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# EUFIC NEWS

ANNUAL REPORT 2018 - TOWARDS MORE COLLABORATION AND IMPACT

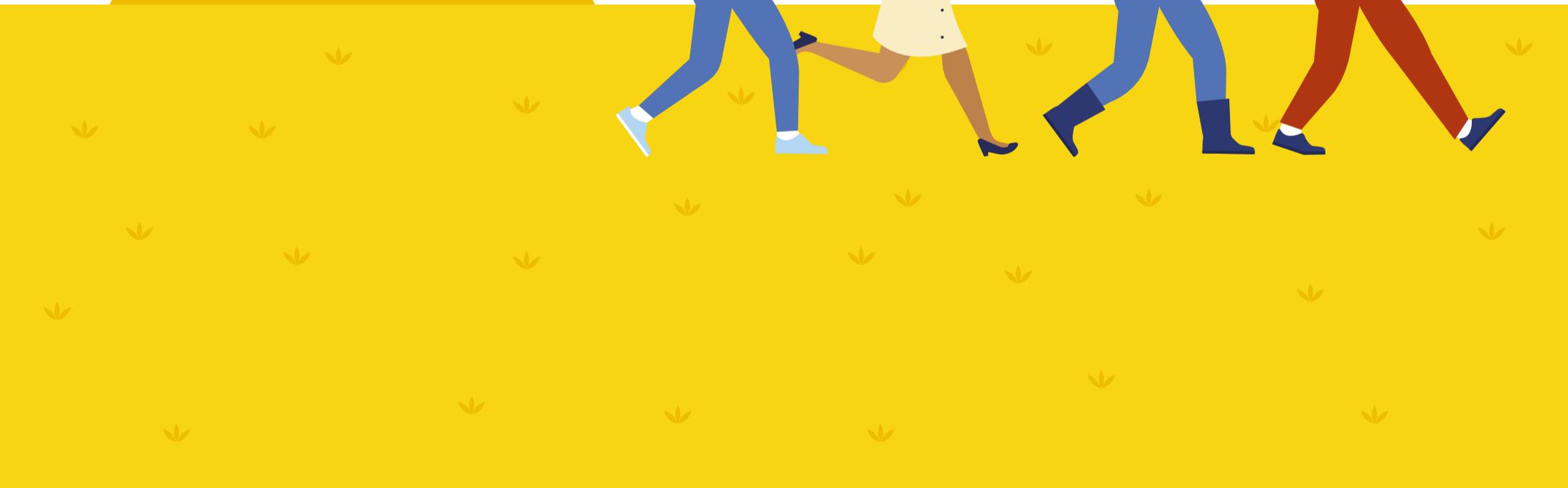


ISSUE N°3

# 2018, towards more collaboration and impact



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## Year in review

by *Laura Fernández Celemín*,  
Director General

If a year can represent a metaphor of life – its challenges, opportunities, efforts and rewards, then for EUFIC this year would no doubt be 2018. Growing an organization is a significant task, yet spearheading progress while keeping up the quality of work and continuing to expand into new areas is a much bigger challenge still. We embraced this challenge in 2018 and we are proud of our unprecedented results!

Over my 16 years at EUFIC I have had the chance to design and implement a range of strategies to increase our impact in Europe, while remaining firmly attached to our core mission: to translate complex food and health science into engaging and accessible information that people can act upon in their everyday lives. Throughout 2018 we have made a **real step change in bringing health professionals and local multipliers closer to our vision** to inspire people to adopt a healthier and more sustainable diet.

We are also delighted to welcome a range of well-established academic, non-governmental organisations, research centers and nutrition societies to our membership, united by the ambition to advance the conversation on food, health and sustainability in Europe.

In an era of information overload and a constant battle for people's attention online, we know **we can motivate people to change only by engaging them on the issues that matter**. We believe that in this context, our role as science communicators becomes even more relevant, and we live by the ambition of becoming the go-to source for balanced and reliable food and health information in Europe. Our focused efforts this year on social media engagement and optimising our content for online search engines contributed hugely to making our content cut through.

With our expanded and highly skilled team, we now look forward to the next challenges: to enlarge our networks and membership further, to multiply our reach through collaborative projects, to better understand people's behaviour and needs through excellence in consumer science and of course: **to continue to produce relevant, reliable and engaging content on food, health and sustainability** for the benefit of people across the continent.



## Letter from the Scientific Advisory Board (SAB) chair

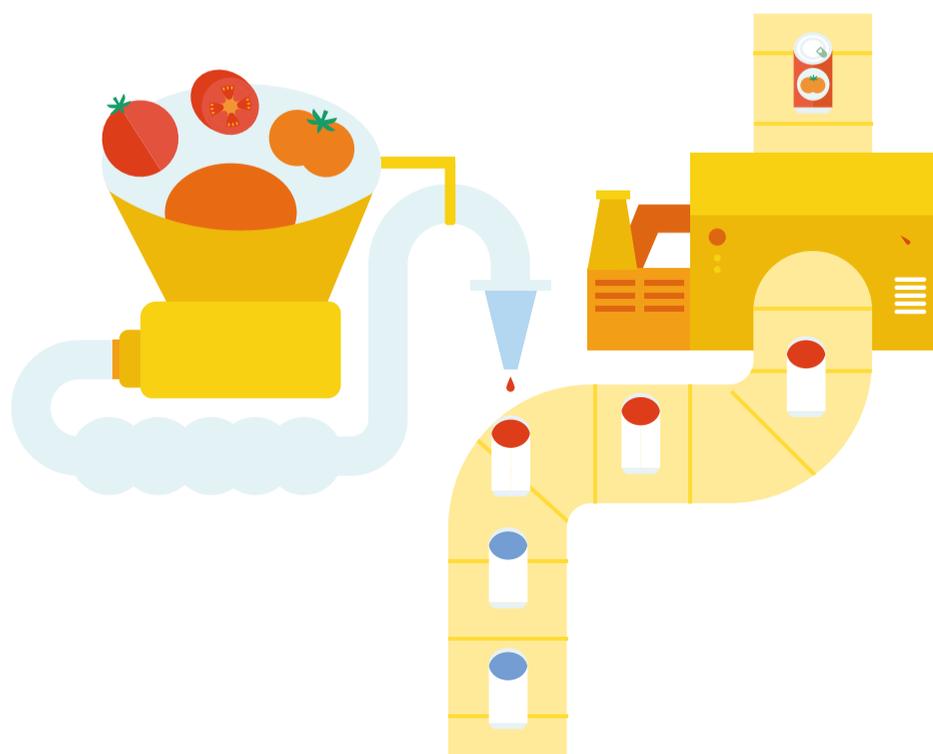
by *Alan Reilly*,  
Chair of EUFIC's SAB\*

