



**EUFIC**

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**European Food Information Council  
Annual Report 2010**



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

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Source: [www.eufic.org](http://www.eufic.org)

## About Eufic

The European Food Information Council (EUFIC) is a non-profit organisation which provides science-based information on food safety & quality and health & nutrition to the media, health and nutrition professionals and educators, in a way that promotes consumer understanding.

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 for the list of members and transparency statement)

## Director General's Report

EUFIC communicates scientific information about food in several ways, reflecting the need to reach diverse audiences: peer-reviewed studies that are published in scientific journals; EUFIC's own periodicals, *Food Today*, *EUFIC Review*, *EUFIC Forum*; speaking engagements at conferences; and since 2006, multimedia content such as podcasts and webinars. All of these channels continue to communicate science-based information to the media, health and nutrition professionals and educators in ways that promote consumer understanding.

Looking back on 2010, EUFIC made important strides towards enhancing the impact and outreach of its communications.

We published 12 scientific articles in 2010, nine of which were published in peer-reviewed scientific journals, such as the *European Journal of Clinical Nutrition*, the *Journal of Public Health*, *Public Health Nutrition*, *Appetite* and *Trends in Food Science and Technology*. Our most popular Open Access publication, the peer-reviewed article we co-authored on the "[Use and understanding of nutrition information on food labels in six European countries](#)", was downloaded from our website over 42,500 times in 2010.

In July, we launched an updated [www.eufic.org](http://www.eufic.org) website. In 2010, our principal communications vehicle attracted 7.1m visitor sessions from around the world, an average of 593,000 per month, up from 518,000 visitor sessions per month in the previous year. We are honoured that [eufic.org](http://eufic.org) has again been awarded HONcode certification for its adherence to high quality health-related content. [Eufic.org](http://Eufic.org) is among only 7,300 websites around the world that are certified by The Health on the Net Foundation (HON). The HONcode is the most widely accepted reference for online health and medical publishers.

We continue to collaborate with a broad network of scientific, health and academic experts as we actively participate in European Union initiatives. In 2010, we participated in nine EU funded research projects with the European Commission Directorate General for Research (DG Research), and are frequently asked to join other stakeholder consortia in additional projects.

Regarding EUFIC's work with the European Commission Directorate General for Health and Consumer Protection (DG SANCO), we were asked to join a stakeholder steering group that advised on the five-year evaluation of the EU Platform for Action on Diet, Physical Activity and Health, of which EUFIC has been an active member since its inception in 2005.

In 2010 we also continued wider international engagements with the United Nations Food and Agriculture Organization on the topic of Food Based Dietary Guidelines, and the World Health Organisation on food safety.

To keep up with our increased activities, we also moved to a new office in August that could accommodate our growing staff. Tassel House in Brussels is a UNESCO Heritage site, protected for its important contribution to the Art Nouveau movement. It was designed in 1893 by renowned Belgian architect Victor Horta, for scientist Emile Tassel. The new office opens its doors to a community of scientists once again.

With a growing academic and stakeholder network, continued focus on science and wide involvement in stakeholder groups, EUFIC will continue to contribute effectively to healthier lifestyles.



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

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

The Scientific Advisory Board provides regular scientific critique and quality control of all of EUFIC's information and communication programmes. Our primary role as scientific advisors is to ensure that current and planned activities are based on reviews of scientific evidence which have the support of the scientific community at large. In 2010, EUFIC intensified its conduction of research in conjunction with academic experts and submission of results for peer-review to scientific journals. The care and rigor applied to consumer insights into nutrition labelling and portions in 2010 benefit the scientific community and consumers alike. Given EUFIC's important contribution to the evidence-base on food safety & quality and health & nutrition, the Scientific Advisory Board continues to ensure that the information EUFIC disseminates to the public is representative, factually correct and truthful.



**Professor Giorgio Poli**, Chairman of the EUFIC Scientific Advisory Board, Dean of the Faculty of Veterinary Medicine, University of Milan, Italy

## Activities

### 1. A Reliable Contributor to EU Funded Projects

EUFIC continues to partner with a broad base of stakeholders in numerous research projects funded by the European Union. With financial support from the European Commission's Directorate General for Research, the consortia in which EUFIC participates aim to improve our knowledge about food safety and quality, and health and nutrition. The lists of consortium partners for each of the following projects are in Annex 2.

#### AGRIFOODRESULTS (European initiative for a better use of the results of agri-food research) [www.agrifoodresults.eu](http://www.agrifoodresults.eu)



A problem facing many research projects is that research results cannot be communicated until after the end of a project, by which time funding has finished. AGRIFOODRESULTS aims to offer innovative and

sustainable services to improve the communication of food research results. The project started on 1 May 2009 under the coordination of the France-based ACTIA (Association de Coordination Technique pour l'Industrie Agro Alimentaire) and will last two years. EUFIC is an advisor for this project.

#### BRAFO (Benefit-Risk Analysis of Foods) [www.brafo.org](http://www.brafo.org)



Optimal nutrition plays an important role in disease prevention making the analysis of the benefits and risks of food imperative for public health. Considerable disparity exists in the assessment of the benefits and risks of foods, with recommendations often relying on subjective judgements. Therefore, there exists a need for a common strategy for the assessment of food benefits and risks. The BRAFO project, which ended in December 2010 and was coordinated by the International Life Sciences

Institute (ILSI) Europe, sought to develop a common framework for comparing health benefits and risks of food and food components (e.g. specific nutrients or chemicals). A methodology for benefit-risk assessments of food was developed, tested using case studies and finalised with stakeholders. The project results are now being disseminated to academic scientists, industry, consumer organisations and regulators. Findings from BRAFO will feed into the FoodRisC project. The European Food Safety Authority (EFSA) took BRAFO's results into account in its Guidance document on human health risk-benefit assessment of foods. See EUFIC's [Food Today article on BRAFO](#) for more details.

#### DIETS2 (Dietitians Improving Education and Training Standards - 2) [www.thematicnetworkdietetics.eu](http://www.thematicnetworkdietetics.eu)



Dietitians have an important role in spreading nutrition knowledge to empower consumers to make healthy dietary choices. The DIETS2 Thematic Network, which is funded by the EU Socrates-Erasmus programme, aims to improve dietitians' education and training standards in Europe. The European Federation of the Associations of Dietitians (EFAD) is

a prime partner in promoting dietetics at European level. As a communication and dissemination partner, EUFIC advanced the use of new technologies to leverage the visibility and outreach of the dietetics profession.



## EATWELL (Interventions to promote healthy eating habits: evaluation and recommendations) [www.eatwellproject.eu](http://www.eatwellproject.eu)



Many initiatives have been launched to promote healthy eating – the promotion of fruit and vegetable consumption, nutrition labelling, regulation of school meals. Have they been effective? If not, how can that be improved? The EATWELL project was launched on 1 April 2009 to find answers to these questions, under the coordination of the University of Reading, United Kingdom. EATWELL is assessing the efficacy of measures aimed at promoting healthy eating habits and identifying best practice. EUFIC leads the Dissemination Work Package. Learn more in a [podcast](#) with coordinator Professor Bruce Traill in EUFIC's [Multimedia Centre](#) on [www.eufic.org](http://www.eufic.org).

## EURRECA (EUROpean micronutrient RECommendations Aligned) [www.eurreca.org](http://www.eurreca.org)



Food Based Dietary Guidelines (FBDG) are simple messages on healthy eating, aimed at the general public. The EURRECA project, co-ordinated by the International Life Sciences Institute (ILSI) Europe, aims to create a sustainable collaborative network to develop, implement and monitor quality-assured harmonised dietary guidelines across Europe, with a special focus on vulnerable groups and consumer understanding. In its capacity as a partner in activities relating to consumer understanding and stakeholder interactions, EUFIC is contributing towards understanding the history of FBDG in Southern Europe. To this end, EUFIC held a workshop with the United Nations Food and Agriculture Organisation (FAO) and researchers of EURRECA on FBDG. EUFIC helped the FAO increase outreach of FBDG by adding an Italian version of a EUFIC Review dedicated to FBDG (these are now available in five languages on [eufic.org](http://eufic.org)).



