

EUFIC ANNUAL REPORT

2020: CELEBRATING 25 YEARS OF FOOD FACTS AND EMPOWERING HEALTHIER LIVES



EUFIC turns 25:
our journey on one page

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Food facts for healthy choices

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EUFIC turns 25: Our journey on one page

Misinformation in the food and health space is not a new challenge. When EUFIC was founded in 1995, a time prior to mainstream access to the internet, it was to help address this very problem. The gap EUFIC was set out to fill was that of an impartial organisation that makes science about food and health issues more accessible and easier to understand for the public.

Our vision of a world where people live a healthier life because they know how to has been our compass ever since. Our ways to work towards our mission however have evolved, driven by our ambition to stay at the forefront of content formats and routes to reach people.

Travel with us across 25 years of EUFIC, and be awed by the different stages of our journey, as discussed in a podcast with EUFIC's Director General, Dr Laura Fernández Celemin. Looking ahead, we are excited to continue making a difference to the health of both people and planet, by improving people's understanding of the science around food and health.



1995
Foundation of EUFIC



1997

EUFIC.org & Newsletter Food Today – The first five issues: consequences of obesity and the meaning of nutrition and its key parameters.

2006

First EUFIC publications – on Food Risk Communication and the role of media in nutrition communication



2010

Focus on EU-wide outreach – website relaunched in 11 languages, 1st public annual report



2009

Focus on partnerships – FAO organises workshop in collaboration with EUFIC on food based dietary guidelines. 14 EU countries participated

2011

Broadening target audiences including social media – EUFIC extends focus on consumers through social media and with consumer research projects such as CLYMBOL



2015

EUFIC's first annual conference marking 20 years of EUFIC, EUFIC launches Speaking up for Science Action Network (SuSAN) initiative to counter misreporting of food science in the media.

2016

EUFIC partners in the EIT FOOD winning consortium, new visual identity: logo and website



2017

Trust in science in the post-fact era – EU transparency register & fighting fake news e.g. by explaining overall hierarchy of scientific evidence



2018

Focus on sustainability and food waste e.g. FAO collaboration on Global Initiative on Food Waste and Loss



Welcome to EUFIC – Food facts for healthy choices

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

Health on the Net certification: Impartiality and scientific integrity sit at the heart of all we do. All our content and resources are derived from peer-reviewed science and authoritative bodies such as the WHO, FAO and European authorities. The trustworthiness of our content is recognized by the “Health on the Net” initiative.

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



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

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

Letters from our leadership



“As Chair of EUFIC’s Scientific Advisory Board, I had the pleasure of overseeing its brilliant work, in particular around the COVID-19 package, providing people with a set of science-based information in a timely manner. In 2020 EUFIC showed once again all its potential to develop engaging content with a solid scientific approach: I look forward to contributing to more materials that inspire people towards healthier and more sustainable lifestyles.”

Alan O’Reilly, Adjunct Professor, Institute of Public Health, University College Dublin, Chairman EUFIC Scientific Advisory Board



“EUFIC has always been a source of valuable, evidence-based nutritional information presented in a user-friendly manner. In the past year, EUFIC has also shown other virtues: flexibility, adaptiveness, and creativity in response to the challenges created by the pandemic.”

France Bellisle, Researcher at Nutritional Epidemiology Group, University Paris 13, Vice Chairman, EUFIC Scientific Advisory Board



“EUFIC leads the way with its strong, clear and fact-based communication of important messages to consumers around the relationship of diet, food and nutrients with health and well-being. The choice of consumer-friendly formats and the broadening of platforms used like Instagram is helping to widen accessibility to these messages. This has been vital during the coronavirus pandemic, where EUFIC’s response was timely, highly relevant and of high quality, reaching millions of people across Europe.”

Philip Calder, President, Federation European Nutrition Societies, FENS



Dear reader,

Since EUFIC’s foundation 25 years ago, our vision of a world where people live a healthier life because they know how to has been our driving force. In 2020, with the outbreak of the global COVID-19 pandemic, our role as a science communicator in the food and health sphere became as relevant as ever.

While the media has been key to keeping people safe and informed throughout the pandemic, we also observed a real “infodemic” unleash. The importance of communicating sound science to the public in an easy-to-understand and trustworthy manner moved into the public spotlight even more. The EUFIC team reacted swiftly creating a Covid-19 information package with reliable information on the relationship between the pandemic and food, and tips on staying healthy in quarantine and isolation. The package proved to be a trusted source of information to millions, and was mentioned alongside the recommendations of EFSA and the WHO in over a hundred media articles across Europe.

2020 was also a year full of fruitful collaborations and partnerships. Despite the sudden change in the way we work, we were able to strengthen our institutional partnerships for greater collective impact, including the laying of foundations for a joint EUFIC – FAO Food Systems Summit Dialogue to feed into the preparation of the September 2021 UN Food Systems Summit.

A record number of 23 EU-funded projects, supporting the EU Bioeconomy Strategy in the context of the European Green Deal, allowed us to promote innovation across the food chain, always with the consumer at the heart of our messages. For instance, as part of the unique research of the EIT Food TrustTracker®, we surveyed 20,000 European citizens on their trust in food system actors, from farmers to retailers.

Our Instagram account “Food Facts For Healthy Choices”, created in 2019, is growing fast and has become a key tool for engaging new audiences in an interactive way. Thanks to our work across a variety of platforms, we now host a social media community of over 100,000 followers, all keen to make healthier and more sustainable lifestyle choices.

As we celebrate EUFIC’s 25th anniversary – and our exciting journey which I am extremely proud to be part of for 18 years – I am delighted to see a stronger team than ever working tirelessly to inspire and empower healthier lives and a more sustainable food system.

We started off with only one person and no Internet, we soon became a pioneer of food information online, and today we celebrate a team of over 30 highly skilled and passionate experts running such a vast spectrum of collaborations and public engagement efforts to fulfill our mission.