In 2018, EUFIC took another big leap towards establishing itself as an **institution that leads the way in engaging communication** to public on food and health issues with a strong scientific base. As Chair of EUFIC's Scientific Advisory Board (SAB), I had the pleasure of coordinating the work to discuss the latest trends on key nutrition and health issues with renowned experts from a spread of EU countries. These exchanges bring an essential compass to EUFIC and guide the team in the selection of topics to focus on.

During the two SAB meetings held in 2018, we provided an overview of the hot topics that hit the headlines in Europe. We uncovered national differences in perception and approach to food related issues and we stressed the importance of tackling common issues that are pivotal to **improve the quality of reporting on nutrition and health in the media**.

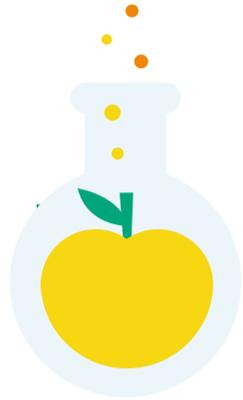
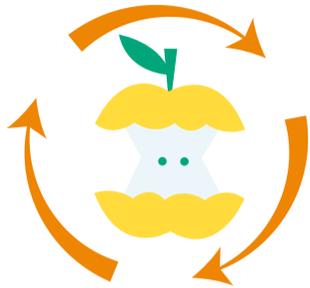
Processed food, the rising obesity crisis, food waste and sustainable diets were at the core of the discussions. The EUFIC team continued to amaze us with their ability to **turn our insights into engaging content and social media campaigns** that get people into the conversation, challenges stigmas and informs better lifestyle choices.

\*Professor Alan Reilly, Adjunct Professor, Institute of Food and Health, School of Public Health, Physiotherapy and Population Science, School of Veterinary Medicine Science Centre, University College Dublin.



## Our vision

We believe in a world where people live healthily because they know how to.



## Our mission

We offer accessible, appealing and actionable science-based information on food and health to inspire and empower.



## Scaling up EUFIC's website: optimisation for impact

Since EUFIC's new website went live in 2017, visitor numbers have been on a constant up. In 2018, **we reached more than 1.2 million pageviews**, a 19% increase compared to last year!

### Three secrets got us there:

First, we worked tirelessly to improve our website Search Engine Optimization (SEO), making sure EUFIC's - old and new content - rank higher in Google searches. While this has been a very labour-intensive task, the results are staggering: EUFIC's "10 healthy lifestyle tips for adults" now top Google results for relevant search terms - beating 297.000.000 other relevant pieces of content.

Secondly, we performed a "heat map analysis" to learn how people navigate through our website. We identified a set of changes that help make people stay with us longer and learn more about food, health and sustainability

issues that matter. These improvements - from updating the website menu to reviving the look of our article pages - also led to a significant increase in newsletter subscriptions. **Over 33k subscribers now get EUFIC's news in their inboxes every quarter.**

Third, we cherished the value of experts and brought in a digital marketing agency to help us grow our technical expertise and finetune a range of sections of our website.

Developing a website is not a one-time event, and we are committed to improving our website's performance in the long term. **2019 will focus on mobile friendliness**, improve our archive and develop new sections like the newsroom, to provide both health professionals and people across Europe with the information and tools they need to help drive healthier societies.

### We are celebrating...

**63k**

impressions of our most popular infographic



**48.6k**

followers on Twitter



**889**

engagement with our most popular video



**1,234,509**

pageviews on our website



MORE THAN

**33k**

subscribers to our multilingual newsletter



**+50%**

views on our Youtube channel

**137,562**

reads of our most popular feature article



**4.8/5**

ranking on Facebook



UP TO  
**119 million**

estimated reach of media that mentioned us

## Social media: from growth to engagement



*“Success in social media is more than impressive numbers and stats: it’s about engagement.”*

*Carlos Abundancia  
Senior Manager, Social Media*

In recent years, **social media has become a core activity at EUFIC**, helping us not only to spread our message but to connect with individuals, from youths to health professionals. Throughout 2018, much of the effort was invested in visual content production, to further differentiate our brand and convey our messages in a playful and attractive way that continues to evoke engagement.

