition of *Agro Food Industry Hi-tech*.

EUFIC also wrote a Science Brief about food risk, [Is social media a potential resource for communicating food risk information?](#)

### FoodRisC (Perceptions and communication of food risk/benefits across Europe)



Although this EU-funded project ended last October, the website and social media platforms are still being used to disseminate outcomes and research [Publications](#), including two papers in the last quarter. The EU-funded CommNet network, which supports EU project communications, published a [report](#) about the [FoodRisC Resource Centre](#), which can be accessed via eufic.org's main navigation menu to the left of the homepage, with a green button entitled 'Food Risk Communication'.

### 3. Action on Nutrition & Health

Each year EUFIC works with more 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. In 2014, The [Slovenian Nutrition Institute](#) (NUTRIS) was added to EUFIC's 'In the spotlight' section on eufic.org. New collaborations were also formalised with the Serbian Centre of [Research Excellence in Nutrition and Metabolism](#) (CENM) and [Capacity Development Network in Nutrition in Central and Eastern Europe](#) (CAPNUTRA).

#### 3.1 Publications and multimedia

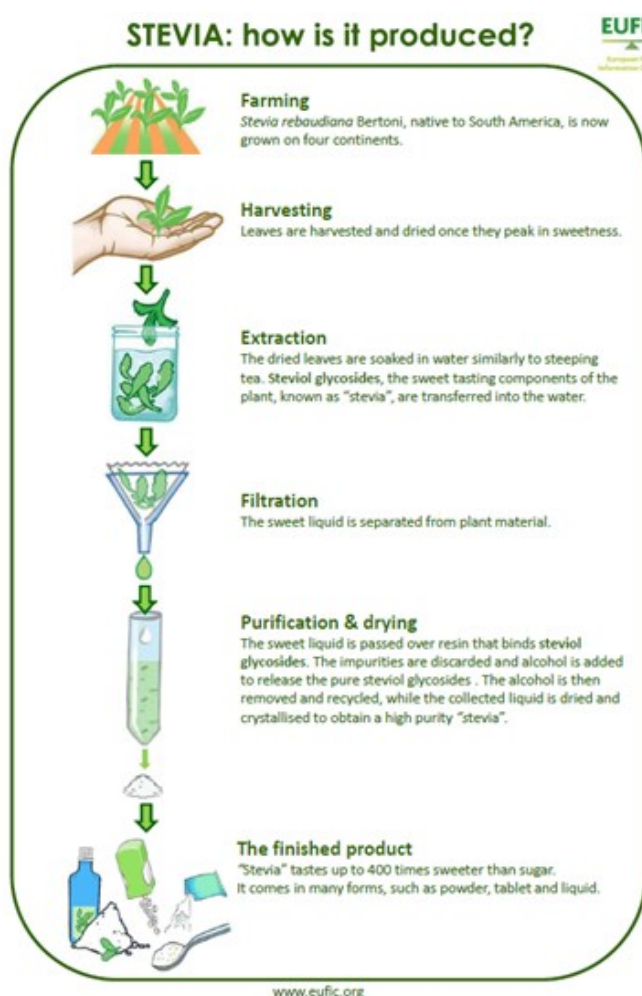
Food Today articles about health and nutrition-related topics that were published in 2014 included:

- [3 part series on Food Production](#)
- [Bread - a nutritious staple](#) ( also a [Q&A on whole grains](#) was produced)
- [Replacing sugars - rationale, benefits and challenges](#)
- [How to choose your culinary oil](#)
- [Fructose and metabolic health](#)

Two EUFIC Reviews were also produced:

- [Facts on Fats - the Basics](#) (March)
- [Motivating Behaviour Change](#) (Updated in July)

Three infographics were created, the first, an [infographic on the human gut microbiota](#) was posted on social media on the occasion of World Digestive Health Day (29 May); the next, posted to eufic.org and social media to coincide with World Diabetes Day (14 November), shows how the low-calorie sweetener stevia is produced. The other [infographic shows how olive oil is produced](#), it was published in December, in time for holiday cooking.



A webinar of the EUFIC-organised symposium on "[Sugars and Health - The Controversies Continue](#)" at the 20th International Congress of Nutrition (ICN) were posted to eufic.org's multimedia section in March, and a podcast interview featuring Prof Julian Mercer from the University of Aberdeen and the EU-funded NeuroFAST project, on [food & addiction](#), was accompanied by a useful Question and Answer on [food and addictive behaviour](#).