In the face of such a challenging time for us all, I congratulate and thank the team wholeheartedly.

Dr Laura Fernández Celemin, EUFIC Director General

2020 in a nutshell

11k
Instagram
followers
(launched in spring)

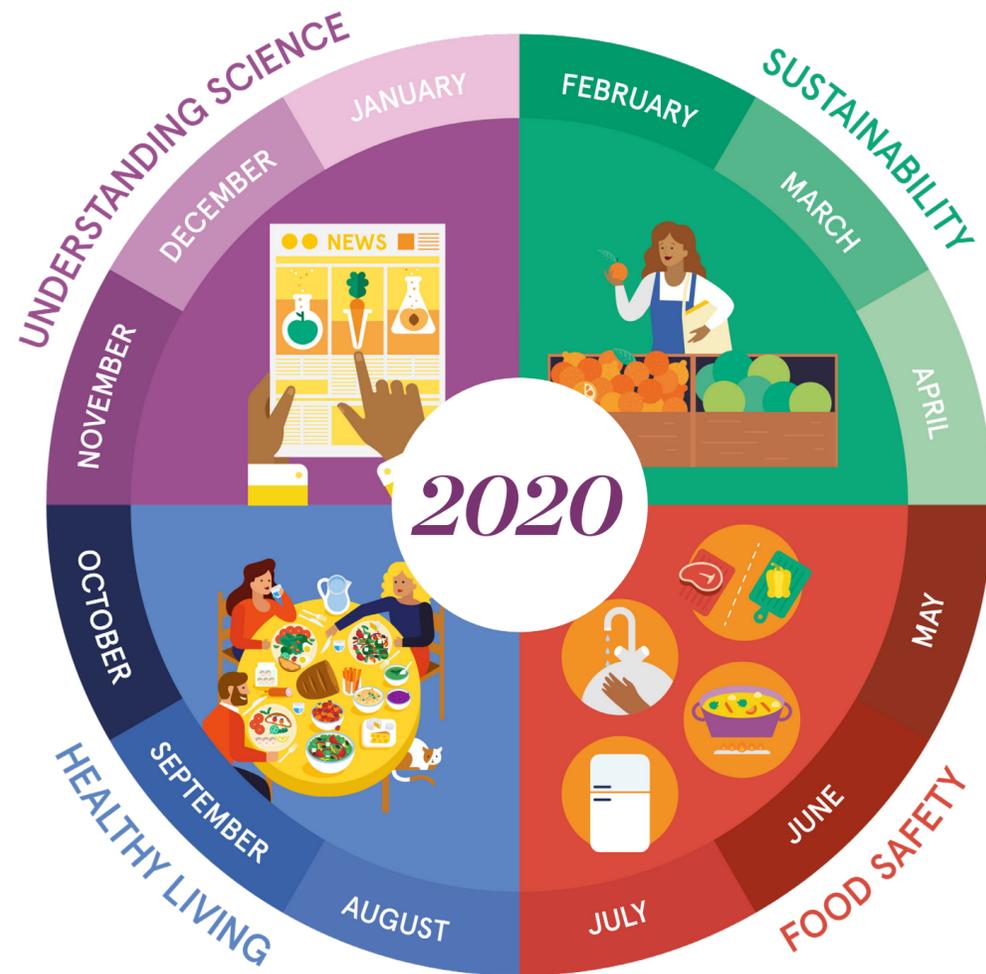
101k
followers
across social
media platforms

677
pieces of media
coverage, with a
potential reach of
2.2 million

175k
views on our
Youtube channel

— Over —
4.4 million
pageviews
on our website

5/5
ranking on
Facebook



Sound and engaging content for 16+’s – joining the debate on Instagram

If 2020 has taught us anything, it is the importance of technology in our daily life. Despite rising controversies around privacy, hacking, the role of bots in the public debate and fake news, the world continues to embrace the internet and social media, especially as we adapt to the challenges of COVID-19. In this context, Instagram has been one of the fastest-growing social media platforms, with currently more than one billion monthly active users.

EUFIC joined Instagram in February 2020 with the motivation to increase its online visibility and attract younger audiences between the ages of 18 to 34, closing the gaps of the other social media channels. In less than a year, EUFIC has gained over 11,000 followers, of which women between the ages of 25–34 appear to be the leading force among our followers.

As with anything we do, appealing, accessible and actionable evidence-based information remains at the forefront of all the content we publish on Instagram. With our sustained focus on visual content, our Instagram account offers a variety of formats ranging from videos, stories, carousels or Instagram TV (IGTV) videos. This has allowed EUFIC to extensively use its well-known and playful visual identity to develop new kinds of creative, fun content each month.

Instagram has also offered the opportunity to collaborate with leading social media influencers in the food & health fields, as well as co-creating impactful content through EU-funded and EIT Food projects. This is something EUFIC will continue to explore in the upcoming years continuing to grow its online presence.

Join us @eufic

A day eating plant based protein

cooked breakfast
±34 g of protein

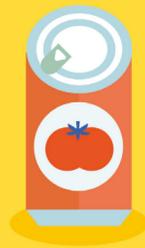
120 g of baked beans ±8 g
100 g of tempeh ±21 g
40 g of whole grain bread ±5 g

bean burrito for lunch
±23 g of protein

120 g of pinto beans ±11 g
75 g of brown rice ±6 g
65 g of whole grain wrap ±6 g

hummus & carrot snack
±13 g of protein

25 g of sesame seeds (tahini) ±5 g
120 g of chickpeas ±8 g



EUFIC's processed foods symposium: How to communicate about what we (don't) know?

Processed foods have been with us since time immemorial, but they have never been so broadly used, so innovatively developed, so thoroughly scientifically scrutinised, and so hotly disputed as they are today. The discussion entered the public debate and gained media attention, while scientists are still in search of consensus on several aspects, - including the areas of definition and classification, and those of the relationships between health, nutritional values, and the level of processing of food products.