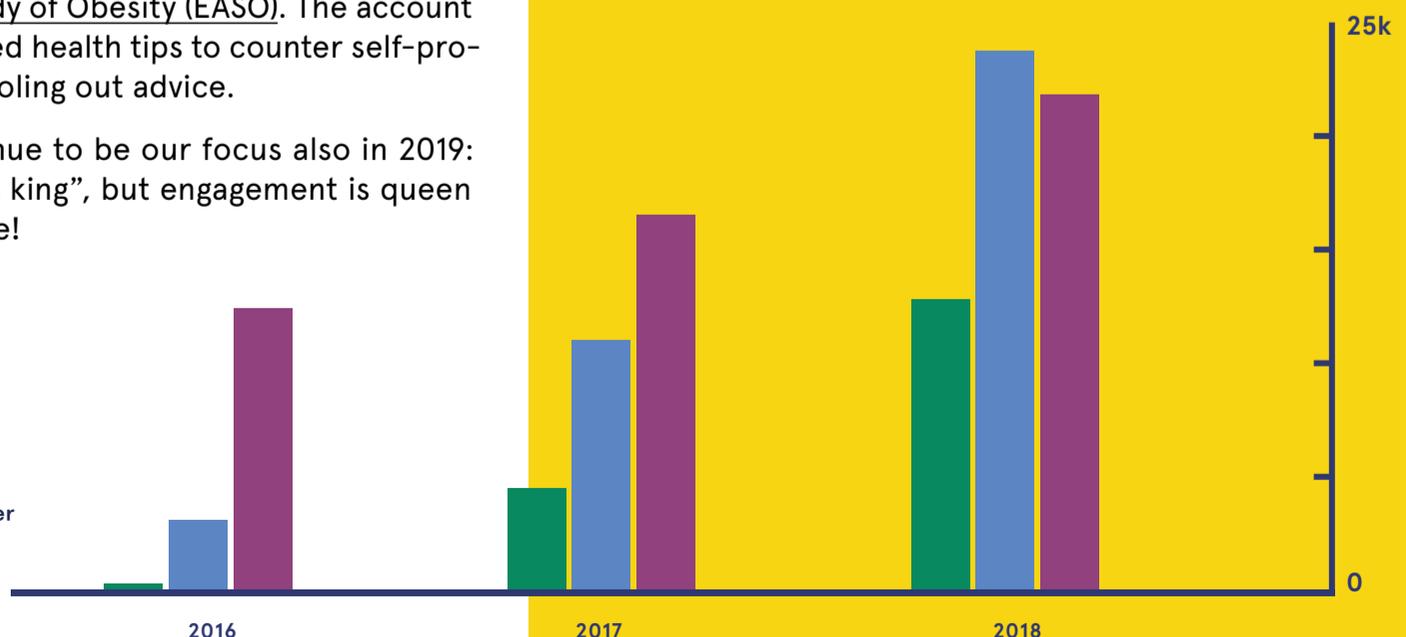
These efforts, combined with the wide range of topics covered in our monthly campaigns this year, have allowed us to tap into many different conversations and rapidly gain followers. **EUFIC established itself in discussions on food labelling, sustainability and food safety**, and brought balance to the public discourse around hype diets. We are particularly proud of our Hungry for Whole Grain campaign, which has been shortlisted for the Best Digital Campaign at the European Association Awards 2019: a huge compliment to the relevance of our work!

Overall, we **reached 5.5 million people** with our 2018 social media outreach, and we built an impressive following of 58,000 across our platforms. With the launch of the Twitter channel [@SciFoodHealth](#), EUFIC quickly became a reference point and **one of the top accounts for food and health related EU-funded projects**.

2018 also saw EUFIC venture into Instagram launching [Tip a Day Healthy \(@TADHealthy\)](#) as part of a joint commitment between EUFIC, the [European Federation of the Associations of Dietitians \(EFAD\)](#), the [International Sport and Culture Association \(ISCA\)](#) and the [European Association for the Study of Obesity \(EASO\)](#). The account promotes science-based health tips to counter self-proclaimed health gurus doling out advice.

Engagement will continue to be our focus also in 2019: as they say, “content is king”, but engagement is queen and she rules the castle!

■ SciFoodHealth Twitter  
■ EUFIC Twitter  
■ EUFIC Facebook



## Empowering dietitians through social media: *EUFIC trainings*

*“The goal of the session was to inspire dietitians to start a social media account and learn about its importance, while providing practical tips to have an impact.”*