### 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.

EUFIC has 8 commitments in 2014, with the addition of a pledge to join the [EU Action Plan on Childhood Obesity 2014-2020](#)

#### 3.2.1 EUFIC's own commitments to the Platform

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

In the EU Platform's Annual Monitoring Report for 2014, EUFIC's commitment to increase outreach of information on diet, physical activity and health was used as an illustrative case study, stating that "this commitment was selected as a case study particularly for the way of monitoring and recording of the impact of the indicators. EUFIC closely monitors how the information that it provides is used including baselines to show evolution through to current levels of usage...The relevance of the commitment is clearly very much in line with the objectives of the Platform. For European citizens to better understand which behaviours constitute a healthy lifestyle in a way that is accessible and attractive to them is a helpful provision in the fight against overweight and obesity... This commitment scored 'highly satisfactory' in all the areas monitored."

#### 3.2.2 3 joint-commitments to the Platform

- With EFAD (European Federation of Associations of Dietitians): Collaborate to promote increased awareness and use of energy balance [see EUFIC's on-line [Energy Balance too](#)]
- With EFAD: Integrating behaviour change techniques and digital technology for dietitian support [to develop the 'MyPace' mobile app]
- With EASO (European Association for the Study of Obesity): Increase outreach of new knowledge in obesity research [produce and promote [podcast interviews at the 20<sup>th</sup> European Congress on Obesity](#)]



EUFIC's joint commitments were also positively highlighted in the 2014 Annual Report for their high quality. "All commitments were highly relevant to the aims of the Platform and had very appropriate input and output indicators."

### 3.2.3 NEW commitment made to the EU's Action Plan on Childhood Obesity

- To inform and educate parents with children on their daily food and health choices [update [www.coolfoodplanet.org](http://www.coolfoodplanet.org) educational website and '[10 Healthy lifestyle tips for kids](#)']



With the development of the 10 Healthy Lifestyle Tips for Kids, EUFIC adds another dimension to tackling childhood obesity. Both the Health on the Net (HON)-certified CoolFoodPlanet website and collaboration with EFAD on the 10 Tips booklet are cornerstones to EUFIC's contribution to the Childhood Obesity Action Plan.

### 3.3 Collaboration with Europe's dietitians

In collaboration with the European Federation of the Associations of Dietitians (EFAD), EUFIC's '[10 Healthy lifestyle tips for kids](#)' was designed to match EUFIC's Cool Food Planet website. The booklet is available online in 12 languages, including Turkish.

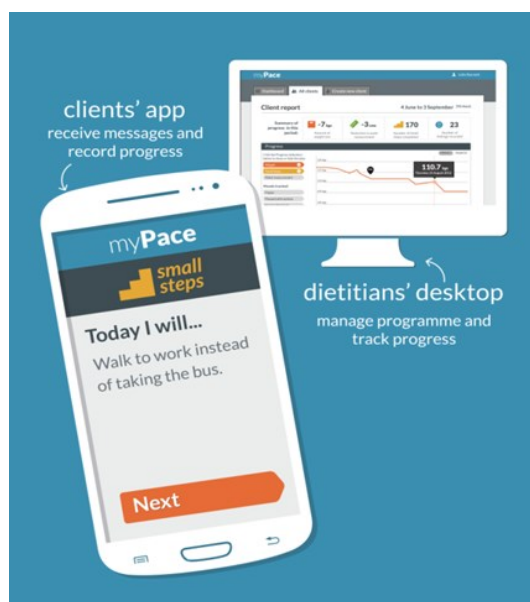
At the VIII DIETS/EFAD conference (9-12 October, Athens, Greece), EUFIC organised a well-attended symposium of some 200 participants, on "Understanding sweetness" in collaboration with the Hellenic Dietetic Association. Three guest speakers, Profs Julie Barnett, Claude Fischler and Julien Mercer, and three panel participants, Prof James Hill, Drs Ingrid Larsson and Evaggelia Fappa, discussed how the current science on sweetness affects the dietetics practice. Print versions of '10 Healthy Lifestyle Tips for kids' in English, French, Italian, Spanish and German were available to all participants.





### *Development of the myPace application*

myPace is a collaborative project led by Eufic that includes partners EFAD and the University of Bath (UK), that aims to develop a mobile application that connects dietitians and patients between face-to-face dietetic consultations.