Fulfilling our mission to help people make better-informed, healthier choices by offering them digestible science-based information, EUFIC continuously works on this challenging topic - addressing it in a balanced way and explaining the science behind it. In November 2020, EUFIC organised a symposium on processed foods, to bridge the gap between stakeholders, acting as a neutral, science-based convener in the food and health space.

Four academic experts presented at the symposium, covering definitions, concepts, and classifications. Thanks to their varied scientific perspectives, they discussed epidemiological and public health issues around processed foods, shed light on insights from sensory and behaviour science, and highlighted the impact of food processing on food technology.

Originally conceived as a physical symposium at the International Congress on Nutrition in Belgrade, the event was turned into an online webinar (thanks to the Covid-19 pandemic) that attracted over 1,100 registrations, and about 2,000 viewing the recording on YouTube.

The flexibility presented by the "digital world" that we now operate in, has allowed us to reach more segments of society.

The >1,000 registrants came from all continents, and from across different sectors. About one-fourth were from academia, another quarter were health professionals and educators, about 40% came from the food and drink industry, and about 10% were interested citizens, policy-makers and media professionals. The event represented a perfect example of how EUFIC facilitates a balanced discussion through academic dialogue, while at the same time informing the public, educating journalists, and bringing health professionals on board with the latest science.

However, the plethora of conflicting communication about processed foods remains in the public sphere, blurring the scientific facts, and making it difficult for a consumer to orientate. Acknowledging the need for interdisciplinary dialogue between stakeholders, a continued effort to facilitate such a dialogue is strongly needed and underway.

The successful processed foods symposium is a steppingstone for EUFIC in the area, leading to a Stakeholder Workshop on the topic in 2021, wherein organisations at the national and European level will gather to share their views and expertise from the fields of nutrition, food technology, policymaking, private sector and civil society. The outputs - communication insights and a peer-reviewed publication - will benefit the wider nutrition and food community, by providing a common understanding of the communication challenges, needs and solutions for bringing the message about processed foods to the general public.

Building partnerships for healthy and sustainable diets

Despite 2020 having turned into a year of lockdown and physical distancing, we made it a year of collaborations and partnerships, a year of bridging gaps and linking conversations for greater collective impact.

While our own major conference, *Breaking Silos: Connecting the Nutrition and Environmental Conversations* had to be cancelled at the very last minute due to the outbreak of the pandemic, the connections and the ideas remained - and inspired us to explore alternative ways of working with top-level stakeholders at the EU and international level.

Most notable was the collaboration roadmap built between the FAO and EUFIC: Kicked off in early 2020 with sharing best practices on food waste. This work represented a springboard to organise a joint EUFIC - FAO Food Systems Summit Dialogue, focusing on consumers, communication and policy. Taking place in February 2021, the event will feed directly into the upcoming UN Food Systems Summit.

We also brought together a group of civil society organisations including COFACE, Ecologic Institute, EPHNA, EFAD, LLLP, and WWF EU PO, willing to co-develop aligned, evidence-based communication to encourage healthy and sustainable behaviours around food. By embracing a systemic approach to communicating messages, the initiative - aimed to launch publicly in 2021 - will encourage people to make healthier and more sustainable choices, generating traction through the combined engagement of leading organizations in the field.

Other 2020 conversations have evolved into new concrete ways of working together, too: other 2020 collaborations aimed to ensure that the voice of relevant actors is heard when planning research. That EUFIC role as chair of the stakeholders advisory board of the Joint Programming Initiative a Healthy Diet for a Healthy Life (JPI HDHL), with a two-fold objective: aligning research priorities at national and EU level, and funding studies on diet, physical activity and health, bringing together 20 countries in Europe and beyond.



Food and Agriculture Organization of the United Nations

ideas for physical activity during self-isolation



dancing



playing with your children



cleaning



gardening



if permitted, go for a short walk, maintaining social distancing



online exercise classes



add more activity to your workday (e.g. stretch at your desk, stand up for calls)

Science-based information when needed most: EUFIC's COVID-19 package

COVID-19 has dramatically impacted the world in many ways. One substantial shift is that more than ever people are concerned about their health and in search of information on how to eat, drink, move, and sleep to keep being healthy and have a strong immune system. Unfortunately, this increase in demand for information has also opened the door to a lot of misinformation and confusion, stressing the importance of EUFIC's core work to help people navigate the constant stream of information in the midst of a growing *infodemic*.

Driven by our mission to counterbalance the misinformation, such as the unfounded 'immune boosting' claims, and a desire to provide science-based advice on how to adopt a healthy lifestyle in the 'new normal', the EUFIC team developed a rapid-response 'COVID-19 package', featuring various articles and (social) media content covering people's frequently asked questions and misconceptions, and providing practical tips on how to keep healthy in isolation.

In 2020, EUFIC's 'COVID-19 package' reached an estimated total of 46 million people through over 130 media articles across European languages, and our materials on healthy eating and exercise during quarantine were often mentioned alongside recommendations from public authorities, including the World Health Organisation (WHO) and European Food Safety Authority (EFSA).

Food-based dietary guidelines: Inspiring healthy choices through awareness and guidance

The overarching theme of 2019 and 2020 guiding EUFIC's content development was 'food-based dietary guidelines' (FBDGs), also known as food pyramids (or plates in some parts of Europe). Most European countries have FBDGs to provide advice on how to eat healthily and to prevent chronic diseases.