*Raymond Gemen  
Senior Manager, Food and Health Science*

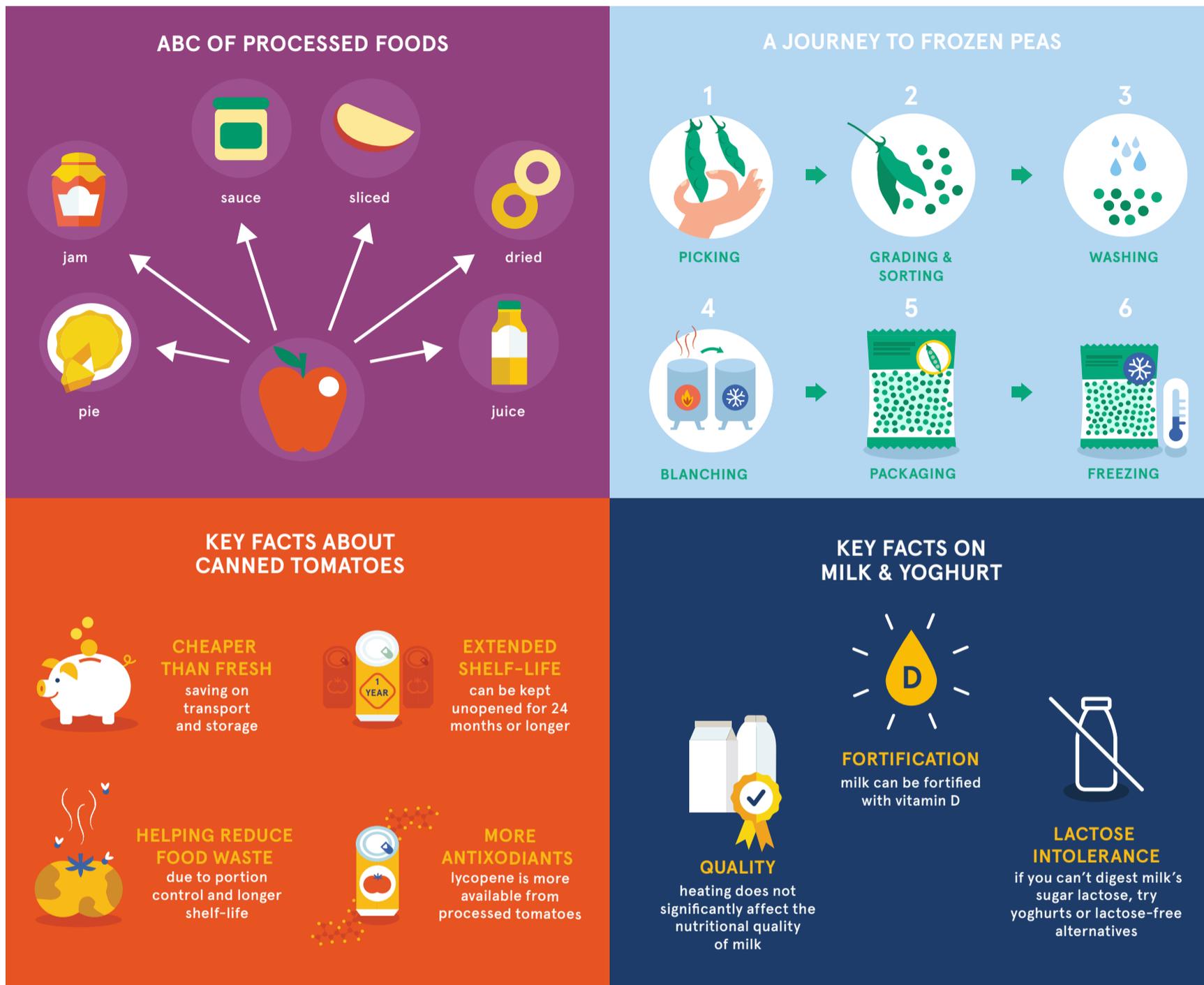


Dietitians are key to communicating science-based nutrition and health related messages to the public. They do not only interact with their patients in consultations, but increasingly reach people via social media as well – provided they have the know-how on how to effectively build an online presence.

Alongside the 2018 annual conference of EFAD – the European Federation of the Associations of Dietitians, EUFIC **provided an interactive and hands-on social media training** to help practitioners increase their impact online. The **audience of over 100 dietitians** and health professionals gained practical tips and insights on how to effectively build and manage an online community, as well as improving engagement with their posts.

Organised in collaboration with Eat Well Global, the training followed many years of fruitful collaboration with EFAD, and EUFIC will play an active role also at EFAD’s 2019 conference.

## ABC of processed foods



Processed foods are hotly debated and often criticised. Of course, **food processing has its benefits and drawbacks**. However, many of us do not realise that most foods undergo some form of processing before they are ready to eat. Food processing can be as simple as washing, chopping, cooking and freezing foods at home. It also involves using techniques to make food edible, extend shelf life or adding vitamins and minerals to improve the nutritional quality. In fact, some foods, such as milk, need processing to remove harmful bacteria which in turn makes it safe to drink.

Such innovations could not have happened if the term “processed foods” had been stigmatised back then as it is today. And so to rebuild consumer trust in food innovation also for the future, we focused much of our efforts in 2018 on improving people’s understanding of food processing and its impact in the context of our lifestyle. Through a series of infographics showing various

processing techniques in action, we presented how staple food products including frozen peas, chopped tomatoes, bread or yoghurt reach our kitchens. We also prepared a Q&A to address burning questions like “what are the reasons and consequences of food processing?” and “how does processed food fit into a healthy diet?”.

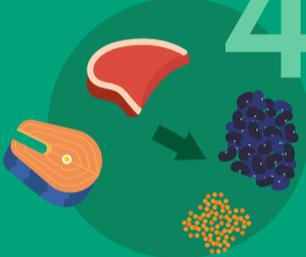
We shared the materials on social media and engaged with the public during our “why do we process food?” campaign. With a **reach of 540k and over 11k engagements**, we inspired others to share their views, opinions and feelings about processed foods.

Over the next year, we will continue our discussion about food processing and its pros and cons. It is important to remember that not all processed foods are equal, and it is diet as a whole that matters rather than single foods or ingredients.

*Check out the full infographics [here](#).*

## Shifting towards sustainable diets

**9 PRACTICAL TIPS FOR A HEALTHY AND SUSTAINABLE DIET**

-  **1**  
eat more fruits and vegetables
-  **2**  
eat locally, when in season
-  **3**  
avoid eating more than needed, especially treats
-  **4**  
swap animal protein for plant-based ones
-  **5**  
choose whole grains
-  **6**  
choose sustainably sourced seafood
-  **7**  
eat dairy products in moderation
-  **8**  
avoid unnecessary packaging
-  **9**  
drink tap water

Over 9 billion people are foreseen on earth by 2050. With an increasing population comes a growing demand for food. In addition, many of us, especially in wealthy regions, consume more food than we need, and our diets are rich in animal-based products, a combination that has major negative impacts on the environment. To be able to provide enough food for future generations, while minimising our environmental impact, we must switch to more sustainable food production and change our dietary patterns.

