

# EUFIC



European Food  
Information Council



## Annual Report 2012



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 communicates science-based information on nutrition and health, food safety and quality, to help consumers to be better informed when choosing a well-balanced, safe and healthful diet.

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

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



## Director General's Report

Building on EUFIC's mission to communicate science-based information, in 2012 we have developed further our communications using social media and microblogs. We created a Twitter account (@EUFIC) that quickly reached 510 followers. We also formally launched a YouTube channel at year end while work on the Facebook page brought the number of 'likes' to 2,789, and we added new podcasts to our website [eufic.org](http://eufic.org). Another significant development was the launch of the new Cool Food Planet website ([www.coolfoodplanet.org](http://www.coolfoodplanet.org)) for children, with English and French versions. These added platforms created new avenues for disseminating our on-going work to communicate science-based information through formal publications and peer-reviewed articles published in scientific journals (we published 11 in 2012). Among the refreshed content we focused on in 2012, was EUFIC's 10 healthy lifestyle tips for kids, made available in all the 11 languages we work in.

A survey of our [eufic.org](http://eufic.org) website subscribers conducted in March, showed that 98% of respondents said they trust the information on [eufic.org](http://eufic.org), and most stated this was because EUFIC undertakes scientific work that is reference-based and accurate. Our on-line subscribers described our website's content mix as containing what they were seeking and was in their top three web-based sources for such information.

During 2012, EUFIC was involved in 14 EU-funded projects in collaboration with European partners; four were in their final year, eight were on-going, and two were newly started. In September the EU-funded project CLYMBOL (Role of health-related claims and symbols in consumer behaviour) consisting of 14 consortium members was launched. And, EUFIC is the dissemination leader for the new EuroDISH project, a three-year multi-stakeholder collaboration aiming to develop recommendations for food and health research infrastructures in Europe.

In 2012, we continued our commitments to the multi-stakeholder EU Platform for Action on Diet, Physical Activity and Health: this included 2 joint commitments, one with the European Federation of the Associations of Dietitians (EFAD), to promote EUFIC's on-line Energy Balance tool (now also translated to Czech and Slovak); and another with the European Association for the Study of Obesity (EASO), to disseminate the latest scientific research through podcasting interviews of key speakers at EASO's annual European Congress on Obesity.



With involvement in more EU-funded projects than the previous year, a second website to launch and ramped-up social media platforms to accompany our usual science-based reviews and consumer insights research, EUFIC added one extra full time staff member.

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

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

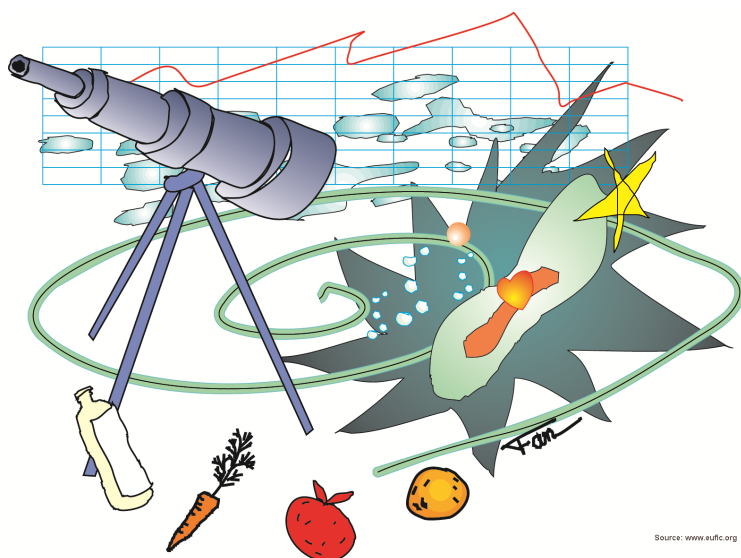
In the past year, I have been impressed with the level of effort and dedication that is exhibited by the Scientific Advisory Board to provide regular scientific critique of EUFIC's information and communication programmes. In order to ensure that the information EUFIC disseminates is representative, science-based and factually correct, we reviewed Food Today articles; we commented on consumer research results into sustainability labelling; we reviewed and commented on the content and supported the launch of the Cool Food Planet website for children; and we offered views about key health, safety and physical activity issues, including on misreporting about science in the media.

In addition to the significant volume of science-based information produced by EUFIC that we were asked to review, in 2012 our Advisory Board members were also solicited for their knowledge of key issues in their respective countries and areas of expertise such as nutritional epidemiology or toxicological risks. At our meetings, we have very constructive discussions about the balance of science on issues ranging from antioxidants to food security and availability, but also on how to respond to disinformation that sometimes reaches mainstream media. I was particularly impressed this year with EUFIC's growing involvement in social media, as research results showed how important this channel has become in reaching consumers with accurate science-based information in times of food crisis or uncertainty.



I was also impressed with EUFIC's consistent regard for our input into the organisation's communications priorities and governance. Our feedback is very regularly sought on issues as crucial as emerging food risks, but we are also asked our view of membership issues and alternative forms of funding, to ensure that EUFIC continues operating efficiently with multiple stakeholders in a way that is transparent and commensurate with our scientific principles.

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



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



## Activities

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

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

#### 1.1 Consumers and portion information

In a climate of overweight and obesity, the amount consumers eat or drink is just as important as what is eaten. Portion information is often included on food and drink labels and in 2011 EUFIC collaborated in a comprehensive study on how consumers interpret and use portion information in Europe. It provided evidence that when portion information is present on pack in addition to per 100g/100ml information, consumers are better able to use nutrition information correctly.



In February 2012, Dr Storcksdieck genannt Bonsmann presented findings from this research at the Health and Food Safety Conference in Athens. In March, the study's co-author Dr Monique Raats, University of Surrey, UK, presented the research at a workshop of the Institute of Grocery Distribution in the UK. The research was also presented to the EU Platform for Action on Diet, Physical Activity & Health (see section 3.1 of this report on the EU Platform).

The end of the year saw the publication of a EUFIC Review on Portion Information, highlighting its importance from a consumer nutrition and health perspective.

#### 1.2 Consumers and environmental and ethical labels

EUFIC's Sustainability and Social Awareness Labelling consumer insights research deals with environmental and ethical labelling on packaged food products. It explores consumer expectations, attitudes toward and understanding of these labels. Sustainability issues related to the consumption of food and drink products are analysed and compared against national differences.

Following a UK pilot, a large-scale Pan-European quantitative survey was conducted in 2012 across six countries. This was followed by qualitative research in the form of several focus groups.

A scientific article written in conjunction with academic partner Professor Klaus Grunert of Aarhus University has been submitted for publication in a peer-reviewed journal.

### 1.3 Consumers and health claims

Health claims on food products are often used as a means to highlight scientifically proven health benefits associated with consuming those foods. But do consumers understand and trust health claims? EUFIC and 14 partners launched the EU-funded CLYMBOL project that will investigate this (see more on CLYMBOL in section 4.2 of this report).

In 2012, EUFIC published a peer-reviewed scientific article in the journal *Proceedings of the Nutrition Society*, that provides an overview of recent research on consumers and health claims including attitudes, understanding and purchasing behaviour.

Wills JM, Storcksdieck genannt Bonsmann S, Kolka M, Grunert KG. European consumers and health claims - attitudes, understanding, and purchasing behaviour. *Proc Nutr Soc.* 2012; 71(2): 229-36.  
DOI: [10.1017/S0029665112000043](https://doi.org/10.1017/S0029665112000043).