- Dr Josephine Wills presented a poster on myPace at the [12<sup>th</sup> International Congress on Obesity](#) (17-20 March, Kuala Lumpur, Malaysia). Two more poster abstracts about myPace were submitted to the [Medicine 2.0 conference](#) (9-10 Oct, Malaga, Spain) and the [International Digital Health and Care Congress](#) (10-12 Sept, London, UK).
- Dr Laura Fernández Celemin presented myPace at the Nutrition Society Irish Section meeting at the University of Ulster, 18 June, Londonderry, Northern Ireland. On the same day, myPace won the “[UK App Design Award](#)” in the category “Health & Wellbeing”, subcategory “Medical”. As a result, a manuscript on myPace has been submitted to the Proceedings of the Nutrition Society on 22 September.
- On 13 August, myPace placed in the top 10 of the HealthX competition for digital innovations.
- A paper on [dietitian perceptions of low calorie sweeteners](#) for which Eufic was a co-author, was published in the European Journal of Public Health. A paper on the development of myPace and the technical theories behind it was [published \(online\) in the Journal of Biomedical and Health Informatics](#). myPace was presented on 11 October to 100 health professionals (mainly dietitians) by Prof Julie Barnett at the 8th DIETS-EFAD conference in Athens, Greece.
- Prof Julie Barnett presented myPace on 27 November at the University of Bath during a [MindTech research meeting](#) with 25 attendees from the departments of Psychology, Health and Computer Science.



***EUFIC is invited to offer scientific contributions to multi-stakeholder projects***

- To the EU-funded project HabEat (Determining factors and critical periods in food habit formation and breaking in early childhood: a multidisciplinary approach):
  - As a member of the Stakeholder Advisory Board, EUFIC advised on the Project's final booklet of recommendations for parents, and Dr Laura Fernández Celemín participated in the final symposium "Improving infant and child eating habits, encouraging fruit and vegetable intake; translating evidence into practical recommendations," in Dijon, France in March.
- To the Joint Programming Initiative (JPI) Healthy Diet for Healthy Lifestyle (HDHL):
  - Dr Fernández Celemín is a member of the Stakeholders Advisory Board, and participates in the JPI's Foresight Workshops.
- To the 3<sup>rd</sup> World Conference of Public Health Nutrition, in Las Palmas, Spain in November, Dr Fernández Celemín was a member of the conference Scientific Committee and chaired sessions on 'Funding nutrition research in the 21st Century.'

## 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 2014, EUFIC participated in 10 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](http://www.chancefood.eu)

#### Improving health in population groups at risk of poverty

The [CHANCE](http://www.chancefood.eu) 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.



A final meeting of the project consortium was held in Brussels at the Royal Flemish Academy of Belgium for Science and the Arts on 1 July to discuss outputs and final reports. The CHANCE final project conference took place on 2 July [with 60 attendees](#) made up of associations, academia, industry and policymakers. There were three main sessions: Nutrition, healthy dietary requirements and assessment; Economics and consumer perspectives; and Technology innovation and transfer to enterprises.

A EUFIC Food Today article has been produced in June on the [CHANCE food prototypes](#). A final CHANCE leaflet/booklet was also produced in June summarising all of the CHANCE project outcomes from each work package.

### 4.2 CLYMBOL: [www.clymbol.eu](http://www.clymbol.eu)

#### Role of health-related claims and symbols in consumer behaviour

[CLYMBOL](http://www.clymbol.eu) 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.



Three podcasts were uploaded to EUFIC's [Multimedia Centre](#) introducing the background and objectives of the project, what is currently known about the role of health claims and symbols in consumer behaviour, and the research conducted so far. A poster and two abstracts related to CLYMBOL were produced in 2014:

- *Prevalence of nutrition and health claims on baby foods in 5 EU Member States*, a poster presented at the European Childhood Obesity Group (ECOG) conference, November 14-15 2014, Salzburg, Austria.
- *Consumers and health claims - how familiarity, positive experience and relevance can shape consumer understanding and attitude*. A Conference abstract at the International Society for Nutraceuticals and Functional Foods (ISNFF) conference, 19-21 November 2014, Istanbul, Turkey.
- *CLYMBOL European survey of nutrient and health claims prevalence - classification issues*. A conference abstract at the World Congress of Public Health Nutrition, 9-12 November 2014, Las Palmas de Gran Canaria, Spain.

#### 4.3 CONNECT4ACTION: [www.connect4action.eu](http://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.

Both the Connect4Action project and RECAPT project ended with a joint final conference on 29 October in Brussels. EUFIC produced an EU Project Supplement n° 4, describing both projects.

See '[EU project Connect4Action: Connecting key players in the food innovation process to improve consumer acceptance of new products](#)' and '[EU project RECAPT: Novel technologies and collaborative innovation in the food sector.](#)'

#### 4.4 DIVERSIFY: [www.diversifyfish.eu](http://www.diversifyfish.eu)

DIVERSIFY started in December 2013, to explore 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. EUFIC is one of the dissemination partners.