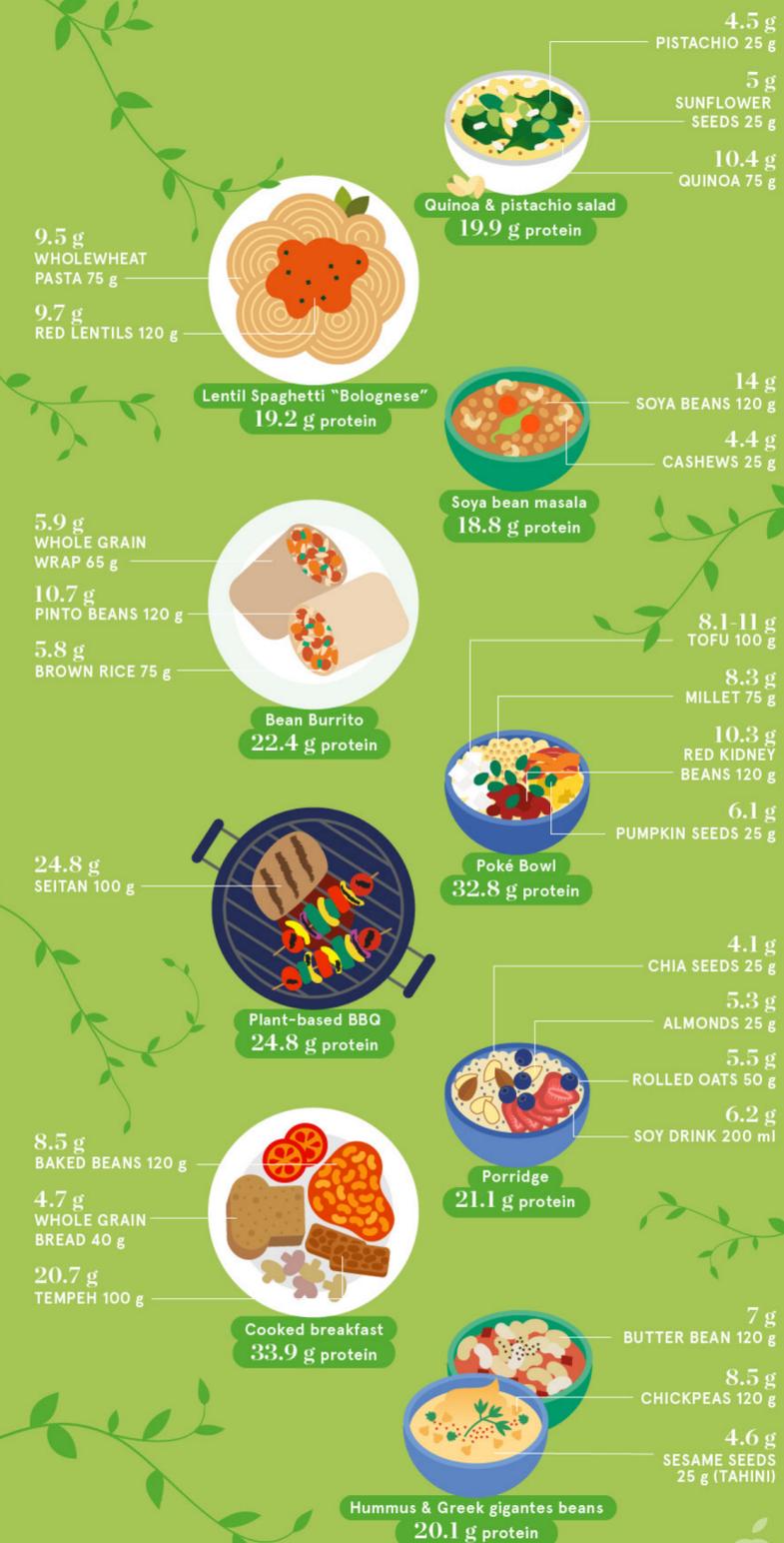
In a constant effort to make dietary guidelines more accessible to people, the EUFIC video on FBDGs was one of the key content pieces launched in 2020, alongside the updated article on *Food pyramids, plates and guides: building a balanced diet*, including a series of graphic representations national food authorities use to summarise their nutritional advice. Moreover, the 10 tips on healthy eating covered in the 'COVID-19 package' is also based on the FBDGs.

While FBDGs focus on the overall dietary recommendation, EUFIC's materials have become ever more actionable to provide people with clear guidance on their daily routine: the article titled *How much water should you drink per day*, provides this sort of advice in an engaging way, highlighting that tap water can be a primary and safe source for hydration.

Starting with FBDGs as a common field of interest, EUFIC continued its collaboration with the Federation of the European Nutrition Societies (FENS), embarking on a new project as part of the Taskforce Trust in Nutrition Science. EUFIC co-chairs the **External Communication and Public Trust working group**, which aims to improve the accuracy of nutrition science coverage in social and traditional media.

PLANT-BASED PROTEIN

How many grams of protein per portion of different plant-based proteins?





Zooming in on European citizen's trust of their food system: The EIT Food TrustTracker®

Ground-breaking projects at European level: EU-funded collaborations

EUFIC has cemented itself as a central partner in publicly-funded projects that tackle European and global challenges through ground-breaking research and innovation activities, with a wide-ranging focus on the food system in recent years. 2020 marked a record-year for EUFIC, standing out as a communication, outreach and consumer research partner in as many as 23 EU-funded projects, the highest number ever reached by the organization since its foundation in 1995.

All our activities in EU-funded projects, be it through the Horizon 2020 framework programme or our EIT Food partnership, are pieces of a bigger puzzle that help EUFIC meet its vision and mission: to inspire and empower healthier and more sustainable food and lifestyle choices. Thanks to a wide range of collaborations with top level partners from academia, civil society, private sectors and science communicators, both Horizon 2020 and EIT Food funded projects help move the needle in creating an environment that supports healthy and sustainable diets.

Innovative ways of how we reach our target audiences include citizen engagement through virtual reality videos that encourage

a connection to the food system (Future Kitchen), e-books for toddlers to familiarise them with fruit and veggies (See & Eat), infographics that explain juice-making in a mobile container (FOX) and skin microbiome testing kits to raise awareness of the importance of the microbiome in the food system (CIRCLES).