The article's findings were presented in Switzerland at the Vitafoods conference in May; at a workshop in Thailand in August; France in September; England in October; Frankfurt in November:

- Geneva, Switzerland 22-24 May - Vitafoods Conference: Dr Wills gave a talk on the topic of consumer responses to health claims and EUFIC hosted a stand to distribute EUFIC and EU project materials to the many visitors at the Vitafoods conference. The on-line publication NUTRAIngredients.com, posted a feature video interview with Dr Wills, from the Vitafoods event.



- Bangkok, Thailand 29-31 August - 7th Seminar & Workshop on Nutrition Labelling, Claims and Communication Strategies: Dr Wills presented on 'European Consumers and Health Claims: Perception, Attitudes, Understanding and Purchasing Behaviour' and participated in a panel discussion.
- Paris, France 18 September - Allegations Nutritionnelles et de Santé : Dr Fernández-Celemín presented EUFIC's research on consumers and health claims.
- London, UK 1 October 2011 -SENSE UK Update on Nutrition and Health Claims: Dr Storcksdieck genannt Bonsmann presented EUFIC research on consumer understanding of health claims to an engaged audience of nutritionists and dietitians.
- Frankfurt, Germany 13-14 November - Health Ingredients Europe Conference: Dr Hieke chaired the session on clean labelling, and gave a talk on soft claims.



## 1.4 Global Update on Nutrition Labelling, January 2012

EUFIC and other food information organisations in various geographic regions of the world, produced a January 2012 edition of the Global Update on Nutrition Labelling. The annual update can be purchased from the website [eufic.org](http://eufic.org). It is directed to those that have a particular interest in the state of nutrition labelling around the world.

The key objectives are to:

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



## 2. Action on Food Safety & Quality

By focusing efforts on food safety and quality, EUFIC serves a vital public interest by offering easy to understand information via its website, especially in times of uncertainty about our food.

### 2.1 Allergens

More than 17 million people in Europe suffer from food allergies, with 3.5 million younger than 25 years. The sharpest increase is seen in children and young people, especially in the number of life-threatening allergic reactions in children. The number of hospital admissions for severe allergic reactions in children increased 7-fold in the last 10 years.



Communication surrounding food allergies is important to raise awareness and understanding. In the past year EUFIC researched and drafted a 'EUFIC Review' on Food Allergies (due for publication in 2013) and collaborated with the European Academy of Allergy and Clinical Immunology (EAACI) on its public food allergy campaign that aims to raise awareness of the sharp increase of anaphylaxis in children.

### 2.2 Sweeteners

Dr Wills attended the European Congress on Obesity that took place in Lyon, France from 9<sup>th</sup> - 12<sup>th</sup> May and interviewed two speakers, Professor Richard Mattes who spoke on the role of low calorie sweeteners in weight management and Dr Julie Mennella, who spoke on sweet taste and food behaviour. These interviews are available as [podcasts on EUFIC's website, eufic.org](#).



A EUFIC Review “[Benefits and Safety of Low Calorie Sweeteners](#)” was published in October. A science brief on [Stevia Sweeteners: No evidence of genotoxicity](#) was published in November.



Source: www.eufic.org

## 2.3 Reporting of Food Risk & Benefits in European Newspapers

In 2012 EUFIC commenced research on a project to investigate the role played by European national newspapers in the communication of food risks and benefits. The main aims of the project are:

1. To investigate the balance of food benefit and food risk reporting in national newspapers across 8 European countries
2. To investigate the accuracy of the reporting

This project is of particular importance because newspapers are not only a source of news and food risk/benefit information for the public, but they are also commonly cited in social media. Therefore the information reported in newspapers has the potential to reach many people both directly and indirectly. We know that newspapers can interpret messages in certain ways and can be selective regarding the information they transmit to their audience, and by doing so they can shape or change public perception, attitude and behaviour towards food and eating. They can also contribute to public misconceptions about food and health. Misreporting can then be amplified if the story spreads through social media. As part of this project EUFIC has sampled almost 700 newspapers from eight European countries.

## 2.4 Collaboration with European Food Safety Authority on Emerging Risks

In 2012, EUFIC continued its membership in the European Food Safety Authority (EFSA) Stakeholders Consultative Group on Emerging Risks. The objective of this Group is the exchange of ideas and methods on the identification of emerging risks and for data sharing on issues pertaining to emerging risks. During 2012, the group met three times and discussed a total of 11 signals of potential emerging issues. The issues discussed included novel foods, packaging, pesticides, marine biotoxins, environmental contamination, chemical contaminants and dietary habits.



Source: www.eufic.org

### 3. Action on Nutrition & Health

EUFIC participated in the 19th European Congress on Obesity in Lyon in May, and interviewed 13 speakers whose research presentations are summarised in a [podcast](#) available on eufic.org. EUFIC also attended the 2nd International Vitamin Conference in Copenhagen that month, to interview five key speakers on their respective areas of research on vitamins, including vitamin K, folate, vitamin B<sub>12</sub> and vitamin C. The resulting [podcast](#) was posted on eufic.org after year end.



June 14 saw the official launch of the Strategic Research Agenda agreed by the Joint Programming Initiative “A Healthy Diet for A Healthy Life” (<https://www.healthydietforhealthylife.eu/>). EUFIC is a member of the Stakeholder Advisory Board, focusing on “Diet and food production: developing healthy, high-quality, safe and sustainable foods”.

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

Rates of obesity, particularly among children, have risen across the EU and health experts have expressed concern about the consequences of this trend. In 2005 the [EU Platform](#) for Action on Diet, Physical Activity and Health was created to enable multiple stakeholders to take action and commit resources to fight obesity.

##### **EUFIC’s own commitments in 2012**

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

##### **AND 2 JOINT-COMMITMENTS in 2012**

- with EFAD (European Federation of Associations of Dietitians): Collaborate to promote increased awareness and use of energy balance [EUFIC’s on-line [Energy Balance Tool](#)]
- with EASO (European Association for the Study of Obesity): Increase outreach of new knowledge in obesity research [[produce and promote ECO podcasts](#)]

EUFIC was involved with three presentations at the EU Platform’s plenary meetings in 2012. In May Dr Monique Raats, University of Surrey (UK) presented results of EUFIC’s consumer insights into ‘portion information’ on labels. This was followed by Dr Wills’ presentation and discussion on ‘What do consumers know about Energy? Dr Laura Fernández-Celemín related summary results of the EU-funded FLABEL project (see section 4.8 for information about FLABEL), which is coordinated by EUFIC. At the

December plenary meeting, EUFIC was recognised for having launched the website for kids, [www.coolfoodplanet.org](http://www.coolfoodplanet.org).

During the year, EUFIC also participated in providing feedback to the European Commission surrounding their evaluation of the EU's nutrition strategy. EUFIC attended a focus group in November, and gave feedback via several telephone interviews in December.



### EUFIC and EFAD

As part of the joint commitment with the European Federation of Associations of Dietitians (EFAD), EUFIC and EFAD actively promote the on-line [Energy Balance Tool](#), launched in 2008. The consumer-friendly tool aims to help people understand their daily energy needs, and how they can burn up energy. In 2012 the Energy Balance tool was translated into Czech and Slovak, thus completing the set of 11 languages in which EUFIC provides information. The tool was presented by EUFIC at the 6<sup>th</sup> DIETS/EFAD conference in Portorož, Slovenia on 26-27 October, which was attended by more than 180 European dietitians.

### EUFIC's Energy Balance Tool

#### STEP 1

##### HEALTHY LIFESTYLE

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



#### STEP 2

##### YOUR PROFILE

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



#### STEP 3

##### SMALL STEPS TOWARDS A HEALTHY ENERGY BALANCE

##### CALORIE BURNER

(INTERACTIVE)

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

##### EAT & MOVE

(INTERACTIVE)

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



## EUFIC and EASO

The end of the year saw the release of a podcast with expert interviews from the 2012 European Congress on Obesity (ECO). The ECO podcast is a joint commitment with the European Association for the Study of Obesity (EASO) to the EU Platform for Action on Diet, Physical Activity and Health.