#### 4.5 EURODISH: [www.eurodish.eu](http://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.

#### 4.6 FOOD4ME: [www.food4me.org](http://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 [podcast](#) was produced examining the ethical and legal challenges of personalised nutrition offerings and the degree of consumer protection.
- A paper by Food4Me project researchers was published in the Open Access journal PLOS ONE: [Psychological Determinants of Consumer Acceptance of Personalised Nutrition in 9 European Countries](#) on 21 October 2014.
- On 3 December 2014, the Food4Me project won the EU-funded CommNet project's [Impact Award category for 'Engaging Industry'](#)

#### 4.7 INPROFOOD: [www.inprofood.eu](http://www.inprofood.eu)

##### 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.



**inprofood**  
Towards sustainable food research

- On 26-27 May the INPROFOOD Workshop “the voice of citizens in food, nutrition and health research innovation” took place at the World Health Organization (WHO) Regional Office for Europe, Copenhagen, Denmark. About 70 participants, mainly from the national ministries of health, attended this event, of which the outcome will contribute to the development of a Mobilization and Mutual Learning Action Plan for European policymakers and other key actors in research agenda setting.
- The main findings of INPROFOOD, which ended on 31 October, were presented at the final conference, 14-15 October, at the WHO Regional Office for Europe in Copenhagen, Denmark. EUFIC presented findings of the PlayDecide games (discussion game to engage young people with a focus on ‘childhood obesity’). The first article covering the entire project, initiated and written by EUFIC with support of some of the project partners, was accepted for publication (due 3/2015) on 4 December in Wiley’s peer-reviewed scientific journal Nutrition Bulletin.

#### 4.8 MyNewGUT: [www.mynewgut.eu](http://www.mynewgut.eu)

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

MyNewGut started in December 2013, it is an 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. EUFIC is the dissemination leader in the project.



#### 4.9 NU-AGE: [www.nu-age.eu](http://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 are explored.



Fifteen papers were published in the peer-reviewed journal 'Mechanisms of Ageing and Development' showcasing research from the NU-AGE project, including:

- [\*Combating inflammaging through a Mediterranean whole diet approach: The NU-AGE project's conceptual framework and design.\*](#)
- [\*'Mediterranean Diet and Inflammaging in the elderly: the EU project NU-AGE Mechanisms of Ageing and Development'\*](#)

#### 4.10 RECAPT: [www.recapt.org](http://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 innovation 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.

EUFIC is leader of the dissemination activities throughout this project.

Both the RECAPT and Connect4Action projects ended with a joint final conference on 29 October in Brussels. EUFIC produced an EU Project Supplement n° 4, describing both projects.

See '[EU project RECAPT: Novel technologies and collaborative innovation in the food sector](#)' and '[EU project Connect4Action: Connecting key players in the food innovation process to improve consumer acceptance of new products](#)'.



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

EUFIC's website, [eufic.org](http://eufic.org), achieved 10.9 million visitor sessions by year end, a new record, compared to 7.7 million sessions in 2013. The EUFIC website is currently available in 11 languages and has selected content in Turkish that is growing.

By the end of 2014, [eufic.org](http://eufic.org) counted more than 46,000 website subscribers including health professionals, scientists, educators, consumers and journalists, who receive regular updates.

In 2014, EUFIC's website renewed its 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.



### 5.2 Cool Food Planet Website [www.coolfoodplanet.org](http://www.coolfoodplanet.org)

Re-launched in 2012, the Cool Food Planet educational website for children, also HON Code certified since 2013, aims to help children learn about health, nutrition and food safety in a way that is engaging and fun. By the end of 2014, the number of visitor sessions to the Cool Food Planet website had reached 54,290, growing by 21,341 since 2013.



Cool Food Planet is currently available in English, French and Greek. Spanish and Italian versions are expected to be launched in 2015.

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 214 followers at the end of 2014.

### 5.3 EUFIC on Facebook, Twitter, YouTube and LinkedIn and Google+

Overall, EUFIC had over 9,000 social media followers on all of its social media accounts by the end 2014.



EUFIC's [Facebook](#) page consistently links to science-based content that can be found on eufic.org. By the end of 2014, EUFIC's Facebook page had 6,882 followers.

EUFIC has a [Twitter](#) account in order to further facilitate dissemination of EUFIC content; Twitter followers reached 1,768 by the end of 2014.



In 2014, EUFIC's [YouTube](#) channel has been updated with more webinars, interviews and educational videos and attracted 80 followers by the end of the year.