In March 2010, EUFIC was asked to take on additional responsibilities for EURRECA and become the leader of its communication and dissemination activities. EUFIC also joined EURRECA to give a talk at the 2<sup>nd</sup> World Congress of Public Health Nutrition in Porto, Portugal on 23-25 September 2010.

A [podcast](#) of EURRECA's Scientific Advisory Group's reflections is available in the Multimedia Centre on EUFIC's website.

## FLABEL (Food Labelling to Advance Better Education for Life) [www.flabel.org](http://www.flabel.org)



In response to the prevalence of diet-related diseases, governments and food companies increasingly promote nutrition information on food labels to help the consumer make healthy, informed food choices. FLABEL aims to provide state-of-the-art science on whether nutrition information on labels influences dietary choices and consumer habits. EUFIC co-ordinates and conducts research for the

FLABEL project and is also the lead dissemination partner. The project brings together the nutrition, consumer behaviour and market research expertise of 12 partners from academia, non-governmental organisations (NGOs) and food retailers from eight European countries. FLABEL was launched on 1st August 2008 and will run until July 2011. EUFIC organised a FLABEL workshop at the 2<sup>nd</sup> World Congress on Public Health Nutrition in Porto on 24<sup>th</sup> September 2010 to present preliminary results on the penetration of nutrition labelling in the EU. Two peer-reviewed articles have been published based on the initial findings, providing a solid base for subsequent FLABEL studies involving reading, liking, understanding and use by consumers of different nutrition labelling formats (see our Publications in Section 5 and a description of the FLABEL project on our [website](#) for more details).



## FoodRisC (Benefit & Risk Communication) [www.foodrisc.org](http://www.foodrisc.org)



Balanced food risk communication remains a challenge across the EU, with on-going concern about food safety, technological advancement and diet-related diseases. While great progress has been made in understanding consumer risk perception and identifying effective food risk communication strategies, such progress has not been matched by strategies and tools to deliver the information. With the aim to produce a toolkit and practical guidance that targets and tailors coherent food risk and benefit messages to consumers across Europe, FoodRisC was launched on 1 June 2010 under the co-ordination of Professor Patrick Wall, School of Public Health and Population Science, University College Dublin, Ireland. The consortium comprises experts from research institutes, consumer organisations and SMEs in ten EU Member States and supported by an Advisory Board of representatives from eight organisations, including the European Food Safety Authority, the World Health Organization and Google. EUFIC is contributing to this project by researching the potential of social media (e.g. social networks and blogging) and providing a systematic understanding of how consumers deal with food risk/benefit information. EUFIC is both a research and a dissemination partner. Learn more about FoodRisC in a podcast interview with coordinator Professor Patrick Wall (find it in EUFIC's Multimedia Centre on [www.eufic.org](http://www.eufic.org)).

## HabEAT (Determinants of food habit formation/breaking) [www.habeat.eu](http://www.habeat.eu)



Some food habits and eating patterns develop early in childhood, when there is no real evidence of a conscious choice. Research is needed in order to understand the process of the formation of eating habits to identify the key determinants of behavioural changes. The objective of HabEat, which started in January 2010, is to enable a key breakthrough in the understanding of how food habits are formed and changed in infants and young children. The project is coordinated by Dr Sylvie Issanchou, Institut National De La Recherche Agronomique (France). EUFIC is part of the project's stakeholder advisory board.

## IDEFICS (Identification and prevention of Diet and lifestyle-induced health Effects In Children and infants) [www.ideficsstudy.eu](http://www.ideficsstudy.eu)



With up to one in five children suffering from excess body weight, childhood overweight and obesity are a pressing matter on the European public health agenda. The objective of IDEFICS, which is designed to run from 2006 to 2011, is to assess the key drivers for childhood obesity and diet-related diseases in cross-country studies and to identify successful interventions. The project is coordinated by Prof. Wolfgang Ahrens, at Bremen University in Germany. As a dissemination partner, EUFIC covered the latest project results in a [press release](#) on 9<sup>th</sup> November 2010, titled "Leading scientists meet to discuss childhood obesity in Europe".

In the pipeline for 2011:

## CHANCE (Health-value-added food products for population groups at risk of poverty)

EUFIC will be a communication and dissemination partner for this 4-year EU funded project coordinated by Professor Francesco Capozzi at the University of Bologna, Italy.

## Food4Me (Strategies for personalised nutrition)

As part of this 4-year EU funded project, coordinated by Professor Mike Gibney at University College Dublin, Ireland, EUFIC will conduct research into consumer attitudes towards personalised nutrition, lead dissemination activities and manage stakeholder relations.

## NU-AGE (Diet and prevention of functional decline of the elderly)

As part of this 5-year EU funded project, coordinated by Professor Claudio Franceschi, at the University of Bologna, EUFIC will lead dissemination activities and conduct focus groups on best practice in communication to ageing populations on foods with nutrition and health claims.



## 2. Building a Knowledge-base of Consumer Insights

In response to the public's increasing need for credible, science-based information about the nutritional quality and safety of foods, EUFIC provides pan-European, science-based consumer insights on the following issues.

### Portion Information

A portion is not a clearly defined term by consumers. Research is missing on what consumers consider a portion to be, what it should be based on, who should define it, or whether portion information would help them interpret nutrition information.

On this background, EUFIC carried out a pan-European study with Dr Monique Raats from the University of Surrey, England, addressing:

1. Consumers' concept of a portion, and understanding of who establishes them and how
2. How portion size information affects interpretations of healthiness of foods, and how portion information on packaging helps consumers to use nutrition information
3. How product size influences the perception of what constitutes a portion

Quantitative research was completed with a representative sample of over 13,000 consumers aged 18-65 in Germany, UK, Spain, France, Poland and Sweden. A pilot study was completed with 200 respondents in the UK in early July 2010 and the main research took place in July and August 2010 in the UK and in September 2010 in all other countries.

An online data collection method was adopted as the most efficient route to reach the required sample in six countries within a reasonable timescale.

A webinar presentation of the results is available on [www.eufic.org](http://www.eufic.org). The results will be submitted for peer-review and publication in scientific journals in 2011. A summary of the results is available in EUFIC [Forum No. 5](#) "Consumer response to portion information on food and drink packaging. A pan-European study".



Above: Dr Monique Raats, Food, Consumer Behaviour and Health Research Centre, University of Surrey, Guildford, UK and Dr Josephine Wills, Director General, European Food Information Council, Brussels



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**EUFIC collaborated with researcher Dr Monique Raats, co-director of the Food, Consumer Behaviour and Health Research Centre at the University of Surrey, England, to carry out an online survey that reached a total of 13,117 consumers in 6 EU countries (Germany, UK, Spain, France, Poland and Sweden).**

## Nutrition Labelling

Nutrition information on food labels is regarded as a major means for encouraging consumers to make healthier choices when shopping for food, but do consumers understand it and do they use it to make their choices? A range of consumer research studies have tried to shed light on these questions. However, existing research on the issue had a number of deficiencies, as pointed out by consumer research reviews. EUFIC, in collaboration with Aarhus University in Denmark, conducted pan-European consumer research on nutrition labels in Sweden, France, Germany, Hungary, Poland and the UK in 2008 and early 2009. The survey was based on actual in-store behaviour and tested consumers' nutrition knowledge, what they understood from the nutrition label and how the nutrition information influenced their purchasing decisions.