By working closely together with EASO, EUFIC aims to increase outreach to health and nutrition professionals about new knowledge in obesity research via [www.eufic.org](http://www.eufic.org) and [www.easo.org](http://www.easo.org).

### 3.2 DeBATE project - Dietitians' Energy Balance Tools for Engagement

EUFIC's DeBATE project, conducted jointly with Brunel University (UK) and EFAD, looks at the complex issue of energy balance and weight management, how dietitians communicate about it with their clients, and what tools could be developed that would help this process.



In 2012, twenty overweight/obese consumers in five countries (UK, Germany, Portugal, France and Hungary) completed an online qualitative survey using a new research tool, based on material developed jointly by the partners, in order to find out more about consumers' knowledge and action relevant to energy balance. In another phase of the project, consumer perceptions of energy balance and potential energy balance tools were evaluated by 15 dietitians in the same five countries. This feedback made it possible to refine, produce and then evaluate energy balance communication tools, including the idea to develop a smartphone/on-line application for

dietitians to use with overweight and obese clients. A demonstration with UK dietitians took place in August at the Bethlehem Royal Hospital, London, during which the mobile application was further refined and modified. Finally, on October 26th, Brunel's Professor Julie Barnett and EUFIC's Nathalie Metzger presented the research and the smartphone app dubbed 'myPace' at the EFAD/ DIETS conference in Portorož, Slovenia, which was attended by more than 180 European dietitians. In November, Nathalie Metzger joined the annual meeting of the Hungarian Dietitian Association in Budapest to demonstrate "myPace".



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



## 4. EUFIC's involvement in EU-funded projects

EUFIC continues to partner with a broad base of stakeholders in numerous research projects partly funded by the European Union. In 2012, EUFIC participated in 14 EU-funded research projects, two more than in 2011, for which it has both research and communication responsibilities. These projects variously aim to improve knowledge about food safety and quality, and nutrition and health, and contribute to enhancing research infrastructures on food and health in Europe. The list of consortium partners for each of the following projects can be found in Annex 2.

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

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

The CHANCE project, which was launched in 2011, aims to develop attractive and affordable food products that can help prevent nutritional problems in people at risk of poverty in Europe. EUFIC leads the dissemination activities.

On May 21 and 22, the CHANCE consortium met in Novi Sad, Serbia, for the annual project meeting. Podcasts from the coordinators are available online on [www.chancefood.eu](http://www.chancefood.eu). The CHANCE project had some attention in the press due to an article report in [EUFIC Food Today-EU Projects Supplement N°2](#):



<http://www.foodnavigator.com/Financial-Industry/SME-involvement-crucial-to-EU-poverty-project>

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



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

EUFIC is project coordinator and leads some research activities and the communication of the new EU-funded project CLYMBOL, which kicked off in Brussels on 26-27 September. All 14 consortium members were present to discuss the general objectives as well as first challenges and tasks of this four-year research project. CLYMBOL serves as the successor to FLABEL (more on FLABEL in section 4.8) in advancing consumer research further, focusing on health claims and health-related symbols.

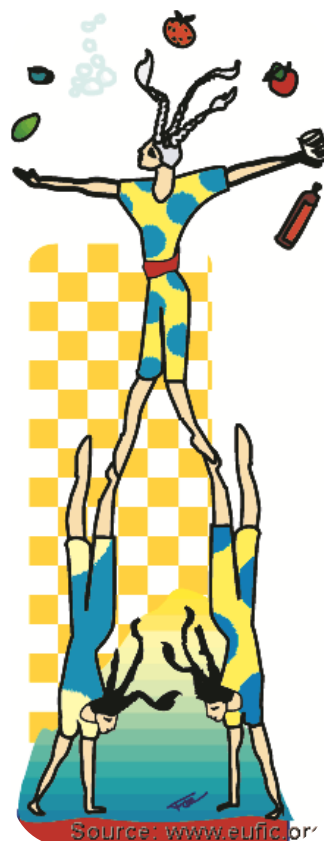
### 4.3 CONNECT4ACTION: [www.connect4action.eu](http://www.connect4action.eu)



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

By connecting key players in the food technology development process within the project, making them interact at all stages of the project, and enabling them with communication tools, CONNECT4ACTION aims to exemplify improved communication and to engage them with possibilities to improve their way of working. In particular, this project aims to engage stakeholders with interests in food to improve their multidisciplinary dialogue and to increase consumer acceptance of new food products.

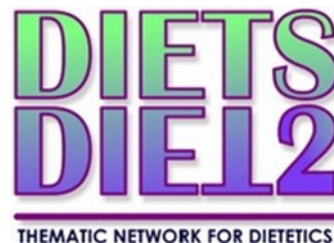
As dissemination leader, EUFIC launched the project's website and a stakeholder platform, where people are given the opportunity to provide input during various stages of the project, as well as early access to project outcomes, communication tools and training. The kick-off meeting for the project took place in Scheveningen (the Netherlands) on 30-31 January 2012.



### 4.4 DIETS2: [www.thematicnetworkdietetics.eu](http://www.thematicnetworkdietetics.eu)

**Dietitians ensuring Education, Teaching and Professional Quality**

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



EUFIC is a key contact in the dissemination work package of DIETS2. Over the past year, two newsletters were issued with EUFIC's participation: [Newsletter 11](#) (March 2012) and [Newsletter 12](#) (August 2012).

The 6<sup>th</sup> DIETS/EFAD conference was held 26-27 October in Portorož, Slovenia. Its theme was "Life Long Learning for a Secure Nutritional Future" and included presentations on the DeBATE project and EUFIC's Energy Balance tool.

#### 4.5 EATWELL: [www.eatwellproject.eu](http://www.eatwellproject.eu)

##### Interventions to Promote Healthy Eating Habits: Evaluation and Recommendations



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

EUFIC, leading the dissemination, organised a workshop to discuss the final recommendations of the EATWELL project on 22 March. The Brussels-based workshop gave interested stakeholders from industry, government and consumer organisations an opportunity to comment on project recommendations on European healthy eating policies. The recommendations are based on evaluations of national healthy eating interventions as well as a Europe-wide survey investigating citizen acceptance of various policy interventions.

An [article summarising the project's findings](#) is available in the February issue of EUFIC's Food Today - EU Project Supplement No. 2.

On 8 November, EATWELL presented its final results in the session 'Policies for a healthier European diet: are they effective?' at the 5th European Public Health Conference in Malta. EUFIC organised the final session, coordinated the talks and invited stakeholders to attend. The talks were recorded and are available as webinars on the project website.

#### 4.6 EuroDISH: [www.eurodish.eu](http://www.eurodish.eu)

##### Studying the need for food and health research infrastructures in Europe



This new three-year EU 7th Framework Programme project aims to develop recommendations on the need for food and health research infrastructures in Europe. EuroDISH is dual led, with Stichting Dienst Landbouwkundig Onderzoek as project coordinator, and Wageningen University as scientific coordinator. Both are part of Wageningen University and Research Centre. The consortium consists of 15 partners from seven countries, covering a wide range of expertise areas. EUFIC takes part in the project as dissemination leader.

The kick-off meeting took place on 26-27 September in The Hague. A logo concept was decided upon, allowing the project identity and website to be developed. A section for the project was added to the EU initiatives section of the EUFIC website at <http://www.eufic.org/article/en/show/eu-initiatives/rid/eurodish/>.

Before the year end, EUFIC developed the project strategic communication plan. Further effort went into designing the project website, which was launched early in 2013.