Topics:

- Food system sustainability & transformation
- Food packaging, technology, authenticity & safety
- Alternative proteins
- Personalized nutrition & healthy lifestyles
- Food system microbiomes
- Consumer engagement & trust
- Influencers campaigns for healthy & sustainable diets

"We have observed an increase in consumer trust in the food system, particularly in 2020 which has, above all, been marked by a global pandemic" (Dr Sophie Hieke, Head of consumer science at EUFIC).

The EIT Food TrustTracker® project, which was launched in 2018 in five countries, has completed its third wave of yearly data collection and expanded to 18 countries. In a unique study, the EUFIC's Consumer Science team is now able to make observations on trust level changes across the years for a growing number of EU countries with the aim to help food producers, manufacturers, retailers, and policymakers identify gaps in trust and how to improve their relationships with consumers.

Our data shows that between 2019 and 2020, there has been a significant increase in consumer trust in the food system, whilst between 2018 and 2019 the increase had not been relevant. The 2020 data collection was conducted in June-July, right after the first lockdown of the COVID-19 pandemic, which could have influenced the findings. Consumers started the year "panic-buying" food in the fear it would run out but quickly noticed that despite all the challenges of this pandemic, the food supply remained reliable. However, overall trust in the food system is still low.

Comparing different actors along the food chain, farmers consistently benefit from higher levels of trust than retailers, authorities,

and – with the lowest levels of trust – food manufacturers. On average, European consumer confidence in the integrity of their food is still highest in taste and safety, followed by health and lowest for authenticity and sustainability. Overall, consumer confidence in food integrity is highest in Finland and the UK and lowest in France and Israel.

When it comes to consumers' motivations and intentions to eat healthily, live sustainably, and adopt innovations, our data shows that European consumers have, on average, higher motivations than intentions to do so. More specifically, motivations to live sustainably are higher than to eat healthily but intentions to buy healthy food are higher than to live sustainably.

What can individual actors along the food value chain do to close the gap between motivations and intentions? We know that trust in the food system plays a major role, but the data also shows that transparency is crucial, leading food regulators and producers to provide relevant information, in an honest and open manner. When trust is strong, consumers are more likely to get on board with innovations, accelerating the shift towards a healthier and more sustainable food system in the EU.

Publicly funded projects at EUFIC in 2020 in numbers

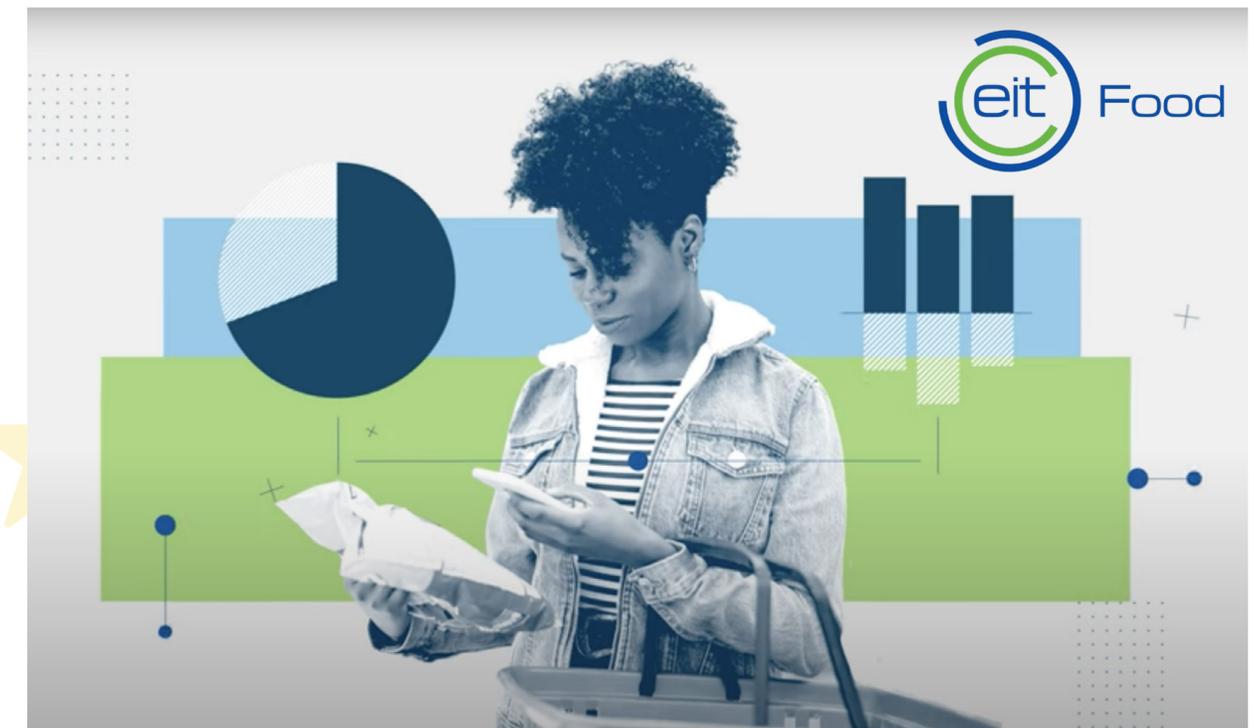
- 12 -
Horizon 2020
funded projects

11
EIT Food
funded projects

23k
followers on our
R&I focused Twitter
channel (@SciFoodHealth)

>1000
participants in the Sustainable
Food Systems Network, an online
community of practice

Represented in
4 EU-funded
project Advisory Boards



FIT4Food2030: Building synergies to move towards sustainable food systems



After three years of engaging food system actors and stakeholders at the local, national, and European level, the EU-funded FIT4FOOD2030 project has concluded in **December 2020**. The project supported the European Commission rolling out its FOOD 2030 Policy Framework, a research and innovation response to future-proof the European food systems and deliver on the **Sustainable Development Goals** and the **Paris Climate Agreements**, now reflected by the **EU Green Deal** and its **Farm to Fork Strategy**.