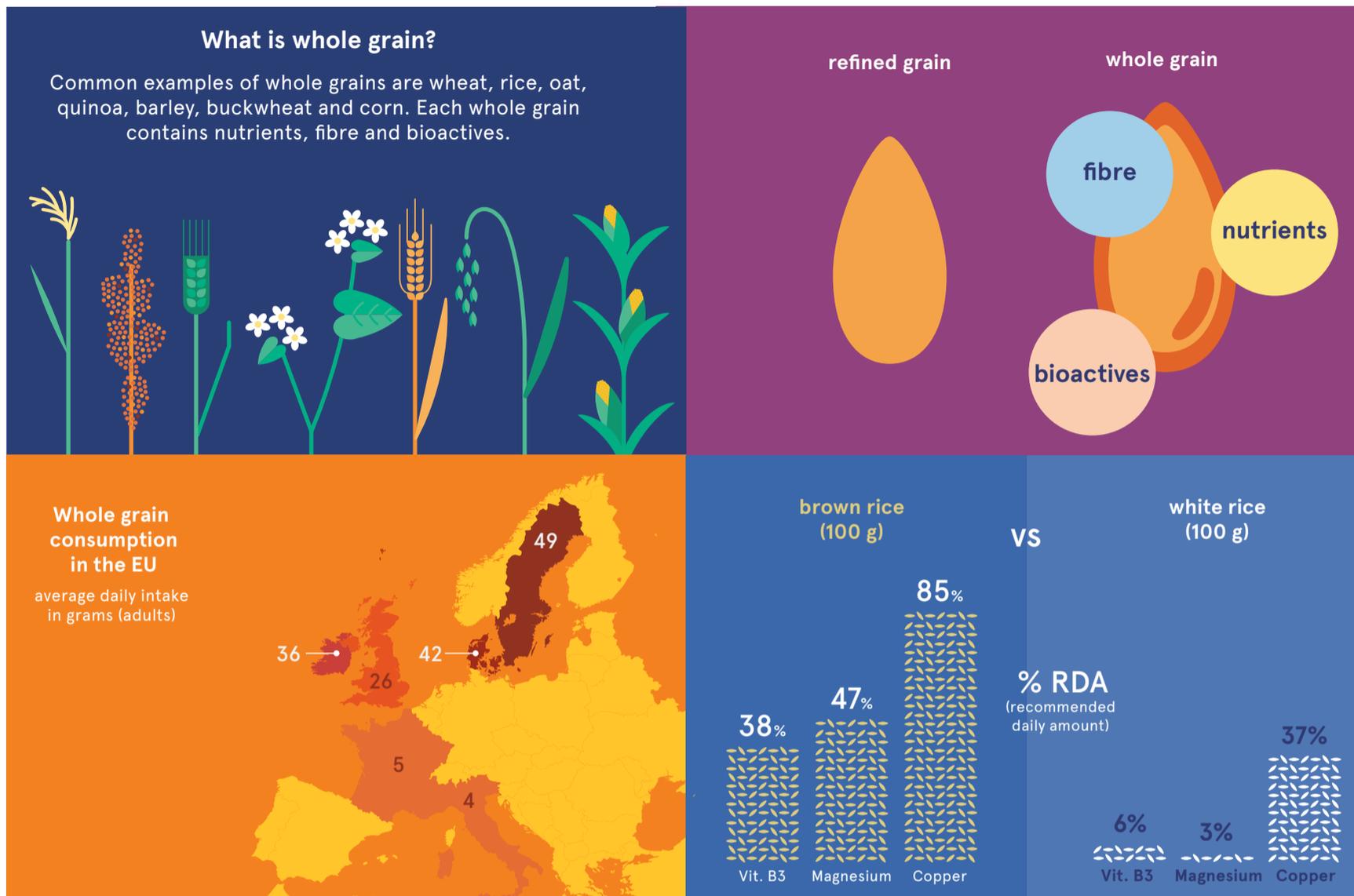
In April 2018, at EUFIC we launched our **first campaign on the topic “Small steps towards sustainability”** to inspire our followers and help them understand which simple changes they can make to improve the sustainability of

their diets. As part of this campaign, we published four articles on the topics of sustainable diets, food packaging and how food technology can contribute to securing our future food supply.

The **fight to reduce food waste** also continues to be a major sustainability challenge. As a follow up to our #WasteNoFood campaign from 2017, July 2018 was dedicated to providing practical and actionable tips on how we can all reduce the amount of food that we waste.

Combined, these two campaigns **reached over 900k people and generated 17k engagements** on social media in 2018.

## Hungry for #wholegrain



There is growing evidence that **eating wholegrain products regularly as part of a healthy diet helps** to maintain a healthy body weight, reducing the risk of many common diseases and some cancers. Yet, most European countries do not meet the dietary recommendation of 48 g of whole grain daily.

Hence, concerted efforts are needed to educate, break barriers, bust myths and inspire people to make the switch to whole grain.

With the goal of answering common questions like “what is whole grain?” or “how to eat more whole grain?” we produced a mix of materials including a literature review, Q&A, animation videos and graphics. The messages included practical tips that people can apply in their everyday lives. We were mindful of barriers such as the availability of whole grain foods, encouraging people to “look for” or “ask for” the whole grain option. We also added a bit of spark challenging cultural norms – for example, picturing a joyous stereotypical French man with a wholegrain baguette.

The campaign **reached 395k people, had over 14k engagements** across Twitter and Facebook, and also led to a range of offline engagements, including an invitation to speak at the Healthgrain Forum to discuss the potential of a European Whole Grain Public-Private Partnership. “Partners need to continue to work together to establish a quantitative dietary recommendation, and to translate this into meaningful advice for the consumer”, highlighted Christina Sadler, Senior Manager, Nutrition & Health at EUFIC to a series of stakeholders from academia, non-governmental organizations (NGOs), industry and public health authorities.

The value and impact of the campaign was recognised by the **European Association Awards, who shortlisted EUFIC as a finalist for “Best Digital Campaign”** for their 2019 awards. “We hope that winning the trophy will help us further awareness on this important issue”, concluded Sadler.