#### 4.7 EURRECA: [www.eurreca.org](http://www.eurreca.org)



##### EUropean micronutrient RECommendations Aligned

In Europe, micronutrient recommendations often vary widely between countries, causing confusion among consumers, food producers and policy-makers. More aligned information could influence dietary behaviours and potentially lead to a healthier population. EURRECA Network of Excellence was established to develop the building blocks to harmonise European micronutrient recommendations.

In its final year, EURRECA showcased its outputs. As dissemination leader, EUFIC played a large part in creating awareness of EURRECA's results amongst target audiences (mainly policy makers and researchers).

In March 2012, EUFIC sent out [EURRECA's last newsletter](#) with stories and updates from the project. A [webinar](#) explains the work carried out by the EURRECA and how this will benefit the micronutrient requirement setting process in the future.

On 18-19 April, EUFIC attended the WHO/EURRECA workshop that saw micronutrient-setting bodies coming together to discuss the findings of the project and recorded a [webinar of the talks](#).

In June, a final project leaflet was produced and in July, a [Food Today](#) article summarising the main achievements of the project, was published. EUFIC worked on editing 'The EURRECA Book' which summarises EURRECA's five and a half years of research and amounts to around 200 pages.

#### 4.8 FLABEL: [www.flabel.org](http://www.flabel.org)



##### Food Labelling to Advance Better Education for Life

In response to the prevalence of diet-related diseases, governments and food companies increasingly promote nutrition information on food labels to help the consumer make healthy, informed food choices.

The FLABEL project, coordinated by EUFIC, ended after three and a half years on 31st January. A leaflet and a webinar recorded with Dr Fernández-Celemín and Professor Klaus Grunert highlighting the final results are available on [www.flabel.org](http://www.flabel.org). A [Food Today article, explaining the main achievements of the project](#), was published in EUFIC's EU Project Supplement No. 2 in March. The main finding of the project is that lack of attention and lack of motivation are major obstacles preventing consumer use of nutrition labels.

FLABEL-related scientific publications will remain updated on the FLABEL website, such as a co-authored article in *Appetite*, 'Understanding how consumers categorise nutritional labels', which used FLABEL data.

In 2012, FLABEL final results were presented to retailers, food manufacturers, consumer groups and NGOs: EuroCommerce Food Committee meeting, 6<sup>th</sup> Annual Nutrition & Lifestyle Conference, ANIA (French food industry association) food committee, EU Platform plenary meeting.

#### 4.9 FOOD4ME: [www.food4me.org](http://www.food4me.org)

##### **An integrated analysis of opportunities and challenges for personalised nutrition**



When the human genome sequence was launched in 2000, it introduced the possibility of personalisation in health care. Such personalisation can be applied to nutrition, a key health determinant, to create a diet tailored specifically for an individual according to their individual physical and genetic make-up. The [Food4Me](http://www.food4me.org) project, which was launched in 2011, focuses on the individual aspects of diet. Does it work? Do consumers want it? And is it a feasible business approach?

In May, EUFIC who leads the dissemination of the project, published the [podcast](#) 'Public perceptions, business and personalised nutrition'. In this podcast, Jo Goossens from Bio-Sense, leader of Food4Me's work on business and value creation models, talks about investigations to date, what the team will be doing next and the role of this work in the future of personalised nutrition. EUFIC also introduced a 'Partner of the Month' section on the Food4Me website. This highlights the work package leaders [Jo Goossens](#), [Hannelore Daniel](#), [Marianne Walsh](#), [Ulf Görman](#), and [John Mathers](#) and the work they manage.

In September 11 [webinars](#) were published on food4me.org recording the talks that took place at the Philips workshop "New and Emerging Nutritional Phenotyping Tools" on 11 July 2012 in Cambridge, UK.

Food4Me has an active Facebook page with over 600 Likes.

#### 4.10 FoodRisC: [www.foodrisc.org](http://www.foodrisc.org)

##### **Perceptions and communication of food risk/benefits across Europe**



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

The consortium is comprised of experts in key fields relevant to food risk and benefit communication. They come from research institutes, consumer organisations, and SMEs in nine EU Member States, and are supported by a distinguished Scientific Advisory Board of representatives from seven organisations including the European Food Safety Authority.

In 2012 a large amount of research work was carried out. EUFIC participated in a study to increase understanding of how professional and 'citizen' journalists communicate on food risks in the traditional, online and social media arenas. The study involved interviewing professional and 'citizen' journalists in four countries, all of whom had communicated on at least one of two major food risk events, i.e. the



German Dioxin Crisis in pork, chicken and eggs (2010/2011) and German EHEC crisis of sprouted seeds (May 2011). In addition EUFIC has been actively involved in the development of an 'e-resource' centre for food risk and benefit communication. In 2012, Dr Friel spoke on the FoodRisC project at three conferences:

- ⇒ International Association for Food Protection (IAFP) European Conference, Warsaw, May
- ⇒ European Association of Communication Directors (EACD), Annual European Communication Summit, Brussels, July
- ⇒ IuFOST/IFSTI Global Food Safety Conference 2012, Dublin, October

EUFIC produced a podcast with Professor Wim Verbeke, Ghent University, who discusses FoodRisC's research on the [conceptualisation of food risks, benefits and crises](#).

#### **4.11 IDEFICS: [www.ideficsstudy.eu](http://www.ideficsstudy.eu)**

##### **Identification and prevention of Dietary- and lifestyle-induced health Effects In Children and infants**

Overweight and obesity are huge public health problems. In Europe, about 1 in 2 adults and up to 1 in 5 children are affected, and many of the overweight children carry their excess weight into adulthood. The IDEFICS study has set out to stem the obesity epidemic through targeted interventions that teach people the basics of healthy living. Helping parents understand what they can do to get their children on the right track to a healthy lifestyle was one of the project's main aims. EUFIC was the main partner responsible for the communication and dissemination of this project.



The project ended after five and a half years on 29 February 2012. An article summarising the project final results was published in EUFIC Food Today-[EU Projects Supplement N°2](#). Recent scientific publications are highlighted on the [IDEFICS homepage](#). Among the main findings in the IDEFICS cohort, child overweight and obesity were linked to:

- not getting enough sleep (less than 11 hours per night);
- not exercising enough (less than the recommended 60 minutes moderate to vigorous physical activity per day);
- too much media (e.g. television) viewing (more than 14 hours per week) and general sedentary time;
- certain family structures (low income, low education, single-parent, or parents are migrant or overweight/obese themselves).

An Open Access book chapter on the intervention toolbox as a guide for any community that wishes to implement the IDEFICS intervention, in which EUFIC contributed, has been accepted for publication.



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



**inprofood**  
Towards sustainable food research

##### **Towards sustainable food research**

Attempts to increase public awareness of appropriate ways to eat more healthily do not seem to have led to significant changes in patterns of food purchase and consumption. The development of effective measures for improvement requires further systematic research and innovative approaches. It requires a purposeful communicative exchange between research, business, and civil society actors on the nature of the problem and the role that innovative technological approaches could play in tackling it.

Starting on 1<sup>st</sup> November 2011, the INPROFOOD project is currently carrying out mapping exercises on European research programming infrastructures and relevant stakeholders. EUFIC is responsible for the Belgian country report.

In collaboration with the European Network of Science Centres and Museums (ECSITE), EUFIC has collated a database of Belgian stakeholders in the research programming cycle of food and health. The database, together with reports from at least 12 other European countries, will form the basis for inviting stakeholders to European Awareness Scenario Workshops.

EUFIC has also started looking into key decision stages in relation to food research funding at the European level. This will help to understand how research agendas, budgets and financial allocation are being set.

#### **4.13 NU-AGE: [www.nu-age.eu](http://www.nu-age.eu)**

##### **New dietary strategies for healthy ageing in Europe**

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

The 5-year project seeks to demonstrate how to counteract and/or slow down the process of ageing by dietary means. Based on the knowledge gained about influences of diet on ageing and its potential to prevent age-related disease, foods designed especially for elderly consumers will be developed and the best ways to communicate dietary recommendations to those over 65 will be explored.