Particularly for EUFIC, the project's **Lead for Communication and Dissemination**, it has been an exciting year with the delivery of some key project outputs:

Bringing together a toolbox to facilitate food systems transformation in the FIT4FOOD2030 Knowledge Hub, a growing online repository of tools that can be freely used to encourage network building, visioning, system understanding, and co-creating actions within the transformative networks of stakeholders and audiences

Establishing the Sustainable Food Systems Network as a growing platform to break silos and facilitate collaboration between

a wide diversity of stakeholders.

The engaging platform helps people connect, share knowledge, and inspire each other. The concluding conference was, due to the COVID-19 pandemic, delivered virtually and engaged more than 250 interested stakeholders on both days of the event.

John Bell, Director of Healthy Planet at the European Commission's DG Research and Innovation, opened the event, which was divided into two streams: one focusing on understanding the food system, the other specifically on engaging stakeholders for food system transformation. John Bell congratulated the project consortium for "[its] **systemic approach to connect across disciplines, value chains, communities, sectors & policies, which is key to deliver real change**".

Shortening food supply chains – the consumer perspective



Short food supply chains (SFSC) are a promising avenue for supporting sustainable food systems and increasing their resilience against shocks such as the COVID-19 pandemic. Although consumers generally have positive perceptions of local food, very few of them purchase from SFSC with any regularity. To help advance solutions to this problem, the Consumer Science team at EUFIC was involved in conducting a consumer online survey with 500 participants each in Germany, Greece, Spain, and Hungary within the scope of the Horizon 2020 project SMARTCHAIN. The aim was to investigate consumer perceptions and behaviour regarding SFSCs.

Most consumers report buying from SFSC at least sometimes, with farmers' markets being the most popular channel. The products they tended to buy from SFSC were vegetables, fruit, eggs, honey, and bread. Consumers reported being more willing to pay for eggs, fruit and vegetables, as well as meat and fish.

The most strongly **endorsed reasons cited for buying from SFSC were that it supports local producers**, they know where the food comes from, the products are more natural, and it is better for

the environment. The main obstacles cited were the expense, the difficult availability mainly caused by bad promotion, and the SFSC limited opening hours.

Those who were more likely to buy from SFSC cared more about health, ethical issues, and the environment when making purchases. When buying local food, they considered the influence of their peers and partner on the issue to be important, as well as the feasibility of buying local food in terms of time, money, and access to the food. An analysis of consumer segments suggests that although most consumers supported SFSC, females tended to do this more than males. There was also a **sizeable proportion of consumers (37.6%) who have positive attitudes towards SFSC and positive expectations of the produce**, but who tended not to buy from SFSC. Compared to those who are more likely to buy from SFSC (42.2%), this segment of consumers was more concerned about low prices, suggesting that price rather than attitude is a barrier to purchasing from SFSCs. This implies that reducing the cost of food from SFSC would be more likely to encourage uptake compared to promoting the virtues of SFSCs and their products.

Bringing new technology into people's homes: The Future Kitchen Virtual Reality Series



Can you imagine how your kitchen will look like in the future? To show what food technology makes possible, the EIT Food funded FutureKitchen project produced a series of videos that infotain (inform + entertain) especially young audiences. With **storytelling and immersive VR experiences**, FutureKitchen inspires a new view of the future of our food, showcasing how science and technologies can push forward sustainability.

The project launched a variety of videos on FoodUnfolded, EIT Food's global platform on the latest food innovations. **Many videos featured food companies – members of EIT Food's Rising Food Stars Network** – showing for example how a 3D food printer can reduce food waste, how sustainable insect burgers are produced or how we can feed a growing population with new proteins.

EUFIC sparked conversations about these topics via engaging social media posts, collaborations and (online) events. The feedback collected shows that **the videos were a powerful tool to learn about new technologies**: "Really get the sense of the source of the food by walking around the place it was produced", said a participant of an event in May 2020, after watching a VR video about the organic insect farm. "I thought the social aspect reduced the 'fear' of the new food" added another.

Training future science communicators: WeValueFood

Despite an ever-increasing variety of available foods, in many regions across Europe, we face decreasing levels of food engagement among children and young people, and a lack of knowledge about our food and its origins. The EIT Food-funded project *WeValueFood* aimed to educate, engage and advance young Europeans' knowledge and appreciation of food, thereby empowering the next generations to make better choices about the food they eat, for both health and the environment.

In 2020, *WeValueFood* developed a network of food-savvy young consumers, called 'Food Champions'. These Food Champions were recruited from schools and universities in **Spain, Iceland, and the UK** and they were challenged to inspire their peers through sharing food-related information on social media and school networks. They received training on current trends in science communication, such as the production of podcasts and social media content.

To support the Food Champions on their journey to becoming impactful food science communicators, EUFIC organized

a **next-generation influencer workshop** that brought the Food Champions together with three successful social media influencers from across Europe. The influencers and educators, with a combined following of over 40K people in 3 languages, shared inspiring guidance from their own experience in communicating about food, health, and sustainability to their online communities.

During the workshop, the Food Champions received advice on ensuring their social media posts are supported by scientific evidence, dealing with negative comments and trolls, and showing personality in their content to help them connect with people online and increase the impact of their messages. The most valuable advice was also captured in a series of infographics that EUFIC shared more widely on Twitter following the event.

By December 2020, the *WeValueFood* Food Champions had created their **community of almost 20K followers** who continue to share science-based information with their peers on the origins of our food, eating healthy and how what we eat affects the planet.