Improving understanding about the contribution and potential of nutrition information in informing consumers' decisions in the context of a balanced diet is one of EUFIC's commitments to the EU Platform for Action on Diet, Physical Activity and Health (see section 4). To this end, the UK and pan-European results were presented in two EUFIC [webinars](#) in 2008. Since then, they have been downloaded from [eufic.org](http://eufic.org) over 21,000 times.

In 2010, EUFIC achieved publication of four peer-reviewed articles in scientific publications on this topic (see related Publications in Section 5), and gave nine presentations at the following conferences:

- 5 March - 2nd FESNAD (Federación Española de Sociedades de Nutrición, Alimentación y Dietética) conference, Barcelona.
- 16-17 June – Food and Health Days, La Rochelle, France
- 2-7 July - EuroScience Open Forum, Torino, Italy
- 11-15 July - 20th International Union for Health Promotion and Education World Conference, Geneva, Switzerland.
- 22-26 August - 15th World Congress of Food Science and Technology (IUFoST 2010), South Africa.
- 17 September - Etiquetage alimentaire: Entre désir et réalité, Berne, Switzerland.
- 23-25 September - 2nd World Conference of Public Health Nutrition, Porto, Portugal.
- 18 Nov – ETH (Swiss Federal Institute of Technology) Zurich, Zurich, Switzerland.
- 20 Dec – Karolinska Institute, Stockholm, Sweden.



**EUFIC's co-authored, peer-reviewed article published in the Journal of Public Health on Use and understanding of nutrition information on food labels in six European countries (January 2010) was downloaded 42,500 times in 2010.**

Nutrition labelling is a rapidly evolving issue, with new research, regulatory and private sector developments emerging on a monthly basis worldwide. To capture the latest trends in regulation, private sector initiatives, educational initiatives and consumer research surrounding nutrition labelling, EUFIC initiated the production of a "Global Update on Nutrition Labelling", in collaboration with other global Food Information Organisations. Publication is expected mid-2011.

## Emerging Food Technologies

Many emerging food technologies could revolutionise food production, but their success will ultimately depend on consumer acceptance. EUFIC reviewed existing studies of consumer acceptance of new food technologies in a peer-reviewed article, which was published in the scientific journal *Trends in Food Science and Technology*. The article, “Consumers and new food technologies”, describes consumer attitudes toward new food technologies with a special focus on nanotechnology, genetic modification, nutrigenomics, food irradiation and animal cloning. A related article on [“Consumer attitudes towards nanotechnology”](#) was published in *New Food Digital* in January 2010.

NANOTECHNOLOGY

### Consumer attitudes towards nanotechnology

Josephine Wills Director General, European Food Information Council (EUFIC)  
Fanny Rollin Food Safety Communications Manager, European Food Information Council (EUFIC)

Determining the current attitude of European consumers towards nanotechnology, its application to food and the factors that may influence this attitude are essential building blocks for consumer education. This article highlights some of the key findings from EUFIC's analysis in relation to nanotechnology.

The application of nanotechnology in the food sector is at an early stage in Europe: only a few food ingredients and food contact materials derived from nanotechnology are currently available on the European market. In the coming years, it is widely expected that more products using nanotechnologies will be available across the European Union.

The new technology is expected to bring a range of benefits to the consumer and the food sector: safer, healthier, more nutritious foods using less energy, water and chemicals and producing less waste are just some of the obvious advantages. However, as increasingly debated in the media, there are a number of safety questions regarding exposure that remain largely unknown? Therefore, what does the average European consumer think about nanotechnology?

**Consumer attitudes**  
From the consumer perspective, novel food technologies are not top of their minds. A low interest may explain unsupportive attitudes towards new food technologies when they first emerge: canned foods, pasteurised milk, artificial insemination of farm animals and microwave cooking were all met with a negative consumer response when first introduced.

Despite low levels of consumer knowledge in relation to nanotechnologies, there is increasing public acceptance of the new technology. In 2002, only 29 per cent of consumers agreed on the future positive impact of nanotechnology, and 53 per cent answered ‘don't know’, while in 2005, almost half of the Europeans questioned (48 per cent) considered that nanotechnology will have positive effects on their way of life in the next 20 years.

In fact, Europeans seem to be more supportive regarding nanotechnology (55 per cent) than with the other biotechnologies (27 per cent for GM), as they perceive nanotechnology as less risky, useful to society and morally acceptable\*. By comparison, the majority of Americans, based on religious beliefs, find nanotechnology morally unacceptable.

“Despite low levels of consumer knowledge in relation to nanotechnologies, there is increasing public acceptance of the new technology”

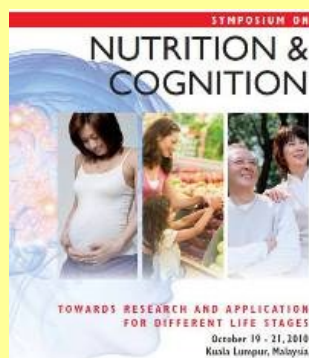
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**EUFIC's review of “Consumers and new food technologies” was published in the peer-reviewed scientific journal *Trends in Food Science and Technology***



### Nutrition and Cognition

Dr Josephine Wills, EUFIC Director General, gave a presentation at the International Life Sciences Institute (ILSI) Southeast Asia Region conference on Nutrition and Cognition on 19<sup>th</sup>-21<sup>st</sup> October 2010 on “Consumer Understanding of Nutrition and Cognition: a life-course perspective”.

Consumer research on perceptions of associations between nutrients in specific foods or in supplements, and brain health, cognition or mental alertness, appears to be limited to a few examples. This talk examined the available evidence, using examples at different life stages, such as:

- Pregnancy: Folic Acid and neural tube defects
- Infancy: Infant formula claims for brain development
- Childhood: Breakfast and children's learning ability
- Adolescence: Caffeine and mental acuity/alertness
- Old Age: Omega 3 fatty acid and cognitive function



Source: www.eufic.org

### 3. Action on Food Safety & Quality

EUFIC liaises with a European network to enhance the impact and outreach of science-based information on food safety & quality.

#### Dissemination of Consumer Insights on the Use of Food Safety Information

Food that has been perfectly safe at the point of purchase needs to be handled carefully to avoid contamination at home. To ensure that eating remains an enjoyable experience and is not spoiled by the risks or fear of falling ill, a number of measures have been taken in Europe. One such measure was the introduction of mandatory food safety information on food labels (e.g. 'use-by' dates, storage, handling and cooking instructions) ten years ago.

To assess consumer attitudes toward this information ten years later, EUFIC gave a presentation at the UK-based Centre for Parliamentary Studies on 24<sup>th</sup> June 2010. Key findings from three EU studies on consumer understanding and use of food safety information were presented, including research from Safefood, the Food Safety Promotion Board of Ireland. EUFIC has also translated the Board's "Safefood" program information on refrigeration into 10 additional languages.



#### Supporting Efforts to Communicate about Food Safety and Quality Issues

Food safety and quality challenges tend to be highly technical and complex, yet there is a need to communicate about them in a way that the general public understands. EUFIC supports international and European institutions in their efforts to communicate about topical food safety issues in a way that promotes consumer understanding. To this end, EUFIC participates in technical working groups, including the World Health Organisation Foodborne Disease Burden Epidemiology Reference Group, European Food Safety Authority's (EFSA) 14th Stakeholder Consultative Platform and EFSA's Stakeholders' Consultative Group on Emerging Risks.

In addition, to stay on top of the latest scientific developments, external specialists were invited to lend their expertise on key emerging issues at EUFIC's Scientific Advisory Board meetings on 11-12<sup>th</sup> April and 26-27<sup>th</sup> September in Brussels. These experts included:

- Dr Ashley Roberts (CANTOX) – "Steviol glycosides"
- Professor Philippe Legrand (Agro Campus Ouest, INRA) - "Adequate intakes for fatty acids"

#### The World Health Organization exposes myths about foodborne disease

At the 6th World Congress of Science Journalists, epidemiologist Dr Claudia Stein from the World Health Organization explained why food safety matters and exposed eleven myths about foodborne diseases. Her presentation is available in a [podcast](#) in EUFIC's [Multimedia Centre](#) on [www.eufic.org](http://www.eufic.org).