## Understanding consumers

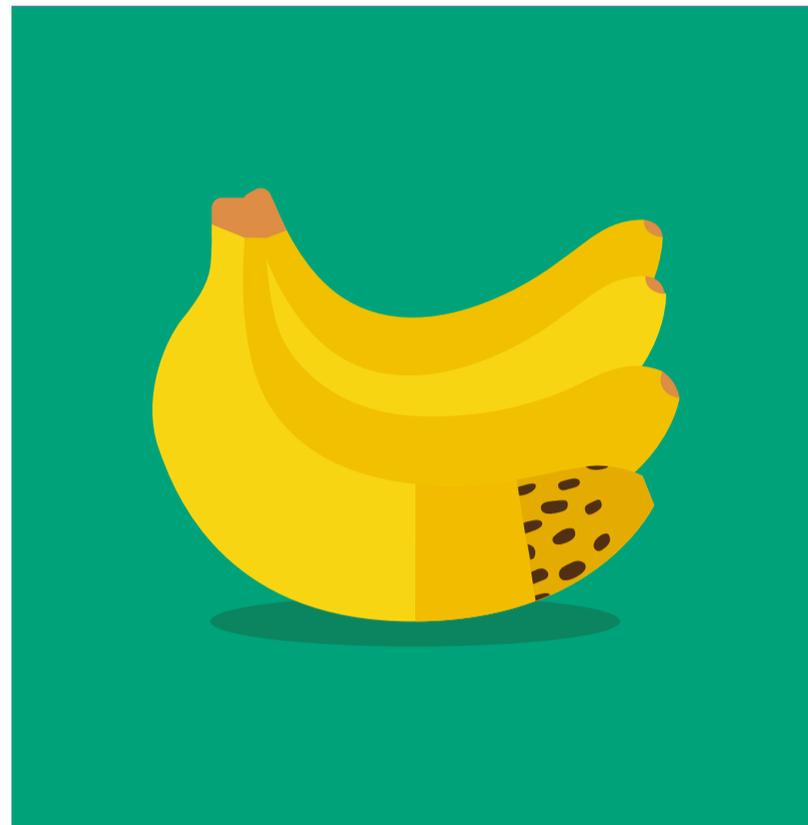


### Who do European consumers trust? *The Trust Tracker®*

As part of a task force funded by the European Institute for Innovation and Technology (EIT Food), EUFIC works towards better **understanding consumer trust**. *“We have observed in recent years that public mistrust against the food value chain is growing, especially in the context of food scandals and food information overload. And we have found that, despite the fact that trust has become a widely debated topic, we face a serious lack of deep analyses on the topic: the Trust Tracker® aims to fill this gap when it comes to the food chain”*, explained Dr. Sophie Hieke, Head of consumer science at EUFIC.

Using a model the consortium has developed, data has been collected in 2018 in five European countries (UK, Germany, France, Poland and Spain). The data shows that **European consumers trust farmers most, followed by retailers**. Food manufacturers and authorities are trusted less. Spanish and especially British consumers have most trust in all of these actors, compared to Polish and French. Overall, European consumers are most confident in their food’s taste and safety and least confident about the authenticity and sustainability of food products.

Naturally, there is much more to discover in the data and we are working on improving our understanding of how and why trust forms. Over the coming years, we will increase the number of countries in which we collect this data: in 2019 we aim to reach 13 countries, with further expansion in 2020! Over time, we will **build a unique set of insights into the drivers of trust** in the food chain for European consumers.



### Why do we waste food? *Don’t be a food waster*

The *Don’t be a food waster* project has helped EUFIC better **understand food waste behaviour at a household level** and empowered us to communicate the social, environmental and economic impact of food waste more effectively.

The project, funded by EIT Food and run in collaboration with the University of Reading, the University of Leuven and the Technical University of Munich gathered information through literature searches, surveys, focus groups, online experiments with consumers as well as interviews with experts - all with a focus on three European countries (Belgium, Germany and the UK). We then used the results to create a unique set of recommendations on how to set-up impactful campaigns that not only increase consumers’ awareness but also aim at behavioural changes.

**53% of the food wasted along the supply chain in Europe derives from households**. Interestingly, consumers by and large are not aware of this and tend to shift the blame to other actors in the supply chain. Also, while people are somewhat informed about behavioural practices to reduce food waste, a clear gap exists between people’s intention and their actual behaviour.

How can we bring change on such an important topic? Filling in knowledge gaps, making people realise the value of food, **turning saving food into a new social norm** and helping to change people’s habits by modifying their environments and routines are key steps to fight the global food waste problem.

## The DASH diet can help with high-blood pressure

*Have a read of one of our most popular article of 2018*



### What is DASH?

The Dietary Approaches to Stop Hypertension (DASH) diet was developed by the US National Institutes of Health, as a life-long approach to heart-healthy eating. DASH recommends eating plenty of vegetables, fruits, whole grains, fat-free or low-fat dairy products, fish, poultry, beans, nuts, and vegetable oils; limiting foods high in saturated fat (such as processed meat, full-fat dairy products, and tropical oils such as coconut and palm oils); and limiting sugar-sweetened beverages and sweets. DASH also recommends a maximum daily sodium intake of 2300 mg.

### Health benefits of the DASH diet

Research has shown that DASH offers an effective nutritional approach towards prevention and treatment of high-blood pressure (hypertension), which is a major risk factor for heart disease and stroke. A trial showed that reducing sodium intake even further to 1500 mg per day (lower sodium DASH diet) may provide additional benefits

in terms of lowering blood pressure even further than the standard DASH diet described above. Furthermore, in a clinical trial of diabetic patients over eight weeks, this diet was associated with reduced cardiometabolic risk measurements, specifically weight, waist circumference and cholesterol levels. With the scientifically proven health benefits this diet offers, and being very much in line with current dietary recommendations in Europe, DASH is a balanced dietary strategy that could be adopted to achieve a healthier diet and lifestyle.

### Food recommendations

To support people following this diet, DASH provides a recommended daily or weekly number of servings across different food groups to achieve a standard 2000 kilocalories energy intake per day (see table). The diet is flexible as the number of servings of different foods can be easily adjusted to meet the specific energy needs of the individual by taking into account desired weight changes and physical activity levels.

Food group	Number of servings per day/week	Examples of one serving
Grains	6-7 servings per day	1 slice whole wheat bread, ½ cup cooked wholegrain cereal, rice or pasta
Vegetables	4-5 servings per day	1 cup of raw leafy green vegetables, ½ cup raw or cooked vegetables
Fruits	4-5 servings per day	1 medium fruit, ½ cup fresh, frozen or canned fruit, a small glass of juice (125 ml)
Dairy	2-3 servings per day	1 cup of milk or low fat yoghurt (240 ml), 40 g low fat cheese
Lean meat, poultry or fish	6 servings or fewer per day	Maximum 85 g per serving
Fats and oils	2-3 servings per day	1 teaspoon vegetable or olive oil, 1 teaspoon margarine, 2 tablespoons salad dressing
Nuts, seeds and legumes	4-5 servings per week	50 g nuts, 2 tablespoons seeds, or ½ cup cooked beans
Sweets	5 servings or fewer per week	1 tablespoon sugar or jam, ½ cup sorbet, or 1 soft drink (250 ml)

DASH guide to the number of daily and weekly food servings for a 2000 kcal/day energy intake (adapted from U.S. Department of Health & Human Services).

For references, have a look at the [online version](#) of this article!