Launched in 2013, EUFIC's [LinkedIn](#) page reached 357 followers by the end of 2014.



A [Google+](#) account was launched in 2014, with 60 followers by year end.



## 5.4 EUFIC Multimedia Centre

Audio and visual interviews or conference proceedings are a popular way for health professionals and consumers to keep up with key issues. They are easily accessible via EUFIC's Multimedia Centre.

In 2014, EUFIC produced six new multimedia items related to diet, physical activity and health:

[Highlights from the 20th European Congress on Obesity \(ECO\)](#) (posted 1/2014)

[Highlights from the 20th International Congress of Nutrition \(ICN\)](#) (posted 4/2014)

[Food & Addiction](#) (posted 9/2014)

[ICN Symposium: Sugars and Health - The Controversies Continue](#) (posted 3/2014)

[ICN video highlights - Energy balance and active living](#) (posted 6/2014)

[Sustainability labelling on food and drink products](#) (4/2014)

Other multimedia content posted by EUFIC relating to EU-funded projects included:

[CLYMBOL - Role of health-related claims and symbols in consumer behaviour](#)

[EuroDISH: Studying the need for food and health research infrastructures in Europe](#)

[Food4Me: Legal challenges of personalised nutrition offerings](#)

[CHANCE: Developing healthy, affordable foods for those on a low income](#)

## Multimedia Centre

The screenshot displays the EUFIC Multimedia Centre website. It features two main sections: 'Podcasts' and 'Videos and webinars'. The 'Podcasts' section includes a 'Latest podcast' and a 'Browse all podcasts' link. It lists four podcasts: 'Chance' (developing healthy, affordable foods for those on a low income), 'inprofood' (Open Space Conference for public engagement), 'CLYMBOL' (Role of health-related claims and symbols in consumer behaviour), and 'Sustainability labelling on food and drink products'. Each podcast entry includes a play button icon, a progress bar, and links to 'View playlist' and 'More info'. The 'Videos and webinars' section includes a 'Latest videos and webinars' and a 'Browse all videos and webinars' link. It lists four videos/webinars: 'RECAPT - Consumers and Novel Food Technologies', 'Connect4Action - An introduction to Food Science & Technology', 'ICN video highlights - Energy balance and active living', and 'ICN Symposium: Food and Nutrition Reporting in the Media'. Each video/webinar entry includes a play button icon, a progress bar, and a 'Click here' link.

[Connect4Action: Improving communication during the food innovation process](#)

[Connect4Action: An introduction to Consumer Science](#)

[Connect4Action: An introduction to Food Science & Technology](#)

[RECAPT: Retail Buying](#)

[RECAPT: Collaborative Innovation Management](#)

[RECAPT: Consumers and Novel Food Technologies](#)

## 5.5 EUFIC publications in scientific journals and conference proceedings

In 2014, EUFIC contributed to or published 12 new publications, of which four were published in peer-reviewed scientific journals (in black), one was published in other-type journals (in blue), and seven in conference proceedings (in green).