## 4. Action on Nutrition & Health

EUFIC works with other stakeholders to disseminate science-based information about health and nutrition, and to raise consumers' awareness of the active role they play in choosing a well-balanced and healthy diet.

### Active Participant in the EU Platform for Action on Diet, Physical Activity and Health

EUFIC has been an active participant in the multi-stakeholder 'EU Platform for Action on Diet, Physical Activity and Health' since the European Commission's Directorate General for Health & Consumers (DG SANCO) first invited members to join the Platform in March 2005. The platform offers European stakeholders a collaborative method for committing to tackle rising obesity in Europe. Public health NGOs, consumer and physical fitness groups, the food, drink and catering industries and a number of EU Member States comprise the 32 EU Platform members, along with observers from the World Health Organisation (WHO) and European Food Safety Authority (EFSA).

To ensure that the Platform has an impact, stakeholders make commitments to tackle obesity and promote healthy lifestyles.

#### In five years on the Platform, EUFIC has made the following commitments:

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

Five years into the activity of the EU Platform, EUFIC was selected to be part of a steering group that would assist DG SANCO in making an evaluation of the Platform. Thus, in February 2010 EUFIC proposed to DG SANCO to organise a jointly sponsored workshop during the 2<sup>nd</sup> World Congress of Public Health Nutrition, taking place in Portugal on 23-25 September 2010. This idea was accepted. From that point, EUFIC with DG SANCO took on all of the aspects of preparation and implementation:

- Prepared the programme and dialogue with speakers, including former Director General Robert Madelin and multiple stakeholders.
- Filmed the workshop and produced a webinar for further dissemination via the EUFIC website.

**Since 2006, EUFIC multimedia content dedicated to the EU Platform has been downloaded almost 95,000 times.**

In 2010, EUFIC issued two press releases concerning the activity and evaluation of the EU Platform:

[EU Platform Steps up – the EU Platform for Action on Diet, Physical Activity & Health is evaluated after five years](#)  
12/07/2010

[Webinar on evaluation of EU Diet, Physical Activity and Health platform available on www.eufic.org](http://www.eufic.org)  
29/11/2010

EUFIC also published an abstract concerning the Platform evaluation as part of the Symposium proceedings:

- Wills JM (2010) Experiences on multi-stakeholder platforms: Evaluation of the EU Platform for Action on Diet, Physical Activity and Health, 5 years on. Public Health Nutrition 13 (9): 12

And finally, in December 2010, EUFIC interviewed Despina Spanou, special adviser for policy and communications to DG SANCO and the new chair of the EU Platform, and produced an additional podcast dedicated to the EU Platform activities, and obesity in Europe.



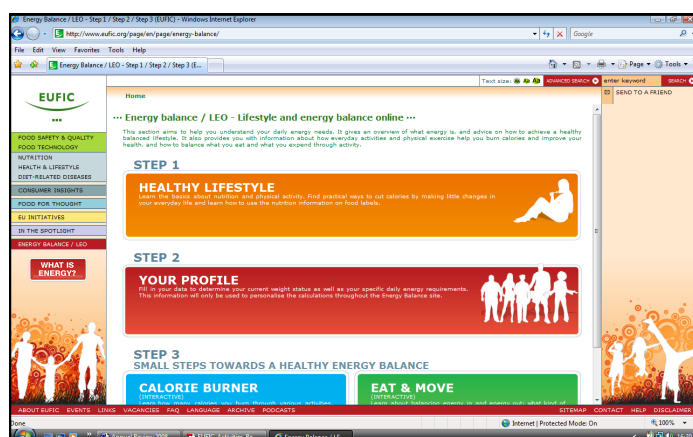
EUFIC interviewed Despina Spanou, special adviser for policy and communications to DG SANCO and the new chair of the EU Platform

## Working with Dietitians to Promote New Language Versions of Online 'Energy Balance' Tool

Diet-related health problems are understood as being the outcome of lifestyle choices, not simply food choices. To help consumers understand how food choices fit into living a healthy lifestyle, EUFIC launched in 2008 an online Energy Balance tool on [www.eufic.org/page/en/page/energy-balance/](http://www.eufic.org/page/en/page/energy-balance/). The interactive tool, which has been evaluated by dietitians from different countries, offers practical ways to cut calories by making small changes in people's daily routines and tips on how to use the nutrition information on food labels. Users can receive personalised calculations of their daily energy requirements and can learn about balancing energy 'in' and energy 'out'.

In 2010, EUFIC worked with the European Federation of the Association of Dietitians (EFAD) to launch and promote new language versions (Spanish, German, French, Italian, Greek) at national level, in order to make the Energy Balance tool even more accessible. National conferences on dietetics, nutrition and physical activity were chosen to reach out to the primary target audiences. The new language versions were promoted at the following conferences:

- 5 March – Spanish, at 2nd FESNAD (Federación Española de Sociedades de Nutrición, Alimentación y Dietética) conference, Barcelona.
- 11-12 March 2010- German, at the Congress of Austrian Dietitians' Associations in Vienna.
- 7 June – French, at Annual Assembly of the Association of Dietitians in Luxemburg (ANDL).
- 10-12 June - French, at 48th Journées d'Études in Paris.
- 23-24 Sept – All, at 3rd DIETS (the Thematic Network for Dietitians in Europe) conference, Lisbon, Portugal.
- 21 Oct – All, at Move2010, Frankfurt.
- 30 Oct – Greek, at Nutrition Week, Athens.
- 6 Nov – Italian, at ANDID (Associazione Nazionale E Dietisti) conference, Rome.
- 25-26 Nov – Italian, at SINU (Società Italiana di Nutrizione Umana) conference, Milan.

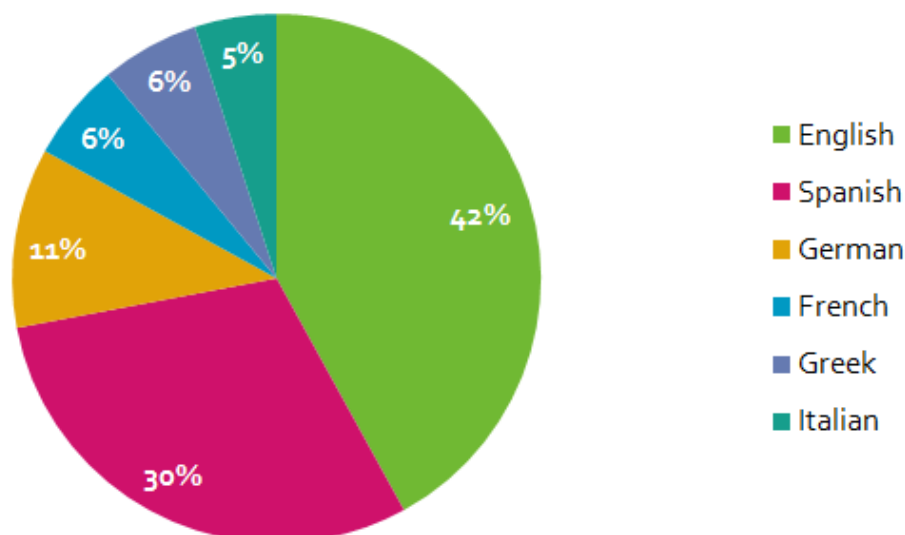


## Karin Hådel, immediate past-President of the European Federation of the Association of Dietitians

explains, "Understanding energy balance is a cornerstone for leading a healthy lifestyle. EUFIC's new energy balance section is both informative and user-friendly, making it a very valuable tool not only for health professionals but also for patients and consumers."