NU-AGE was presented at the EU Platform for Action on Diet, Physical Activity and Health in February 2012. EUFIC will be involved in both research - a survey with the intervention participants on how people over 65 perceive and interpret nutrition and health claims- and communication activities.

EUFIC has produced a podcast with the project coordinator, Professor Claudio Franceschi, and the project research manager, Dr Aurelia Santoro, outlining the key aims and objectives of this important research programme. The podcast is available on the NU-AGE website.

The on-going 12-month dietary intervention study has started in five centres with a total of 1,250 participants. The recruitment centres are at University Bologna in Italy, Wageningen University in the Netherlands, University of East Anglia in the United Kingdom, Nutrition Research Centre Auvergne in France, and The Warsaw University of Life Sciences in Poland.

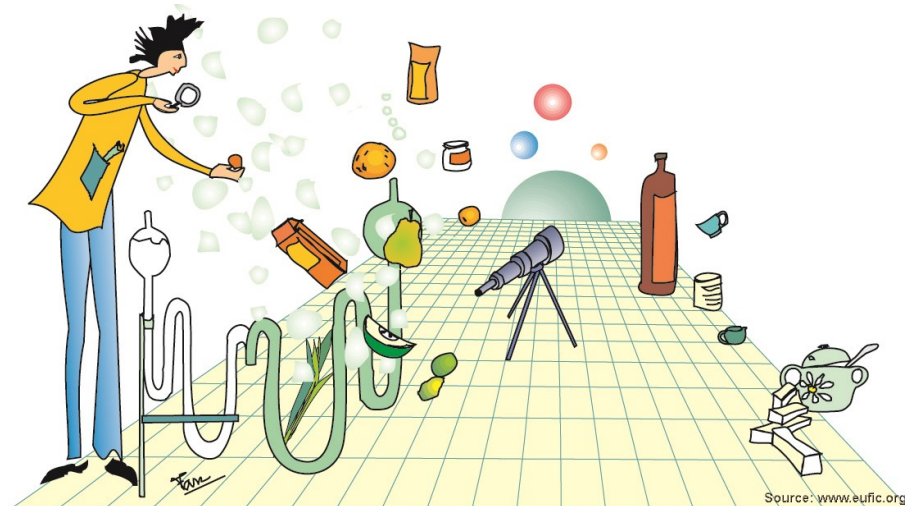
#### **4.14 RECAPT: [www.recapt.org](http://www.recapt.org)**

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

Members of the RECAPT project believe that increased cooperation in the food chain - especially between retailers, food producers and food scientists - could lead to a higher degree of innovativeness across the food supply chain, enabling food science and industry to convert research findings into products that reflect changing consumer demands. Aarhus University is the coordinator of the RECAPT project and EUFIC is leader of the dissemination activities throughout this project. EUFIC launched the RECAPT website and extranet and also organised the kick-off meeting which took place in Amsterdam on 28-29 February. EUFIC also created a flyer on the project available from the RECAPT website.

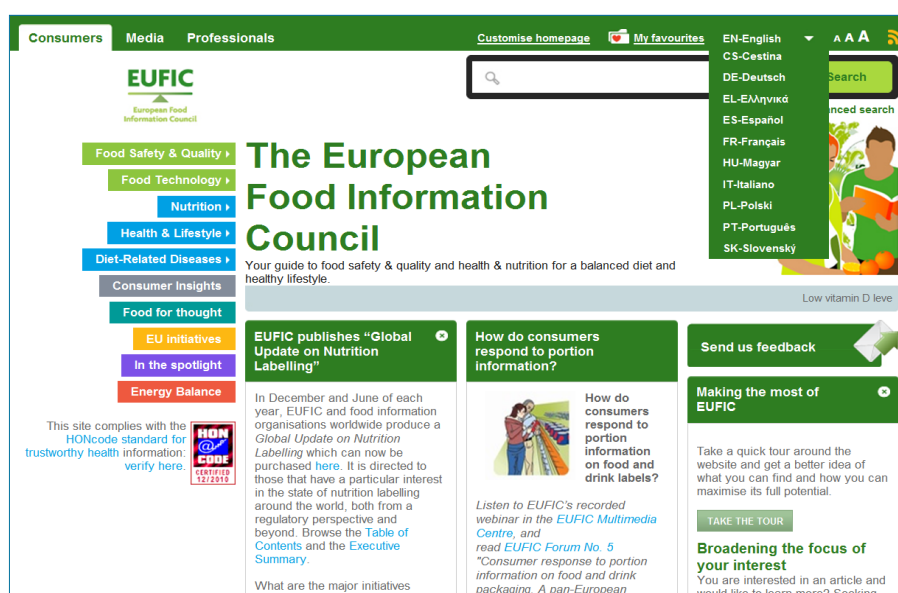


At the end of October EUFIC attended the first workshop of the Collaborative Food Innovation Forum in Paris, in which representatives from food manufacturers, caterers and retailers in Europe participated.



## 5. DISSEMINATING INFORMATION

EUFIC uses a combination of communication tools to disseminate information on food science and research: our Health on the Net (HON-code) certified website [www.eufic.org](http://www.eufic.org) houses a range of communications: webinars and podcasts, Food Today articles,

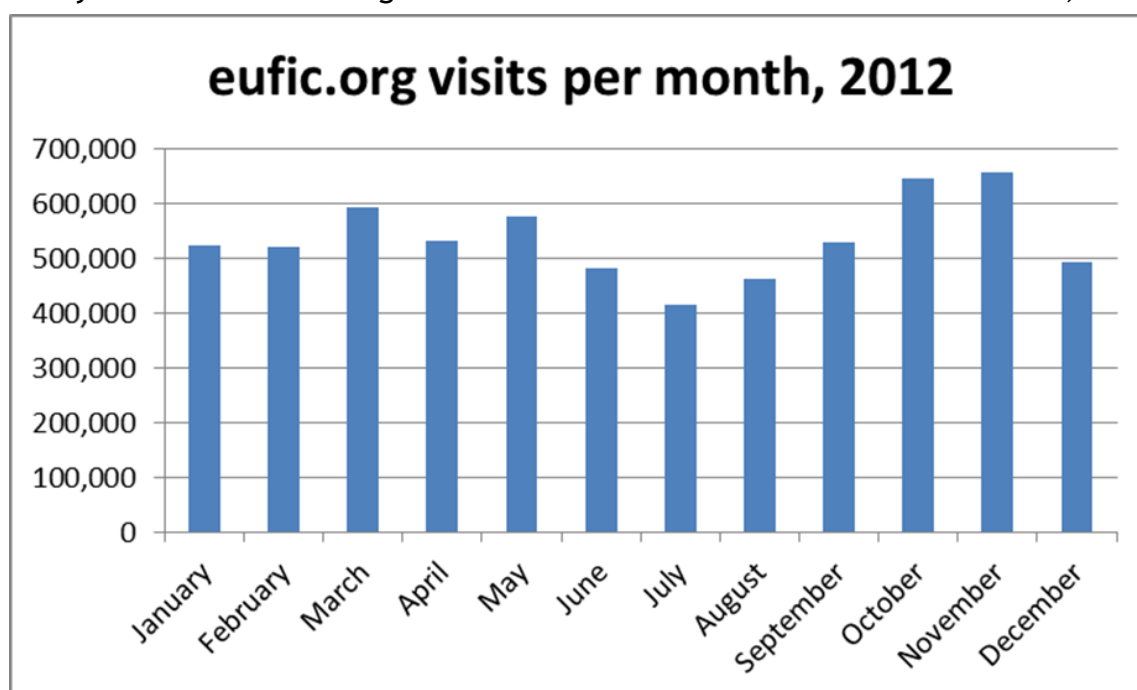


EUFIC Reviews and EUFIC Forums, Science Briefs, peer-reviewed publications, an annual Global Update on Nutrition Labelling and access to social media to enhance dissemination to a younger and more mobile audience.