1. **Hieke S, Wills JM, Grunert KG, Palascha A** (2014) Consumers and health claims - how familiarity, positive experience and relevance can shape consumer understanding and attitude. Conference abstract at the International Society for Nutraceuticals and Functional Foods (ISNFF) conference, 19-21 November 2014, Istanbul, Turkey.
2. Harricharan M, **Wills J, Metzger N**, de Looy A, Barnett J. Dietitian Perceptions of Low-Calorie Sweeteners. *European Journal of Public Health* (published online: 25 October 2014). doi: [10.1093/eurpub/cku171](https://doi.org/10.1093/eurpub/cku171).
3. **Friel M, Wills J**. Traditional and social media in food risk communication. *Agro Food Industry Hi-Tech* 2014;25(5).
4. Brown KA, **Hieke S**, Kaur A, **Kuljanic N**, Pravst I, Rayner M. CLYMBOL European survey of nutrient and health claims prevalence - classification issues. Conference abstract at the World Congress of Public Health Nutrition, 9-12 November 2014, Las Palmas de Gran Canaria, Spain.
5. **Rowntree S**, Howes S, Regan A, Marcu A, Barnett J. Consumer confidence in processed meat following the 2013 horsemeat incident. Poster presented at the Institute of Food Science and Technology (IFST) Jubilee Conference; 14-15 May 2014, London, UK.
6. Grunert KG, **Hieke S, Wills J, Palascha A**. European consumers' response to sustainability labelling on food and drink packaging. Poster presented at the Institute of Food Science and Technology (IFST) Jubilee Conference; 14-15 May 2014, London, UK.
7. **Wills J, Gemen R**, Harricharan M, Barnett J, de Looy A, Liddell J. Integrating behaviour change techniques and digital technology for dietitian support in weight management cases. *Obesity Reviews* 2014;15(S2):148. doi: [10.1111/obr.12152](https://doi.org/10.1111/obr.12152).
8. Santoro A, Pini E, Scurti M, **Fernández L, Wills JM**, the NU-AGE consortium. Combating inflammaging through a Mediterranean whole diet approach: The NU-AGE project's conceptual framework and design. *Mechanisms of Ageing and Development* 2014; available online 14 December 2013 doi: [10.1016/j.mad.2013.12.001](https://doi.org/10.1016/j.mad.2013.12.001).
9. Grunert KG, **Hieke S, Wills JM**. Sustainability labels on food products: Consumer motivation, understanding and use. *Food Policy* 2014;44:177-189. doi: [10.1016/j.foodpol.2013.12.001](https://doi.org/10.1016/j.foodpol.2013.12.001).
10. **Hieke S, Palascha A**, Ragona M, Mazzocchi M. Toolbox and training activities for improving communication between Food Technologists and Consumer Scientists. *Third International ISEKI Food Conference Book of Abstracts*, 21-23 May 2014, Athens, Greece.
11. Gaspara R, Gorjão S, Seibt B, Lima L, Barnett J, Moss A, **Wills J**. Tweeting during food crises: A psychosocial analysis of threat coping expressions in Spain, during the 2011 European EHEC outbreak. *International Journal of Human-Computer Studies*, Volume 72, Issue 2, February 2014, Pages 239-254. doi: [10.1016/j.ijhcs.2013.10.001](https://doi.org/10.1016/j.ijhcs.2013.10.001).
12. Ragona M, **Hieke S, Palascha A**, Mazzocchi M. Toolbox for improving communication between Food Technologists and Consumer Scientists. Conference abstract in the *VégéConso Conference Proceedings*, 13-14 January 2014, Angers, France.

## 5.6 Food Today

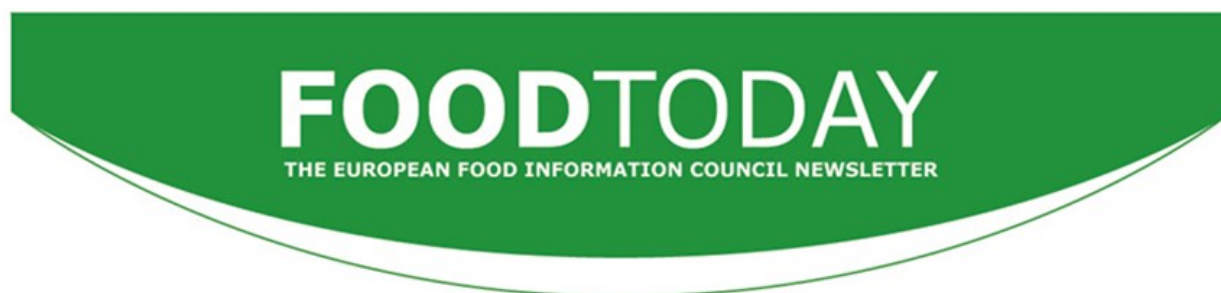
Food Today is EUFIC's multi-audience periodical that communicates science-based information on food safety & quality and health and nutrition to the media, health and nutrition professionals and educators, in a way that promotes consumer understanding. Food Today and EUFIC Reviews are carefully reviewed by EUFIC's Editorial Board and its Scientific Advisory Board.

In 2014, EUFIC published 15 Food Today articles (and 3 more articles in an EU projects supplement), 2 EUFIC Reviews and one EUFIC Forum that reached over 46,000 EUFIC Online subscribers. Also, during the past year EUFIC continued publishing selected Food Today content in Turkish, which is accessible via a button on the homepage of eufic.org.

### EUFIC Reviews

- [Facts on Fats - the Basics](#) (March)
- [Motivating Behaviour Change](#) (Updated in July)

EUFIC Forum n° 6 (February): [Sustainability and Social Awareness Labelling](#) - A pan-European study on consumer attitudes, understanding and food choice



### Food Today articles published during 2014:

#### Food Today n° 95

- Food production 2: Safe food in today's global food chain
- Healthy bones for life
- Honey

#### EU Projects Supplement n° 4

- EU project RECAPT: Novel technologies and collaborative innovation in the food sector
- EU project Connect4Action: Connecting key players in the food innovation process to improve consumer acceptance of new products
- EU project INPROFOOD: New interactive policy game brings young people's voices onto a European level