Over 12 months, the percentage of visits to the Energy Balance online tool per language was as follows:



**Visits to the Energy Balance online tool have tripled since 2009 with over 57,000 visitors in 2010**

### Raising Awareness of Healthy Diets among Adolescents

Understanding how to lead a healthy, balanced lifestyle is believed to be of particular importance to young people, who are still cultivating their habits. With an aim to increase awareness about the importance of a good diet and healthy food choices among 14-19 year olds, the Italian Ministry for Agriculture, Nutrition and Forestry Policies holds an annual Food 4U video competition ([www.food-4U.it](http://www.food-4U.it)). Every year, teens in different European countries create videos that express their point of view on the importance of a healthy diet.

EUFIC participates as a jury member every year, along with other nutrition and health experts, and teachers. In 2010, EUFIC produced a nutrition brief, which was sent to 6 million students in over 30,000 secondary schools in 16 countries and made available in 12 languages.



### Revamping [www.coolfoodplanet.org](http://www.coolfoodplanet.org) for Kids

EUFIC developed [coolfoodplanet.org](http://coolfoodplanet.org) in 2000 to educate children and adolescents about food and nutrition. In its current on-line version, [coolfoodplanet.org](http://coolfoodplanet.org) provides information on nutrition and a healthy lifestyle to young people in a way that is understandable and fun. It offers essential tips for good nutrition, with an interactive quiz and various games that teach kids about a healthy diet. It also teaches kids and adolescents about the importance of safe food handling in an interactive setting.

In 2009, EUFIC recognized that the current website no longer adequately fulfilled the technological expectations of today's young audience. We therefore began to work on a new version of this website in collaboration with experts and educators. One of the conclusions was that the next iteration would address kids in two age groups, 6-8 and 9-12. The new version of the website will be ready for re-launch in 2011, having undergone review by EUFIC's Scientific Advisory Board, and paediatric dietitians.

## Shining the Spotlight on National Nutrition Organisations

**Food Safety & Quality** Home

**Food Technology**

**Nutrition**

**Health & Lifestyle**

**Diet-Related Diseases**

**Consumer Insights**

**Food for thought**

**EU Initiatives**

**In the spotlight**

**Energy Balance**

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

**In the spotlight**

As one of EUFIC's primary objectives is to enhance the public's understanding of the nutritional quality and safety of foods, we are now providing additional material developed by other organisations at a national level and take the opportunity to introduce these organisations so that they can be used as complementary sources of information.

In this section, you will find information about national nutrition foundations across Europe and various materials which they have developed. Making this information available in new languages, modifying the national content to the needs of our European visitors and disseminating it to a wider audience forms part of EUFIC's collaboration with these organisations.

As EUFIC's collaborative network expands, new organisations will be placed in the spotlight and new material will be published.

**aid info service**

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

[Read more](#)

**Dr. Rainer Wild-Stiftung**

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

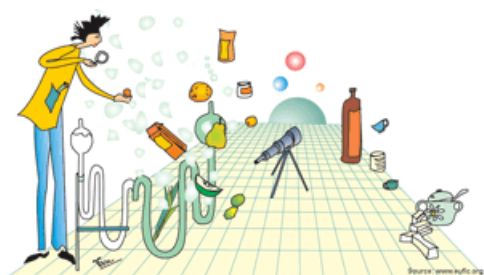
Alimento Eter  
Mac Nourish  
on Nahrung

The World Health Organization Food and Agriculture Organization EFSA European Food Safety Authority European Commission

In order to maximise the impact of EUFIC's commitment to increasing the availability of information on healthy lifestyles, EUFIC is collaborating with national nutrition organisations across Europe. Currently, these include the Spanish Fundación Alimento, the German aid info service, Dr Rainer Wild-Stiftung Foundation for Healthy Nutrition, the Institut Français pour la Nutrition, the British Nutrition Foundation and Irish SafeFood.

To highlight the actions undertaken with these organisations, EUFIC created an ["In the Spotlight"](#) section of its website where visitors can access materials that have been made available, such as:

- [Bread, a basic staple of our diet](#) (Fundación Alimento)
- [Get off the couch!](#) (Excerpt from German aid info service brochure "Heart-healthy living")
- [A sample of IFN's frequently asked questions on foods](#) (Institut Français pour la Nutrition)
- [The health effects of dietary unsaturated fatty acids](#) (British Nutrition Foundation)
- [Spotlight on... safefood](#) (Irish SafeFood programme)



## 5. Disseminating Information

EUFIC uses a combination of communication tools to disseminate information on food science and research: the HONcode certified-website [www.eufic.org](http://www.eufic.org), peer-reviewed scientific publications and our own well-read periodical, *Food Today*.

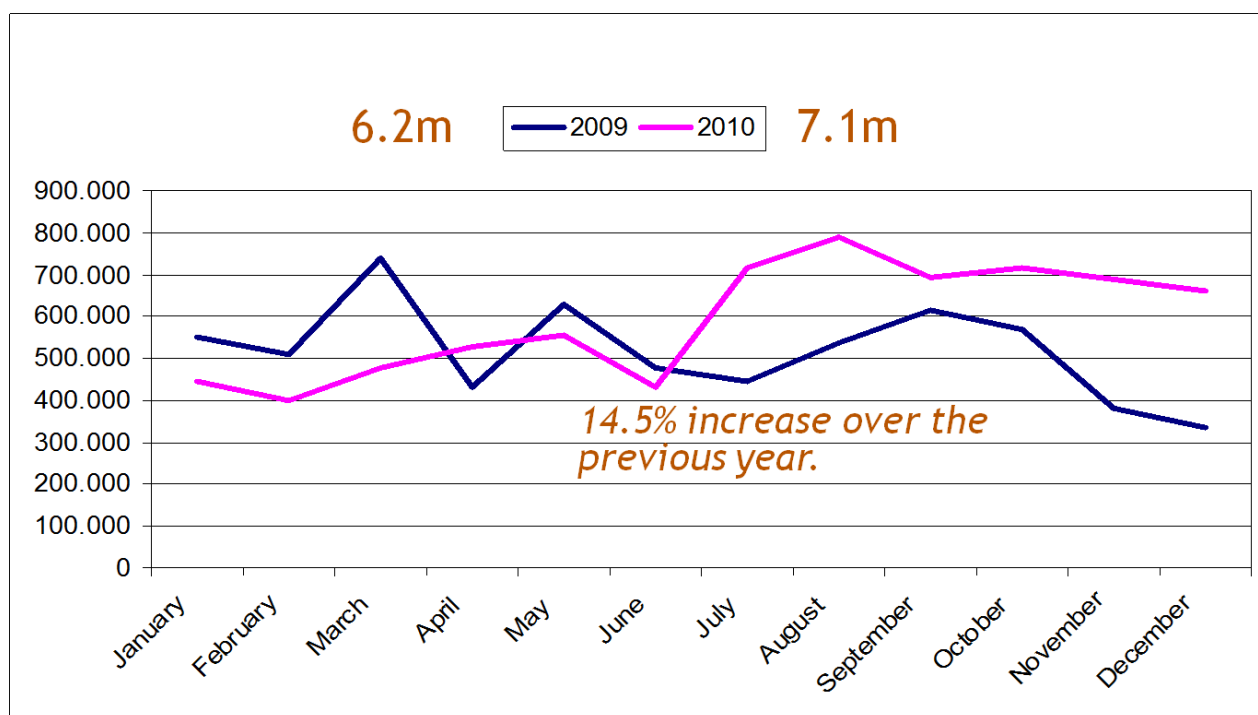
### EUFIC Website – [www.eufic.org](http://www.eufic.org)

In July 2010, EUFIC launched the new [eufic.org](http://eufic.org) website, which is more user-friendly with improved navigation and search functions and homepages tailored to consumers, media and professionals. After five months, the impact of the enhancements was measured: 88% of visitors who provided feedback reported that they were happy or satisfied with the optimised enhancements.