Connecting with the food and health community while in lockdown – our events and presentations in 2020

January 29th
"Food for the Future: accelerating the protein transition", Protein2Food conference (organiser)

March 5th/6th
"From Agricultural Policy to Food and Nutrition Policy" CEPS Annual Ideas Lab (panelist)

May 5th
"From plastics to policy" REFUCOAT webinar on project outcomes (organiser)

June 27th
3rd World Microbiome Day (co-organiser)

July 27th
University of Surrey Nutrition Seminars, launch EUFIC-Surrey collaborative PHD project

July 7th
Imagining the future of food with Virtual Reality - FutureKitchen webinar (co-organiser)

June 30th
Open innovation Forum, University of Cambridge (presenter)

September 29th
1st FAO International Day of Awareness on Food Loss & Waste (invited intervention)

October 13th
UN Global Compact – Youth Summit, Singapore, "Food and Carbon" workshop (presenter)

October 1st
YPACK final event, Food Packaging for a Circular Bioeconomy (organiser)

November 11th
MoniQA Conference: The Future of Food Safety (panelist)

November 19th
Next Generation Influencer workshop *WeValueFood*, (organiser)

November 24th
FIT4FOOD2030 Final Conference (organiser & presenter)

November 24th
EUFIC symposium on processed foods: how to communicate about what we (don't) know?

December 1st
1st UN Global Food System Summit Dialogue (facilitator, rapporteur)

December 1st/2nd
EIT Food: The Future of Food, session "Do European consumers trust their food?" (presenter)

REGENERATIVE AGRICULTURE & ORGANIC FARMING

REGENERATIVE AGRICULTURE
Farming and grazing practices that help to rebuild soil organic matter and restore biodiversity

ORGANIC FARMING
A commitment to farming without harmful chemicals and synthetic fertilizers

CARBON DRAWDOWN
The soil will save us 'project drawdown' 'Kiss the ground'

HOW CAN WE CONTRIBUTE?

- Inform and educate ourselves**: visit your local farmers market
- Support local organic farmers**: research and hold policymakers accountable
- Support policy incentives**: raise awareness + educate others
- Raise awareness + educate others**: how can we communicate to a social media audience?

HOW CAN FARMERS HELP?

- Seeding directly into the soil rather than ploughing (ploughing damages soil structure and exposes soil carbon to the air)
- Leaving last year's crop residue on the land (this reduces erosion, keeps the soil temperature during the summer, and provides food for worms that aerate the soil)
- Use cover crops and crop rotation in the production of annual crops (helps return nutrients to the soil without synthetic inputs)

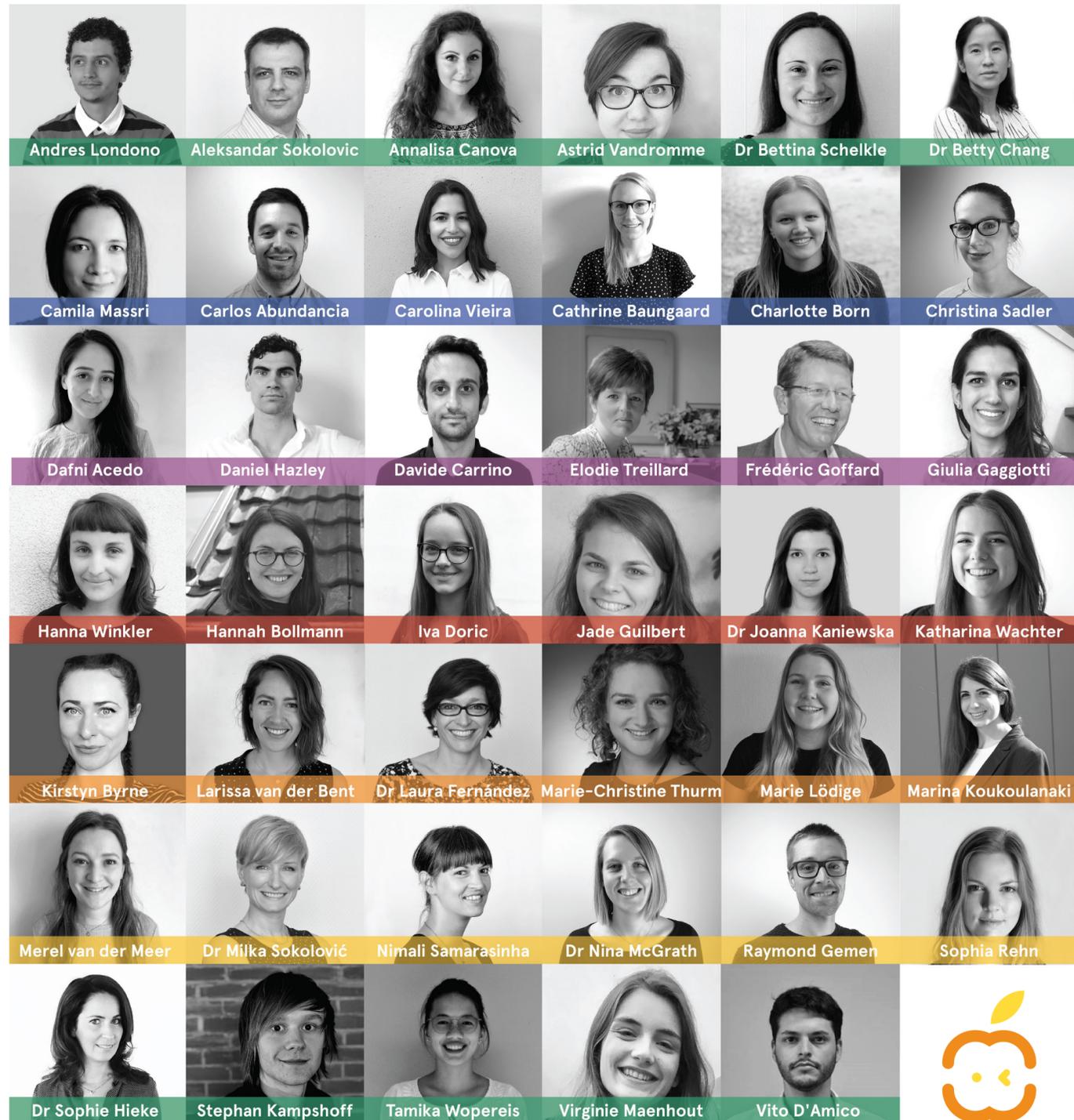
COMMUNICATING ONLINE

- Focus on the **SCIENTIFIC EVIDENCE**
- Be open to learning and having discussions
- Keep your posts **Simple and easy to understand**
- STAY POSITIVE AND HOPEFUL**
- Pick your battles** (it's okay to agree to disagree when arguing isn't worth your energy)

Discover the diverse world of microbes...
 the good, the bad and the ugly!