#### Food Today n° 94

- Bread - a nutritious staple
- Food production 1: The evolution of meeting nutritional needs through processing and labelling
- Viral foodborne illnesses

**Food Today n° 93**

- Climate change: possible implications for food safety?
- EU-funded MyNewGut project looks at gut microbiome's influence on health and well-being
- EU-funded CHANCE project develops new foods that are tasty, more nutritious and cheaper to manufacture

**Food Today n° 92**

- Food additives and their re-evaluation in the EU
- Replacing sugars - rationale, benefits and challenges
- New EU project aims to expand the production, marketing and consumption of European finfish species

**Food Today n° 91**

- Food traceability: cornerstone of EU food safety policy
- How to choose your culinary oil
- Fructose and metabolic health

**5.7 Science Briefs**

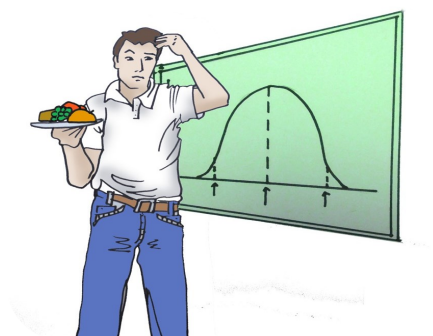
EUFIC produces summaries of recent scientific publications of research from Europe and the rest of the world. Unless stated otherwise, EUFIC is not involved in the research in the Science Briefs. These are available from [eufic.org](http://eufic.org). Science briefs published during 2014:

- EFSA conclude aspartame and its breakdown products are safe for human consumption at current intake levels (Jan 08)
- Does wheat make us fat and sick? (Jan 14)
- Practical classes more effective than theory classes in teaching food safety risks to children (Jan 29)
- Understanding and concern for sustainability don't translate into action on food choices (Feb 11)
- Both genetics and environment may influence children's food preferences (Feb 25)
- Researchers identify key personalised-nutrition business models and factors to attract and keep consumers (Mar 11)
- Portion sizes: The amounts kids consume could be related to the amounts parents serve themselves (Mar 26)
- Managing the risk posed by the unintended presence of allergens in food products (Apr 10)
- Development and evolution of risk assessment for food allergens (Apr 10)
- Allergen management practices: Challenges for stakeholders (Apr 10)
- Coffee in moderation does not cause dehydration in young adult men who drink it regularly (Apr 25)
- Addressing degenerative ageing with long-term and comprehensive dietary studies (May 06)
- Consumer survey of UK kitchens reveals poor food safety perceptions and behaviour in older people (May 20)
- Strategies to mitigate meat consumption should take consumer dietary choices into account (Jun 04)
- 'Eurobarometer' survey highlights the challenges of getting Europeans active (Jun 17)
- Increased diversity of food in the first year of life may help protect against allergies (Jul 1)



- A Mediterranean-like diet is associated with lower weight in children, but has become less common in the region (Jul 29)
- Joining forces to promote long-term healthy food choices (Aug 4)
- Is social media a potential resource for communicating food risk information? (Aug 12)
- Are worldwide efforts to promote fruit and vegetable consumption effective enough? (Aug 27)
- Active and healthy ageing: the importance of nutrition to add healthy life years (Sep 09)
- Food4Me's Food Frequency Questionnaire proves valuable as accurate dietary assessment tool (Sep 26)
- Combating obesity through national school food policies across Europe (Oct 07)
- Herbs and spices: A useful approach for reducing salt content in soup (Nov 19)
- Reference amounts affect consumers' healthfulness evaluation of foods (Nov 26)
- Dietitian perceptions of low-calorie sweeteners (Dec 9)
- "Eating addiction", rather than "food addiction", better captures addictive-like eating behaviour (Dec 16)

## Annexes follow



## Annexes

### Annex 1: Annual accounts 2014

#### Balance Sheet as at 31 December 2014

	2014
	€
<b>Revenue</b>	
Membership income	1,076,956
Other income	1,036,413
Interest	48,534
	<b>2,161,903</b>
<b>Operating expenses</b>	
General administration	1,337,266
Projects & Other expenses	829,432
	<b>2,166,698</b>
Transfer from reserves	0
Final result	<b>-4,795</b>

## Annex 2: EU Projects 2014

### 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)

#### 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 Enaerings- OG Sjolforskning (NO)  
 Fundacion Centro Tecnologico 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)

#### **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)**

Crema 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)

#### **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 für Epidemiologie und Präventionsforschung 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)