The website has again been certified by the Health on the Net (HON) Foundation, a non-profit, non-governmental organisation accredited to the Economic and Social Council of the United Nations. The HON initiative aims to improve the quality of health-related content on the internet by promoting use of the HON Code of Conduct, a multi-stakeholder consensus on standards to protect viewers from misleading health information.

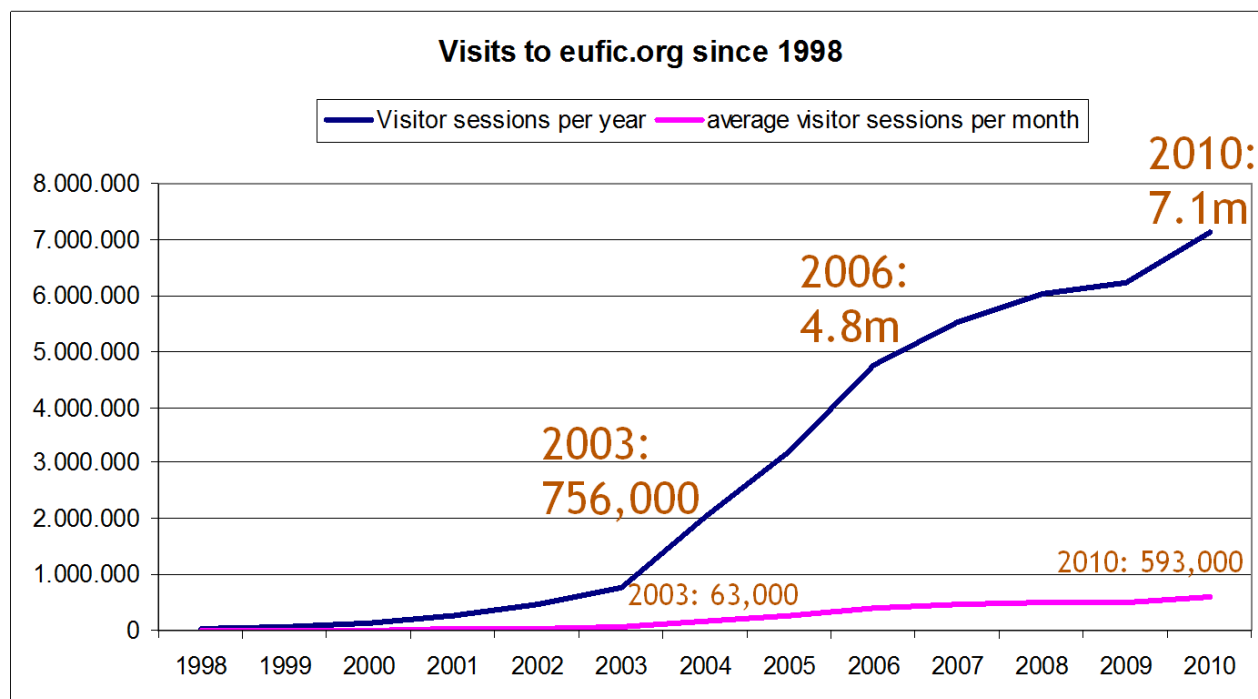
Our website continues to see high numbers of visitors with 7.1 million visitor sessions in 2010, a 14.5% increase over the previous year. Now, our website attracts an average of 593,000 visitor sessions per month from around the world, up from 518,000 visitor sessions throughout the previous year. [Eufic.org](http://Eufic.org) is available in 11 different languages.

### 2009 v. 2010 visitor sessions per month

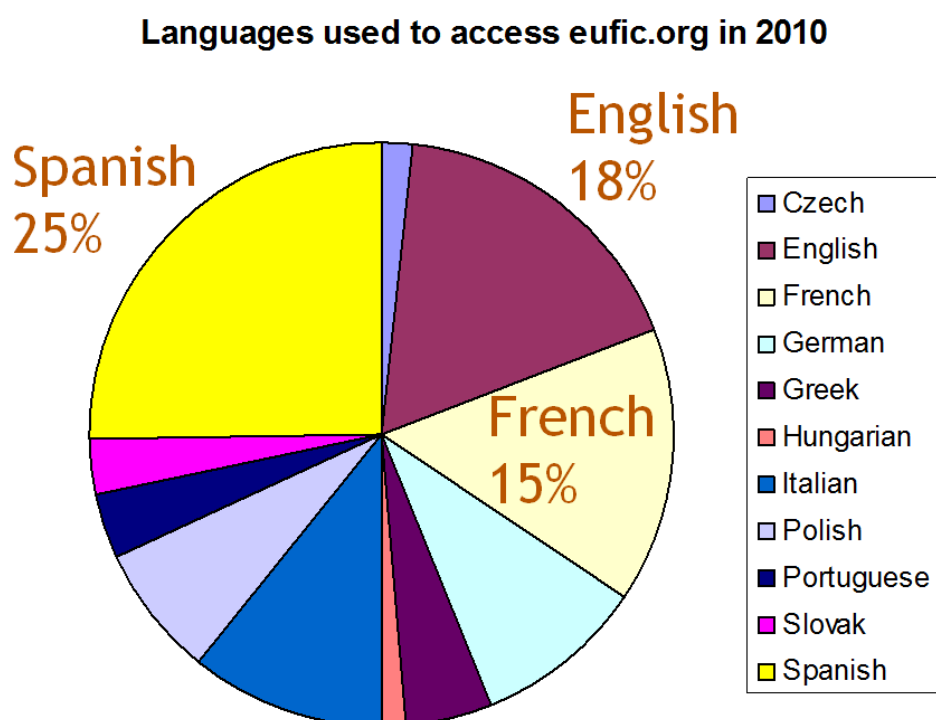


**In 2010 [www.eufic.org](http://www.eufic.org) had an average 593,000 visitor sessions per month from around the world**

## Growth in visits per year and average per month



## www.eufic.org is available in 11 EU languages



## Multimedia Centre on [www.eufic.org](http://www.eufic.org)

Virtual conferencing via webinars and podcast interviews serve to raise awareness about key issues. All of this content is now easily accessible on [eufic.org](http://eufic.org) in our Multimedia Centre. EUFIC's 20 podcasts and 4 webinars were downloaded more than 84,000 times in 2010 alone, representing about a third of the total media downloads since 2006.

## Multimedia content was downloaded more than 84,000 times in 2010

### Peer-Reviewed Publications

In 2010, EUFIC published 12 scientific articles, nine of which were published in peer-reviewed scientific journals.