World Microbiome Day | 27th June
 #WorldMicrobiomeDay

Meet the Team



“Why I love working at EUFIC”



“I love working at EUFIC because I believe in our purpose: we want to make the world a tiny bit healthier and sustainable, one step at a time.”
Sophie, Head of Consumer Science



“At EUFIC I can communicate about topics I really care about. I’m happy to contribute to important conversations on food science, sustainability & health. Also: I love food!”
Marie Christine, Communications Manager

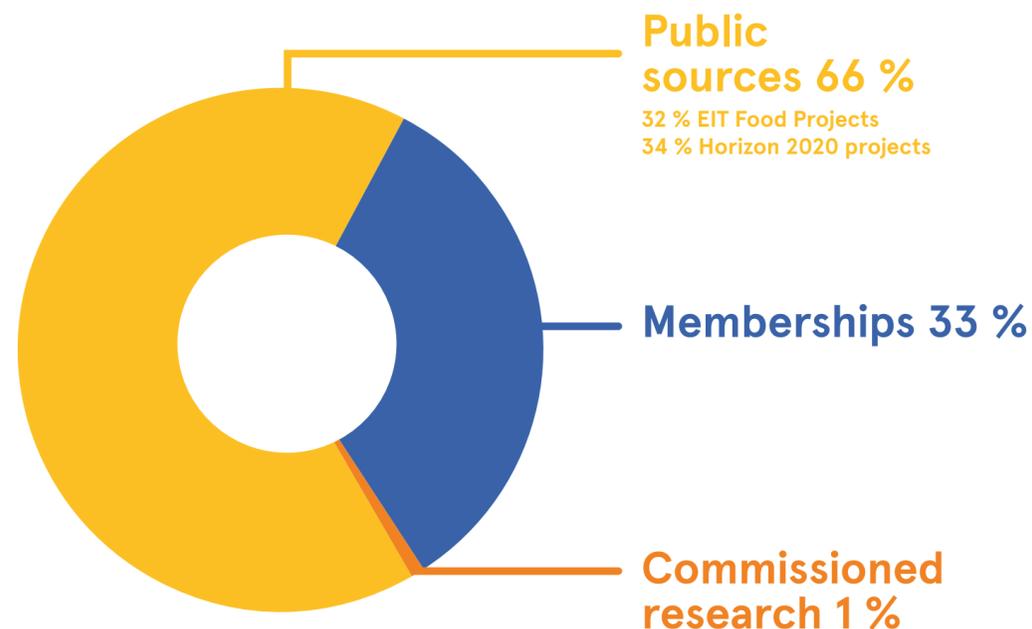


“Before joining EUFIC, if they told me that the greatest creativity would come from translating science into visual communication, I would have never believed it.”
Astrid, Junior Manager, Graphic Design



“What makes EUFIC’s experience unique is not only its mission to provide science-based information to empower healthier lifestyles, but also a truly passionate and supportive team.”
Joanna, Senior Manager, Food & Health Science

Our Finances



Income in 2020 (€)

Membership	821.8445
EU funded projects	1.688.088
Of which Horizon2020	850.057
Of which EIT Food	818.031
Other income	2.267
presentations, financial revenues	
Total	2.925.351

Expenses in 2020 (€)

Staff costs	1.866.172
Administrative charges	175.926
All members projects	15.127
Food & health communication & other core activities*	14.002
EU-funded projects	146.863
EIT Food	129.975
Total	2.442.493

*content production, events, EUFIC websites & communication channels, annual conference, meetings, etc.

Final result 2020 (€)

Income	2.517.599
Expenses	- 2.442.493
Total	75.081

Our Members

■ FULL MEMBER
 ■ ASSOCIATE MEMBER

AARHUS UNIVERSITY MAPP CENTER	AGRICULTURAL UNIVERSITY OF ATHENS	AMWAY	BUNGE	CARGILL	COCA-COLA
CORTEVA	CPW	DSM	EFAD	EUROFIR	FERRERO
FINS INSTITUTE	FOOD2KNOW	FRUCOM	GENERAL MILLS	H&H GLOBAL	MARS
NESTLÉ	NNEDPRO	NUTRIS NUTRITION INSTITUTE LJUBLJANA	PEPSICO	ROQUETTE	SABRI ÜLKER
TEREOS	UNILEVER	UNIVERSITY COLLEGE DUBLIN			
YILDIZ HOLDING	UNIVERSITY OF LEEDS	WWF EU PO			

“We thank our committed members for helping make our work possible, and for co-creating the open space at EUFIC to exchange on and advance our collective goal of improving nutrition and public health in Europe.”

EUFIC’s Scientific Advisory Board

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



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



ALAN REILLY (CHAIR)
 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



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)



FRANCE BELLISLE
 Vice Chairman of the EUFIC Scientific Advisory Board. Researcher at the Nutritional Epidemiology Group, University Paris 13, Bobigny, France and Adjunct Professor of the Kinesiology Department, Laval University, Québec, Canada



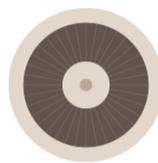
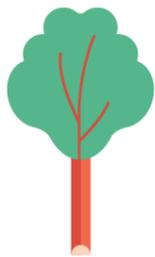
MICHAEL SIEGRIST
 Professor for Consumer Behaviour at the Institute for Environmental Decisions (IED), ETH Zurich, Switzerland



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



CHRISTINE WILLIAMS
 Professor of the institute for Cardiovascular and Metabolic Research and Pro Vice Chancellor of Research and Innovation, University of Reading, UK.



food facts for healthy choices