EUFIC's Cool Food Planet website for kids was formally launched in November, in [English](#) and [French](#), and [EUFIC YouTube channel](#) was launched with promotional videos and a testimonial for Cool Food Planet. In January, EUFIC published a EUFIC Review on fruit & vegetable consumption in Europe. This concerned a ranking of EU countries and highlighted deficiencies related to WHO recommendations. It was widely referred to in on-line media.

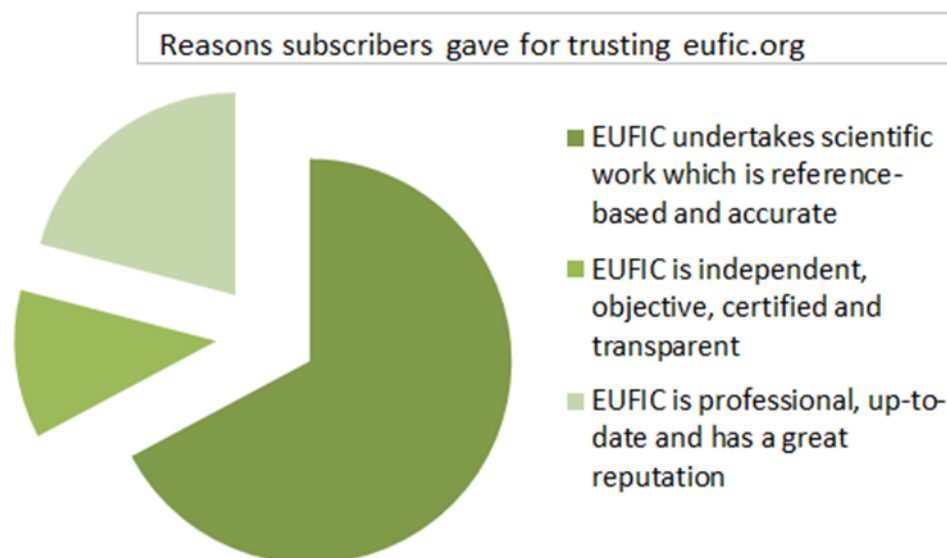
### 5.1 EUFIC's website

Available in 11 different languages, eufic.org recorded over 6.4 million visits for the calendar year 2012. The average number of visits each month in 2012 was 536,000.



### EUFIC Online subscribers trust eufic.org

Early in the year, EUFIC conducted a survey of its 42,000 website subscribers, to assess who they are, what they search for and why. Of nearly 1,200 respondents, 98% reported trusting the information on eufic.org. When asked why, a majority said this was because EUFIC undertakes scientific work that is reference-based and accurate.



Eufic.org's content mix (Nutrition & Health, Food Safety & Quality) generally reflects what its subscribers look for on the web, and is in subscribers' top three web-based sources for this information (behind 'health professional websites' and using Google searches).

## 5.2 Cool Food Planet Website

In December 2012, EUFIC formally launched the Cool Food Planet educational website for children ([www.coolfoodplanet.org](http://www.coolfoodplanet.org)), to help kids learn about health, nutrition and food safety in a way that is engaging and fun. Cool Food Planet uses customisable cartoon characters, learning tools and interactive games. The language is simple, clear and includes useful terms on food and nutrition that kids can learn, particularly when playing alongside parents and teachers, emphasising healthy lifestyle choices. Cool Food Planet is currently available in English and French, with more languages to come in the future.



All the content is developed in partnership with science, nutrition and teaching professionals to ensure it is reliable and relevant. YouTube videos are available on EUFIC's new YouTube channel, and a [Cool Food Planet Facebook page](#) for adults was launched.



### 5.3 EUFIC on Facebook and Twitter



EUFIC's Facebook page consistently links to science-based content that can be found on [eufic.org](http://eufic.org). At the end of 2012 (15 months of Facebook), EUFIC had 2,789 [Facebook](#) followers who 'Like' EUFIC. 75 updates were posted during the year.



To further facilitate dissemination of EUFIC content, EUFIC formally launched its [Twitter](#) account (@EUFIC) on June 21<sup>st</sup> using specific hash tags, such as #EUFICFoodToday and #EUFICScienceBrief to make them more easily searchable. By the end of 2012, EUFIC had 510 Twitter followers.



#### 5.4 EUFIC Multimedia Centre

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

In 2012, EUFIC produced 10 new podcasts that were downloaded over 7,000 times. EUFIC's 39 podcasts generated 41,000 downloads in 2012, and since 2006 when EUFIC began using podcasts to extend the reach of its information, these have been downloaded over 316,000 times.

New podcasts in 2012:

- Highlights from the 19th European Congress on Obesity 2012
- Low Calorie Sweeteners - translating the science into practical recommendations
- EATWELL: Estimating the effects of healthy eating policies
- FoodRisC: The role of social media during a food crisis
- Food4Me: Public perceptions, business and personalised nutrition
- Hydration For Health
- Hydration: A Basic Aspect in Nutrition
- FoodRisC: Conceptualising food risk and benefit
- FoodRisC: A new tool to improve communication
- FoodRisC: Analysing traditional and social media coverage

#### 5.5 Peer-Reviewed Publications

EUFIC continues to consistently publish credible peer-reviewed articles and provides Open Access to such publications wherever possible. EUFIC had two of the top three OPEN ACCESS downloads on the Journal of Public Health website, both related to nutrition labelling.

11 articles where EUFIC staff are authors were published in 2012:

1. Grunert KG, Fernández Celemin L, Storcksdieck genannt Bonsmann S, Wills JM. (2012). **Motivation and attention are the major bottlenecks in nutrition labelling - key findings from the FLABEL project.** Food Science & Technology 26(1): 19-21.
2. Capacci S, Mazzocchi M, Shankar B, Brambila Macias J, Verbeke W, Pérez-Cueto FJA, Koziol-Kozakowska A, Piórecka B, Niedzwiedzka B, D'Addesa D, Saba A, Turrini A, Aschemann-Witzel J, Bech-Larsen T, Strand M, Wills J, Traill B. (2012). **Policies to promote healthy eating in Europe: a structured review of instruments and their effectiveness.** Nutr. Rev. 2012; 70(3): 188-200. DOI: [10.1111/j.1753-4887.2011.00442.x](https://doi.org/10.1111/j.1753-4887.2011.00442.x).
3. Wills JM, Storcksdieck genannt Bonsmann S, Kolka M, Grunert KG. **European consumers and health claims - attitudes, understanding, and purchasing behaviour.** Proc Nutr Soc. 2012; 71(2): 229-36. DOI: [10.1017/S0029665112000043](https://doi.org/10.1017/S0029665112000043).