1. Wills JM (2010) **Experiences on multi-stakeholder platforms: Evaluation of the EU Platform for Action on Diet, Physical Activity and Health, 5 years on.** *Public Health Nutrition* **13**(9):12
2. Storcksdieck genannt Bonsmann S, Fernández Celemin L, Larrañaga A, Egger S, Wills JM, Hodgkins C, Raats MM, on behalf of the FLABEL consortium. (2010). **Penetration of nutrition information on food labels across the EU-27 plus Turkey.** *European Journal of Clinical Nutrition* **64**:1379-1385
3. Grunert, K. G., Wills, J. M., and Fernandez-Celemin L. (2010). **Nutrition knowledge, and use and understanding of nutrition information on food labels.** *Appetite* **55**(2):177-189
4. Rollin F, Kennedy J, Wills JM. **Consumers and new food technologies.** *Trends in Food Science and Technology* (2010), doi:[10.1016/j.tifs.2010.09.001](https://doi.org/10.1016/j.tifs.2010.09.001) on-line ahead of print
5. Klaus G. Grunert, Laura Fernández-Celémín, Josephine M. Wills, Stefan Storcksdieck, Liliya Nureeva (2010). **Anwendung und Verständnis der Nährwertkennzeichnung.** *Ernährung im Fokus* **8**:328-332
6. Stefan Storcksdieck. (2010). **Lebensmittelkennzeichnung – wie viele beachten sie?** *VDL Journal* **1**/2010
7. Storcksdieck genannt Bonsmann S, Fernández Celemin L, Grunert KG, on behalf of the FLABEL consortium. (2010). **Food Labelling to Advance Better Education for Life (FLABEL).** *European Journal of Clinical Nutrition* **64**:S14-S19
8. Timotijevic L, Barnett J, Brown K, Shepherd R, Fernández-Celemin L, Dömölki L, Ruprich J, Dhonukshe-Rutten RA, Sonne AM, Hermoso M, Koletzko B, Frost-Andersen L, Timmer A, Raats MM. (2010). **The process of setting micronutrient recommendations: A cross-European comparison of nutrition-related scientific advisory bodies.** *Public Health Nutrition* **23**:1-13.
9. Wills JM, Rollin F (2010). **Consumer attitudes towards nanotechnology.** *New Food Digital*, January 2010
10. Timotijevic L, Raats MM, Barnett J, Brown K, Shepherd R, Fernandez L, Dömölki L, Ruprich J, Sonne AM, Hermoso M, Koletzko B, Frost-Andersen L, Timmer A. (2010). **From micronutrient recommendations to policy: consumer and stakeholder involvement.** *European Journal of Clinical Nutrition* **64**:S31-S37
11. Grunert KG, Fernández-Celemin L, Wills JM, Storcksdieck genannt Bonsmann S, Nureeva L. (2010). **Use and understanding of nutrition information on food labels in six European countries.** *Journal of Public Health* **18**(3):261-277
12. Smillie L, Blissett A (2010). **A model for developing risk communication strategy.** *Journal of Risk Research* **13**(1-2):115-134

## Food Today



*Food Today* is EUFIC's multi-audience periodical that communicates science-based information on food safety & quality and health & nutrition to the media, health and nutrition professionals and educators, in a way that promotes consumer understanding. The *Food Today* articles are carefully reviewed by EUFIC's Editorial Board, and Scientific Advisory Board (see Annex 5). In 2010, the distribution of *Food Today* reached 38,500 on-line, plus 10,000 print versions.

Food Today n° 71

[Nutrition labels everywhere in Europe](#)

[The Goodness in Potatoes](#)

[Encouraging young children to eat different vegetables](#)

Food Today n° 72

[Regular breakfast - a healthy habit in childhood and beyond](#)

[Nutrient bioavailability - getting the most out of food](#)

[Vitamin and mineral intake recommendations for Europeans – which ones are in most need of review?](#)

Food Today n° 73

[Addressing salt intakes in Europe](#)

[Evaluating perceptions and communication of food risks & benefits across Europe](#)

[Food labelling - A wealth of information for consumers](#)

[Motivating change: Tips for health care professionals](#)

Food Today n° 74

[Food innovation and reformulation for a healthier Europe – a challenging mission](#)

[Saliva - more than just water in your mouth](#)

[Weighing the Benefits & Risks of Food: Introducing the BRAFO Study](#)

## EUFIC Reviews

EUFIC Reviews are reviewed by the Scientific Advisory Board.

[The greatest thing since sliced bread? A review of the benefits of processed foods](#)

[The why, how and consequences of cooking our food](#)





## Annex 1: Annual Accounts 2010

### Income Statement as at 31 December 2010

	2010
	€
<b>Revenue</b>	
Membership income	928.437
Other income	575.914
Interest	15.479
	<b>1.519.831 €</b>
<b>Operating expenses</b>	
General administration	970.516
Projects & Other expenses	548.031
	<b>1.518.547 €</b>
<b>Excess (deficiency) of revenue over expenses</b>	<b>1.284 €</b>

## Annex 2 : EU Project Consortium Partners

### **AGRIFOODRESULTS (N°226927)**

Agenzia per la promozione della ricerca europea (IT)  
 Alma mater studiorum-universita di bologna (IT)  
 Asociación de investigación de la industria agroalimentaria (ES)  
 Association de Coordination Technique pour l'Industrie Agro Alimentaire (FR)  
 Campden BRI Magyarország (HU)  
 Ecole Nationale Vétérinaire, Agroalimentaire et de l'Alimentation Nantes-Atlantique (FR)  
 European food information council (BE)  
 Euroquality (FR)  
 Food Industrial Research and Technological Development Company SA (GR)  
 Food-Processing Initiative (DE)  
 Innowise (DE)  
 Inovamais (PT)  
 Institute of food bioresources (RO)  
 Lund university (SE)  
 Pixelpark (DE)  
 Wageningen UR Food & Biobased Research (NL)

### **BRAFO (N°FOODCT-2007-031731)**

Ajinomoto CH  
 Central Food Research Institute (HU)  
 Central Science Laboratory (UK)  
 Coca-Cola European Union Group (BE)  
 Confederation of Food and Drink Industries (BE)  
 Danone (FR)  
 DPR Nutrition (UK)  
 DSM (NL)  
 European Association of Craft, Small and Medium-sized Enterprises (BE)  
 European Food Information Council (BE)  
 European Food Safety Authority (IT)  
 Federal Institute for Risk Assessment (DE)  
 Finnish Public Health Institute (FI)  
 Food and Veterinary Service of Latvia (LV)  
 German Institute of Food Technology (DE)  
 Hacettepe University (TR)  
 Imperial College of Science, Technology and Medicine (UK)  
 Institute for Optimum Nutrition (DK)  
 Institute of Food Research (UK)  
 Institute of Human Nutrition (DE)  
 International Life Sciences Institute, Europe (BE)  
 King's College London (UK)  
 Max Rubner-Institut (DE)  
 Ministry of Food Agriculture and Fisheries (DK)  
 National Food Administration (SE)  
 National Institute for Public Health and the Environment (NL)  
 Nestlé (CH)

Netherlands Nutrition Centre Foundation (NL)  
 Nutrition and Food Research Institute (NL)  
 Procter and Gamble Eurocor (DE)  
 RIKILT Institute of Food Safety (NL)  
 Ross University (KN)  
 Swiss Federal Office of Public Health (CH)  
 Swiss Quality Testing Services (CH)  
 Technical University of Denmark (DK)  
 Trinity College Dublin (IE)  
 University of Athens Medical School (GR)  
 University of Bath (UK)  
 University of Lund (SE)  
 University of Münster (DE)  
 University of Newcastle (UK)  
 University of Potsdam (DE)  
 University of Reading (UK)  
 University of Stuttgart (DE)  
 Wageningen University (NL)  
 World Health Organisation (CH)

### **DIETS2 (N°177201)**

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

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

### **EATWELL (N°226713)**

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

**EURRECA (N°FP6-036196-2)**

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

**FLABEL (N°211905)**

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

**FoodRisC (N°245124)**

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

**HabEAT (N°245012)**

Faculdade de Ciencias da Nutrição e Alimentação da Universidade do Porto (PT)  
 Faculdade de Medicina da Universidade do Porto (PT)  
 Harokopio University (GR)  
 INRA Transfert SA (IT)  
 Institut national de la recherche agronomique (FR)  
 Institut National de la Santé et de la recherche médicale (FR)  
 Københavns Universitet (DK)  
 Stichting Dienst Landbouwkundig Onderzoek (NL)  
 University College London (UK)  
 University of Bristol (UK)  
 University of Leeds (UK)  
 Wageningen Universiteit (NL)

**IDEFICS (N°016181-2)**

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

**CHANCE (N°266331)**

Starts 1<sup>st</sup> February 2011

Alma Mater Studiorum-Universita di Bologna (IT)  
 Budapesti Muszaki es Gazdasagtudományi Egyetem (HU)  
 Comité Européen de Normalisation (BE)  
 Consorzio Interuniversitario Risonanze Magnetiche (IT)  
 European Food Information Council (BE)  
 Institute of Food Research (UK)  
 Institut za Medicinska Istra Ivanja (RS)  
 Københavns Universitet (DK)  
 Metall Oproteine paramagnetiche (IT)