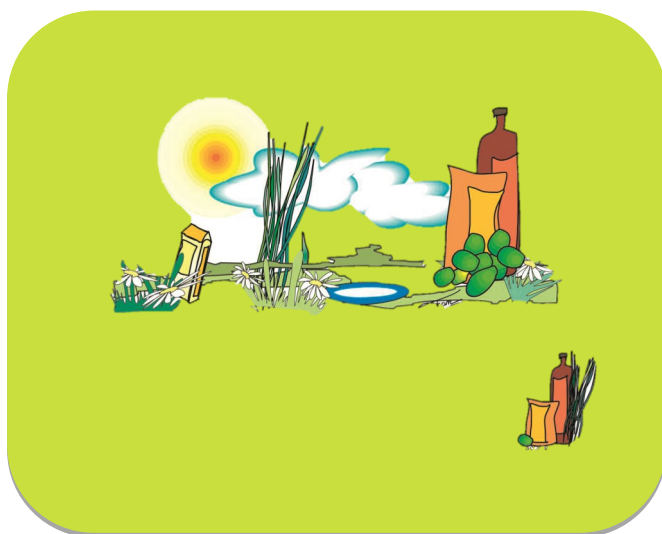


### Annex 3: Member companies in 2014 and EUFIC Transparency Statement

Member companies in 2014: Abbott Nutrition, AB Sugar, Bunge, Cargill, Cereal Partners, Coca-Cola, Dow Seeds, DSM Nutritional Products Europe Ltd., Ferrero, General Mills, Mars, McDonald's, Mondelēz Europe, Nestlé, PepsiCo, Pinar Et, 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

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



## Annex 5: Scientific Advisory Board and Editorial Board 2014

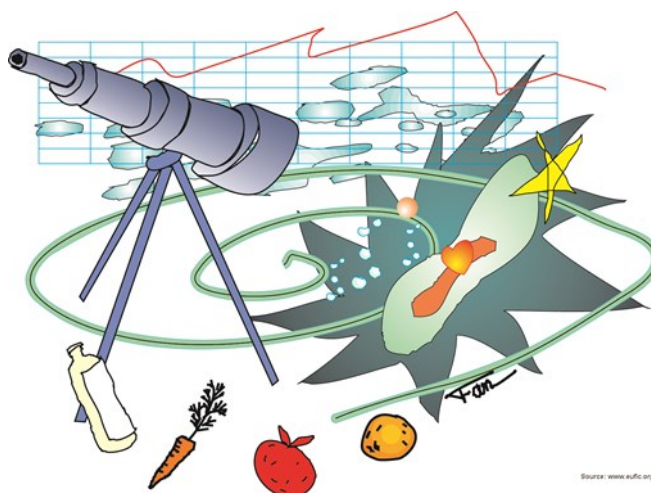
The primary role of the [Scientific Advisory Board](#) is to ensure that EUFIC's information and communication programmes are based on reviews of scientific evidence that have the support of the scientific community at large so that the information is representative, factually correct and truthful. Its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

- **Alan Reilly**, Chairman of the EUFIC Scientific Advisory Board, Adjunct Professor, Institute of Food and Health, School of Public Health, Physiotherapy and Population Science, School of Veterinary Medicine Science Centre, University College Dublin.
- **France Bellisle**, Vice Chairman of the EUFIC Scientific Advisory Board, Researcher at the Nutritional Epidemiology Unit, University Paris 13, Bobigny, France.
- **Gerd Harzer**, Professor at Technical University of Munich and Justus-Liebig University in Giessen, Germany.
- **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

12 permanent staff (5 with PhDs)

**Dr Josephine Wills B.Vet.Med., PhD., MRCVS**  
*Director General (to end of 2014)*

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 Food Safety (appointed Director General from 1st January 2015)*

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 Junior Manager*  
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**  
*Science Communications Junior Manager*  
Susan has a BSc (Hons) in Nutritional Sciences from University College Cork, Ireland.

**Christina Sadler***Nutrition and Health Junior Manager*

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

**Dr Milka Soloković***Head of Nutrition & Health*

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.

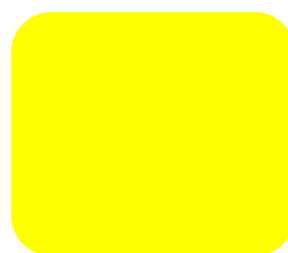
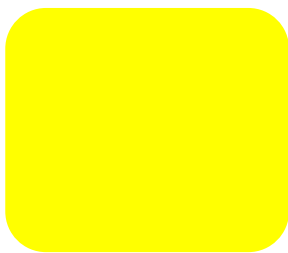




### Contacting EUFIC

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European Food  
Information Council



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