4. Grunert KG, Wills J, Fernández Celemin L, Lähteenmäki L, Scholderer J, Storcksdieck genannt Bonsmann S. **Socio-demographic and attitudinal determinants of nutrition knowledge of food shoppers in six European countries.** Food Qual Pref. 2012; 26:166-77. DOI: [10.1016/j.foodqual.2012.04.007](https://doi.org/10.1016/j.foodqual.2012.04.007)
5. Hieke S, Wills J. **Nutrition labelling - is it effective in encouraging healthy eating?** CAB Reviews. 2012; 7(031): 1-7.
6. Verbestel V, De Henauw S, Marild S, Storcksdieck genannt Bonsmann S, Fernández Celemin L, Gallois K, Hassel H, De Bourdeaudhuij I. (2012). **The IDEFICS Intervention Toolbox - A Guide to Successful Obesity Prevention at Community Level, Public Health - Social and Behavioral Health**, Prof. Jay Maddock (Ed.), ISBN: 978-953-51-0620-3, InTech, Available from: <http://www.intechopen.com/books/public-health-social-and-behavioral-health/the-idefics-intervention-toolbox-a-guide-to-successful-obesity-prevention-at-community-level>
7. Storcksdieck genannt Bonsmann S, Wills JM. **Nutrition labelling to prevent obesity - Reviewing the evidence from Europe.** Curr. Obes. Rep. 2012; 1(3): 134-140. DOI: [10.1007/s13679-012-0020-0](https://doi.org/10.1007/s13679-012-0020-0) (accessed from publisher's website up to 61 times through 2012, the second most downloaded PDF)
8. Perez-Cueto F, Aschemann-Witzel J, Shankar B, Brambila-Macias J, Bech-Larsen T, Mazzocchi M, Capacci S, Saba A, Turrini A, Niedzwiedzka B, Piorecka B, Kozio-Kozakowska A, Wills J, Traill WB, Verbeke W, **Assessment of evaluations made to healthy eating policies in Europe: a review within the EATWELL Project.** Public Health Nutr. 2012; 15(8):1489-1496. DOI: [10.1017/S1368980011003107](https://doi.org/10.1017/S1368980011003107).
9. Hodgkins C, Barnett J, Wasowicz-Kirylo G, Stysko-Kunkowska M, Gulcan Y, Kustepeli Y, Akgungor S, Chryssochoidis G, Fernández-Celemin L, Storcksdieck genannt Bonsmann S, Gibbs M, Raats M. **Understanding how consumers categorise nutritional labels: A consumer derived typology for front-of-pack nutrition labelling.** Appetite. 2012; 59(3): 806-817. DOI: [10.1016/j.appet.2012.08.014](https://doi.org/10.1016/j.appet.2012.08.014).
10. Brown KA, Hermoso M, Timotijevic L, Barnett J, Lillegaard ITL, Rehurková I, Larrañaga A, Loncarevic-Srmic A, Frost Andersen L, Ruprich J, Fernández-Celemin L, Raats MM. **Consumer involvement in dietary guideline development: opinions from European stakeholders.** Public Health Nutrition, ISSN 1368-9800 DOI: [10.1017/S1368980012005125](https://doi.org/10.1017/S1368980012005125) published online: 27 November 2012.
11. Walsh M, Kuhn S. **Developments in personalised nutrition.** Nutr Bull. 2012; 37 (4):380-3. DOI: [10.1111/j.1467-3010.2012.01998.x](https://doi.org/10.1111/j.1467-3010.2012.01998.x) .

## 5.6 Food Today

# FOODTODAY

EUROPEAN FOOD INFORMATION COUNCIL NEWSLETTER

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

### EU Projects Supplement n° 2

Healthy food options for people at risk of poverty

Can policies create a healthier Europe?

New insights into nutrition labelling in Europe

Learnings on childhood obesity - sustaining healthy living after IDEFICS

### Food Today n° 80

Iodine deficiency in Europe - a hidden public health concern

Time to recognise malnutrition in Europe

How big is the overweight problem in Europe? WHO knows!



### Food Today n° 81

Nutrition labelling becomes mandatory in Europe

How to minimise food waste

Weight issues associated with pregnancy

### Food Today n° 82

The role of low-calorie sweeteners in weight management

A life less sedentary

EURRECA! On the road to harmonising vitamin and mineral recommendations in Europe

### Food Today n° 83

Shift work: implications for health and nutrition

Parental influence on children's food preferences and energy intake

School lunch standards in Europe

### Food Today n° 84

Barriers to adolescent enjoyment of and participation in physical activity

The science behind superfoods: are they really super?

Celiac disease on the rise in Europe



## 5.7 Science Briefs

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

- Gut health: the role of bacteria, probiotics and prebiotics (Feb 15)
- Link found between inactivity and poor child health (Feb 17)
- Taking folic acid supplements for pregnancy linked to child's speech development (Mar 7)
- EUFIC reviews European consumers' responses to health claims (Mar 8)
- The Nordic diet - is it as healthy as the Mediterranean? (Mar 26)
- Review confirms that cocoa flavonoids may reduce cholesterol (Apr 4)
- Skipping breakfast may increase food intake at lunchtime (Apr 11)
- Eating a combination of cholesterol-lowering foods may reduce LDL (bad) cholesterol levels (Apr 18)
- Coffee consumption may be linked to lower risk of type 2 diabetes (Apr 25)
- EFSA and ECDC release new European Union Summary Report on Trends and Sources of Zoonoses (May 2)
- Beetroot may lower blood pressure and bread could serve as a 'useful vehicle' for delivery (May 9)
- Labelling foods as 'low in salt' may not reduce actual salt intakes (May 16)
- A good night's sleep may help you stay slim and possibly reduce the risk of developing diabetes (May 23)
- EFSA and ECDC publish new European Union Summary Report on Antimicrobial Resistance in Zoonotic Bacteria from Humans, Animals and Food (May 30)
- Eating oat beta-glucan regularly helps maintain normal blood cholesterol (Jun 6)
- Psychological treatment for obesity: Determining what eating behaviours are involved (Jun 13)
- What determines the nutrition knowledge of food shoppers across Europe (Jun 20)
- Algal oil as a possible source of omega-3 fatty acid DHA to improve blood lipids in people without heart disease (Jun 27)
- Trends in diet, serum cholesterol and BMI among Swedish adults (Jul 4)
- Boosting the benefits and minimising the risks: determining optimal seafood consumption (Jul 7)
- Brain response to food stimuli may explain link between inadequate sleep and obesity (Jul 18)
- Overweight but not underweight toddlers may be perceived by their mothers as healthy (Jul 27)
- UK salt campaign may have successfully reduced salt intake, but what are the next steps? (Aug 01)
- EUFIC reviews European evidence on whether nutrition labelling has helped prevent obesity (Aug 08)
- Reducing sedentary behaviours may lead to decrease in BMI (Aug 16)
- European Commission publishes the 2011 Annual Report of the Rapid Alert System for Food and Feed (RASFF) (Aug 23)
- EUFIC reviews European evidence on whether nutrition labelling has helped encourage healthy eating (Sept 05)
- Breastfeeding according to guidelines may help protect children from becoming overweight (Sept 13)
- Fructose: is public health action necessary? (Sept 18)

- Lower socio-economic status and an unhealthy diet: underlying food selection motives can help explain the relationship (Sept 25)
- Are Organic Foods Safer or Healthier than Conventional Alternatives? (Oct 2)
- New consensus on energy balance and body weight regulation (Oct 9)
- Health-related claims are perceived more positively when personally relevant (Oct 24)
- Obesity may dampen taste sensitivity in children and adolescents (Oct 30)
- Seeking commercial survival: business models for personalised nutrition (Nov 6)
- Stevia Sweeteners: No evidence of genotoxicity (Nov 13)
- People are smart when it comes to reading food-related claims (Nov 20)
- How "good" claims can evoke "bad" impressions (Dec 11)



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

## ANNEXES

### Annex 1: Annual accounts 2012

Income statement as of 31 December 2012

	2012
	€
<b>Revenue</b>	
Membership income	937,730
Other income	1,057,713
Interest	2,142
	<b>1,997,585€</b>
<b>Operating expenses</b>	
General administration	1,352,598
Projects & Other expenses	727,787
	<b>2,080,385€</b>
<b>Transfer from reserves:</b>	83,561€
<b>Final result:</b>	<b>761€</b>