Proteus Gold KFT Lipoti (HU)  
 Strand DOO (RS)  
 University of Leeds (UK)  
 Uzdaroji Akcine Bendrove Lietpak LP (LT)  
 Valio OY (FI)  
 Valtion Teknillinen Tutkimuskeskus VTT (FI)  
 Vilniaus Universitetas (LT)  
 Zdravo Organic d.o.o. (RS)

**Food4Me (N°265494)**

Starts 1<sup>st</sup> May 2011

Creme Software LTD (IE)  
 DSM Innovation Center B.V. (NL)  
 European Food Information Council (BE)  
 European Nutrigenomics Organisation (NL)  
 Giract SARL (CH)  
 Harokopio University (GR)  
 Hogskolan For Larande Och Kommunikation I Jonkoping (SE)  
 Instytut Zywnosci I zywienia (PL)  
 Keller and Heckman LLP (US)  
 Nederandse Organisatie voor Toegepast Nutuurwetenschappeuk Onderzoek (NL)  
 Philips Eelectronics UK LTD (UK)  
 Philips Electronics Nederland B.V. (NL)  
 Stichting Dienst Landbouwkundig Onderzoek (NL)  
 Technische Universitaet Muenchen (DE)  
 Universidad de Navarra (ES)  
 Universidade do Porto (PT)  
 Universiteit Maastricht (NL)  
 Universitet Lunds (SE)  
 Universitetet i Oslo (NO)  
 University College Dublin (IE)  
 University of Newcastle upon Tyne (UK)  
 University of Reading (UK)  
 University of Ulster (UK)  
 Vitas AS (NO)  
 Wageningen Universiteit (NL)

**NU-AGE (N°266486)**

Starts 1<sup>st</sup> May 2011

Alma Mater Studiorum-Universita di Bologna (IT)  
 Centre de Recherche en Nutrition Humaine Auvergne (FR)  
 Confederation of Food and Drink Industries (BE)  
 Ethniko Idryma Erevnon (GR)  
 European Food Information Council (BE)  
 Institut national de la recherche agronomique (FR)  
 Institute of Food Research (UK)  
 Kanizsa Pekseg Sutoipari es Kereskedelmi Zartkoruen (HU)  
 Karolinska Institutet (SE)  
 Kraft Foods R&D Inc (CH)  
 Lesieur SA (FR)  
 Makedoniki Viomihania Galaktos Anonimos Eteria (GR)  
 MTT Agrifood Research (FI)  
 Nestec S.A. (CH)  
 Newsol SA (FR)

Orebro University (SE)  
Pancrazio SPA (IT)  
Spread European Safety (IT)  
Straticell Screening Technologies (BE)  
Szkoła Główna Gospodarstwa Wiejskiego (PL)  
TNO Netherlands (NL)  
University College Cork (IE)  
University of East Anglia (UK)  
University of Reading (UK)  
Valio OY (FI)  
Vidreres LLET, S.L. (ES)  
Villani spa (IT)  
Wageningen Universiteit (NL)  
Wiesbauer Gourmet Gastro GmbH (AU)  
Yoruk Sut Urunleri Hayvancilik Gida Sanayi ve  
Ticaret LTD (TR)  
Zeelandia Spol SRO (CZ)

## Annex 3

### Member Companies, 2010

Barilla, Bonduelle Foundation, Cargill, Cereal Partners, Coca-Cola HBC, Coca-Cola, Danone, DSM Nutritional Products Europe Ltd., Ferrero, Kraft Foods, Mars, McDonald's, Nestlé, PepsiCo, Pfizer Animal Health, Südzucker, Unilever.

### EUFIC Transparency Statement

- The European Food Information Council (EUFIC) has been established to provide science-based information and education material on foods and food related topics to health and nutrition professionals, educators, opinion leaders and the news media, in a form understandable to the general public.
- EUFIC's publications are based on peer reviewed science and will not promote views which cannot be endorsed by the scientific community at large. All publications must include references to scientific texts or experts.
- EUFIC will strive to publish in partnership with organisations or recognised experts, acknowledged for their credibility in their field of activity.
- EUFIC does not act as the spokesperson of industry and does not wish to be perceived as such.
- All activities must support EUFIC's mission as a credible and scientifically sound information source.
- EUFIC respects the specificity of each country and believes that most communication programmes can be established most effectively on a national level.
- EUFIC will be mindful of the need to address a balanced mix of subjects that enhance EUFIC's impact, credibility and effectiveness.
- EUFIC will not promote individual companies' views or brands nor any other information material, which is not based on peer reviewed science.
- EUFIC participates in an informal global network of Food Information Councils that share the common goal of communicating science-based information on healthy lifestyle, nutrition and food safety.



## Annex 4: Board of Directors, 2010

- Alessandro Cagli, Ferrero
- David Coleman, McDonald's
- Elizabeth Fay, Cargill
- Stephen French, Mars
- Anne Heughan, Unilever
- Guido Kayaert, Nestlé (Treasurer)
- Mariusz Michalik, PepsiCo
- Patrick O'Quin, Groupe Danone (Chair)
- Joan Prats, Coca-Cola (Vice-Chair)
- Theo Stickers, DSM
- Lyn Trytsman-Gray, Kraft

## Annex 5

### Scientific Advisory Board

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

Its members are:

- Giorgio Poli, Chairman of the EUFIC Scientific Advisory Board, Dean of the Faculty of Veterinary Medicine, University of Milan, Italy.
- Renate Frenz, Vice Chairman of the EUFIC Scientific Advisory Board, Past Honorary Chairman, European Federation of Association of Dietitians (EFAD), Germany.
- France Bellisle, Researcher at the Nutritional Epidemiology Unit, University Paris 13, Bobigny, France.
- Onno Korver, Former Chief Nutrition Scientist, Unilever, The Netherlands.
- Milan Kovac, Ministry of Agriculture of the Slovak Republic.
- Alan Reilly, Chief Executive Officer, Food Safety Authority of Ireland.
- Josef Schlatter, Head of the Nutritional and Toxicological Risks Section, Federal Department of Home Affairs (FDHA), Federal Office of Public Health (FOPH), Consumer Protection Directorate, Zurich, Switzerland.
- Michael Sjöström, Head of Unit of Preventive Nutrition, Department of Biosciences/Medical Nutrition, Karolinska Institutet, Sweden.

### Editorial Board

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 at the Nutritional Epidemiology Unit, University Paris 13, Bobigny, France
- Carlo Cannella, La Sapienza University of Rome, Italy. Director of the International Centre for Mediterranean Food and Culture Studies, and current President of INRAN (Italian national research institute for food and nutrition).
- Andrew Renwick (Emeritus Professor), University of Southampton, UK
- Lluís Serra Majem, University of Las Palmas de Gran Canaria, Spain
- Hely Tuorila, University of Helsinki, Finland

## Annex 6: Staff

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

*Director General*

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

### **Florence Boivin**

*Office Manager*

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

### **Dr Laura Fernández-Celemín**

*Scientific Affairs Manager*

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

### **Dr Robert Fitzhenry**

*Food Safety and Risk Communication Manager*

Robert has a PhD in Microbiology from University College London, and post-doctoral experience at Universities in the USA.

### **Philip Springuel**

*Communications Manager*

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

### **Dr Stefan Storcksdieck, genannt Bonsmann**

*Nutrition Communications Manager*

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

### **Sofia Valleley**

*Communications Manager: EU Projects*

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

### **Cecilia Wanhainen**

*EU Projects Assistant*

Cecilia has a MSc degree in Nutrition from Stockholm University.



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