## **Annex 2: EU Project consortium partners 2012**

### **CHANCE (N° 266331)**

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

### **CLYMBOL (N° 311963)**

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

### **CONNECT4ACTION (N° 289023)**

Stichting Dienst Landbouwkundig Onderzoek (NL)  
 Wageningen University (NL)  
 Institut National de la Recherche Agronomique (FR)

University of Bologna (IT)  
 Aarhus University (DE)  
 European Food Information Council (BE)  
 European Federation of Food Science and Technology (NL)  
 Netherlands Organisation for Applied Scientific Research TNO (NL)  
 The International Association for Cereal Science and Technology (AU)  
 The University of Newcastle upon Tyne (UK)  
 Agroscope Changins-Wädenswil Research Station (CH)

### **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)  
 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)



**EURODISH (N° 311788)**

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

**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)  
Dukes Eylul University (TR)  
European Association of Craft, Small  
and Medium-sized Enterprises (BE)  
European Community of Consumer  
Cooperatives (BE)  
European Food Information Council (BE)  
Tesco (UK)  
Universität des Saarlandes (DE)  
University of Aarhus (DK)  
University of Surrey (UK)  
University of Warsaw (PL)  
Wageningen University (NL)

**Food4Me (N° 265494)**

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

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

### **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)

### **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)

### **INPROFOOD (N° 289045)**

University of Hohenheim Life Science  
Center (DE)  
DIALOGIK gemeinnützige Gesellschaft für  
Kommunikations-und  
Kooperationsforschung mbH (DE)  
Sociedade Portuguesa de Inovação (PT)  
Maastricht University (NL)  
University of Surrey (UK)  
Gene Rowe Evaluations (UK)  
Observe - Science in Society (IT)  
World Health Organization - Regional  
Office for Europe (DE)  
Foundation for Research and Technology  
(GR)  
European Food Information Council (BE)  
Lebensmittelwissenschaftliche Beratung  
(DE)

European Network of Science Centres and Museums (BE)  
Science Shop Vienna -  
Wissenschaftsladen Wien (AU)  
Hacettepe University (TR)  
Centro tecnológico agroalimentario (ES)  
Comenius University in Bratislava (SL)  
University of Copenhagen - Faculty of Life Sciences (DE)

### **NU-AGE (N° 266486)**

Alma Mater Studiorum-Universita di Bologna (IT)  
Centre de Recherche en Nutrition Humaine Auvergne (FR)  
Confederation of Food and Drink Industries (BE)  
Ethniko Idryma Erevnon (GR)  
European Food Information Council (BE)  
Institut national de la recherche agronomique (FR)  
Institute of Food Research (UK)  
Kanizsa Pekseg Sutoipari es Kereskedelmi Zartkoruen (HU)  
Karolinska Institutet (SE)  
Kraft Foods R&D Inc (CH)  
Lesieur SA (FR)  
Makedoniki Viomihania Galaktos Anonimos Eteria (GR)  
MTT Agrifood Research (FI)  
Nestec S.A. (CH)  
Newsol SA (FR)  
Orebro University (SE)  
Pancrazio SPA (IT)  
Spread European Safety (IT)  
Straticell Screening Technologies (BE)  
Szkoła Główna Gospodarstwa Wiejskiego (PL)  
TNO Netherlands (NL)  
University College Cork (IE)  
University of East Anglia (UK)  
University of Reading (UK)  
Valio OY (FI)  
Vidrerres 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)

### **RECAPT (N° 289755)**

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

### **Annex 3: Member companies in 2012 and EUFIC Transparency Statement**

Member companies in 2012: AB Sugar, Ajinomoto Sweeteners Europe, Bunge, Cargill, Cereal Partners, Coca-Cola, Danone, Dow Seeds, DSM Nutritional Products Europe Ltd., Ferrero, General Mills, Kraft / Mondelēz Europe, Mars, McDonald's, Nestlé, PepsiCo, Pfizer Animal Health, Südzucker, and Unilever.

#### **EUFIC Transparency Statement:**

- The European Food Information Council (EUFIC) has been established to provide science-based information and education material on foods and food related topics to health and nutrition professionals, educators, opinion leaders and the news media, in a form understandable to the general public.
- EUFIC's publications are based on peer-reviewed science and will not promote views that 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 2012**

- Joan Prats, The Coca-Cola Company, Chair
- Anne Heughan, Unilever, Vice-Chair
- Elizabeth Fay, Cargill, Vice-Chair
- Theo Stickers, DSM Food Specialties, Treasurer
- Mariusz Michalik, PepsiCo International
- David Coleman, McDonald's
- Alessandro Cagli, Ferrero
- Stephen French, Mars
- Annie Loc'h, Danone
- Guido Kayaert/Bart Vandewætere, Nestlé
- Clare Leonard, Kraft / Mondelēz Europe
- John Athanatos, Cereal Partners Worldwide

### Annex 5: Scientific Advisory Board and Editorial Board 2012

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

- Alan Reilly, Chairman of the EUFIC Scientific Advisory Board, Chief Executive Officer, Food Safety Authority of Ireland
- France Bellisle, Vice Chairman of the EUFIC Scientific Advisory Board, Researcher at the Nutritional Epidemiology Unit, University Paris 13, Bobigny, France
- Gerd Harzer, Professor at Technical University of Munich and Justus-Liebig University in Giessen, Germany
- Onno Korver, Former Chief Nutrition Scientist, Unilever, The Netherlands
- Giorgio Poli, Dean of the Faculty of Veterinary Medicine, University of Milan, Italy
- Josef Schlatter, Former Head of the Nutritional and Toxicological Risks Section, Federal Department of Home Affairs (FDHA), Federal Office of Public Health (FOPH), Consumer Protection Directorate, Zurich, Switzerland (retired).
- Michael Sjöström, Head of Unit of Preventive Nutrition, Department of Biosciences/Medical Nutrition, Karolinska Institutet, Sweden

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

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



## Annex 6: Staff Members

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

#### *Director General*

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

### **Florence Boivin**

#### *Office Manager*

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

### **Elena Catalfamo**

#### *Food Safety and Quality Projects Assistant*

Elena has a BSc in veterinary biotechnology from the University of Turin and an MSc in Food Safety from the University of Natural Resources and Life Sciences, Vienna.

### **Charlotte Cols**

#### *Communications Assistant*

Charlotte has a Master degree in Applied Linguistics - Journalism from Erasmus University College Brussels.

### **Dr Laura Fernández-Celemín**

#### *Director Nutrition and Health, Deputy Director General*

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

### **Dr Mary Friel**

#### *Food Safety and Risk Communications Manager*

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

### **Frédéric Goffard**

#### *Financial Administrative Advisor*

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

### **Dr Sophie Hieke**

#### *Consumer Insights Manager*

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

### **Sofia Kuhn**

#### *Communications Manager: EU Projects*

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

### **Rachel Law**

#### *EU Projects Communications Assistant*

Rachel has a BSc in Biology from the University of Southampton and an MSc in Science Communications from the University of the West of England.

**Nathalie Metzger***Nutrition & Health Communications Manager*

Nathalie Metzger is a registered dietitian.

**Laura Radu-Loghin***Financial Administrative Assistant*

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

**Christina Sadler***Nutrition and Health Projects Assistant*

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

**Philip Springuel***Director of Communications*

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

**Dr Stefan Storcksdieck genannt Bonsmann***Nutrition & Health Projects Manager*

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

## Contacting EUFIC

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Rue Paul-Emile JANSON 6

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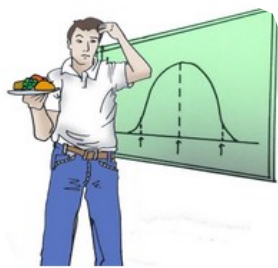
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Director of Communications

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European Food  
Information Council



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