## Top 4 website articles (in 2018):

[The factors that influence our food choices \(2006\):](#)

137,562 pageviews



[10 healthy lifestyle tips for adults \(2017\):](#)

59,773 pageviews



[The importance of omega-3 and omega-6 fatty acids \(updated in 2019\):](#)

37,923 pageviews



[How effective is the ketogenic diet? \(2018\):](#)

16,256 pageviews



## Social media posts & infographics

Take a glimpse at our most engaging social media posts and infographics

12k reached  
889 engagements



**EUFIC**  
@EUFIC

Good news from #ECO2018: Prof @MEJLean explains how 86% of overweight #diabetic patients losing 15kg - through a well-designed weight management programme - become non-diabetic!

#Diabetes @NHS\_HS @DiabetesUK @EASOobesity @UofGMedicine @UofGlasgow @IntDiabetesFed

WHAT'S NEW IN  
OBESITY RESEARCH?



▶ 3,904 views
0:03 / 1:49



02:10 - 24 mai 2018

48 Retweets 65 J'aime


18k reached  
386 engagements



**EUFIC**  
@EUFIC

Just because a food is seen as healthy based on its nutrient content doesn't mean we can eat all we want! 🍴 You can still overeat 'healthy' foods. #Moderation #PortionControl #HealthyFood



100g almonds\*  
= 659 kcal



30g almonds\*  
= 198 kcal

\*blanched unsalted



05:49 - 10 août 2018

50 Retweets 81 J'aime




**EUFIC - European Food Information Council**  
18 July 2018 · 🌐

Food waste is a lack of respect for:

- 🌱 Nature
- 👥 Our society
- 💰 Our time & money
- 👨‍🌾 The people who produce our food
- 👴 People who have less than we do
- 🐔 The animals

Take action 🙌 <https://www.eufic.org/.../reducing-food-waste-yes-we-can-qa>



👍👎🗨️ 1.1K
23 comments 330 shares

71k reached  
373 engagements



**EUFIC**  
@EUFIC

What is the impact of food processing & how can we get the most out of #ProcessedFoods? 🤔 Learn more about the basics of #FoodProcessing & see the journey food goes through before getting to our plate from our latest newsletter! 📄 [bit.ly/EUFIC-November...](https://bit.ly/EUFIC-November...)



09:17 - 2 déc. 2018

26 Retweets 56 J'aime


# HEALTHY CHILDREN!

Healthy habits are good for the body and soul

They help kids feel:

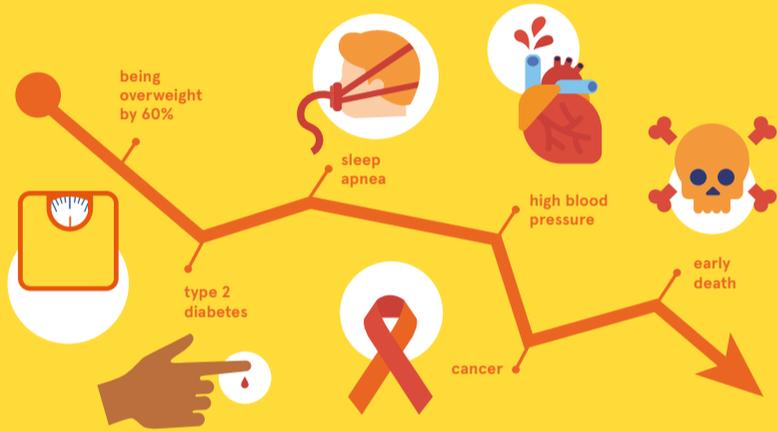


HAPPY & WELL

ENERGISED

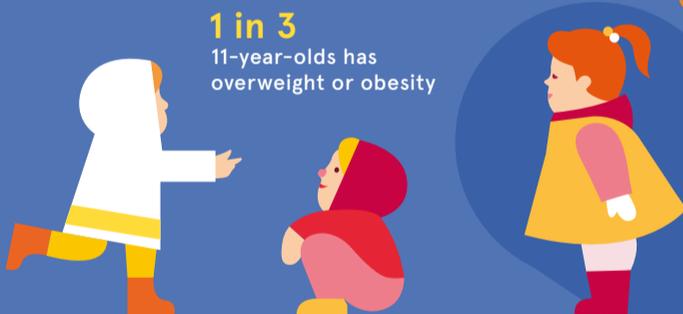
CONFIDENT

Healthy behaviours reduce the life-time risk of:



Sadly, a growing number of children has overweight or obesity in Europe

1 in 3 11-year-olds has overweight or obesity

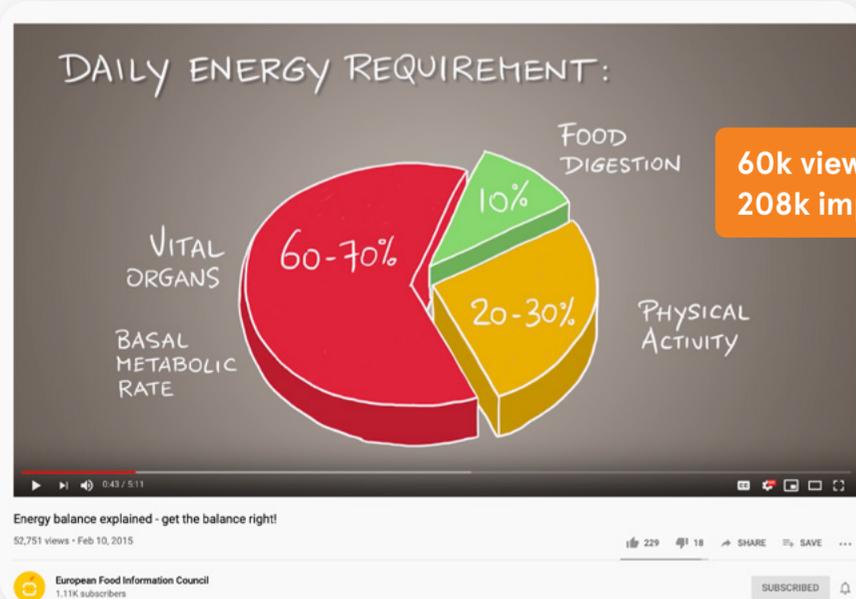


31k reached  
2k engagements

## 10 ways to encourage healthy habits

- 1 **EMPOWER AND ENCOURAGE**  
praise their efforts and avoid mentioning weight
- 2 **LEAD BY EXAMPLE**  
be active together. If you eat your veggies, your child is more likely to do so too
- 3 **BRING THEM SHOPPING**  
let them choose a new vegetable to try
- 4 **COOK TOGETHER**  
it's fun, cheaper, and an opportunity to stimulate healthy habits
- 5 **EAT TOGETHER AT THE TABLE**
- 6 **OFFER SMALLER PORTIONS**
- 7 **AVOID USING FOOD AS A REWARD**  
stimulate and reward good behaviour with stickers, play, or exercise instead. Be creative!
- 8 **DRINK WATER**  
(avoid sugary drinks)
- 9 **REDUCE SCREEN TIME**  
get out and get active
- 10 **GET ENOUGH SLEEP**

- INFANTS (4 - 11 MONTHS)  
12 - 15 hours
- TODDLERS (1 - 2 YEARS)  
11 - 14 hours
- PRE-SCHOOLERS (3 - 5 YEARS)  
10 - 13 hours
- SCHOOL AGE CHILDREN (6 - 13 YEARS)  
9 - 11 hours
- TEENAGERS (14 - 17 YEARS)  
8 - 10 hours



60k views  
208k impressions



## EU projects and collaborations: Scaling up reach and impact



EUFIC's long standing **commitment to communicate science-based information** through a variety of channels is strongly linked to the strength and diversity of collaborations. Many of these are built in EU-funded projects, both under the framework of Horizon 2020 and the food arm of the European Institute of Innovation and Technology, EIT Food.

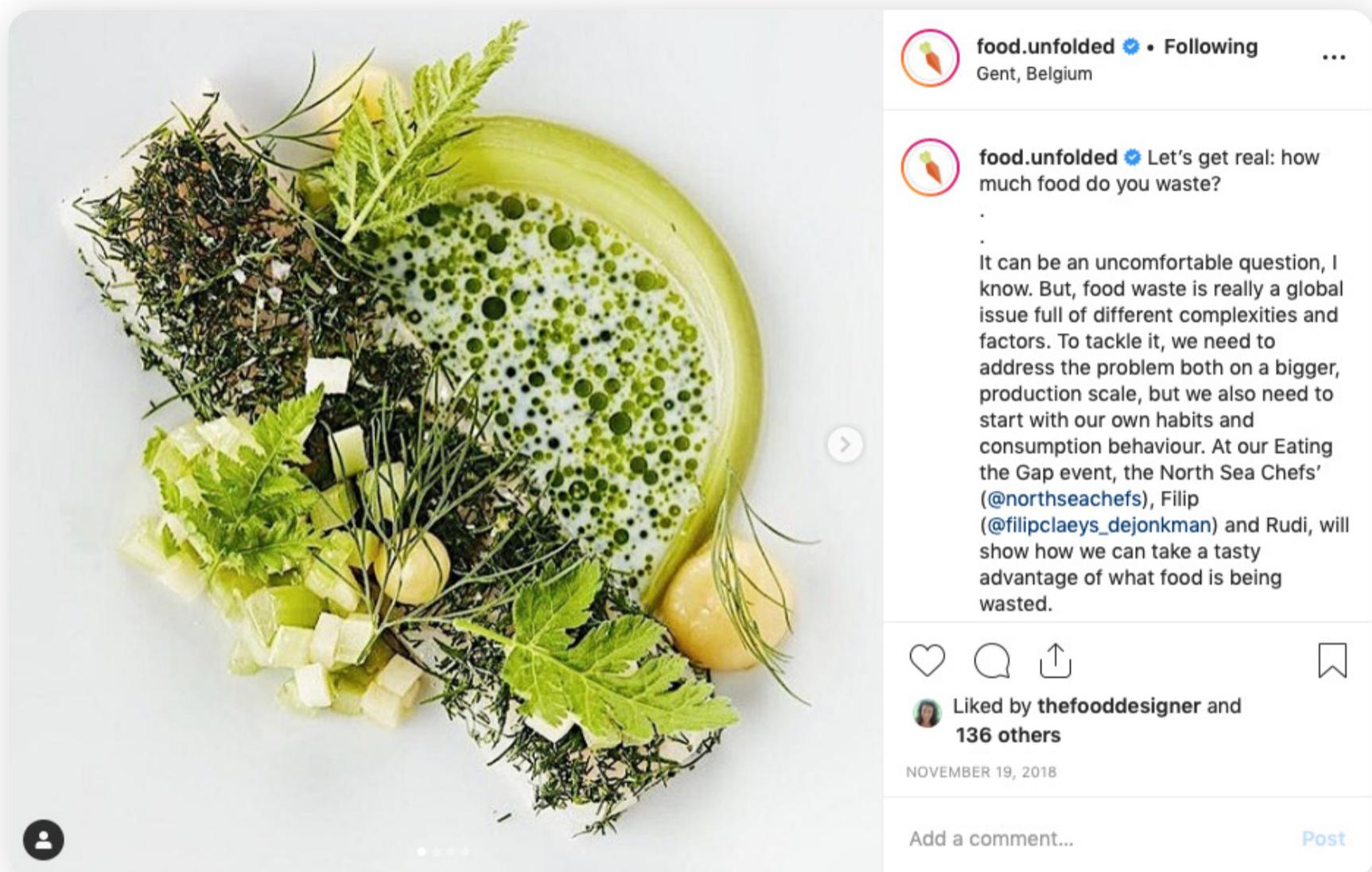
**2018 represented a real breakthrough with EU projects**, built on a two-fold strategy: on one hand, we applied for continuation of one-year projects that started to bring results and bear great potential. On the other hand, we ventured into a series of new proposals across the fields of consumer engagement, consumer research, influencer communication, personalized nutrition, shorter supply chains and food technology – all of which convinced funding institutions and are set for implementation next year!

This **success shows EUFIC's unique strength and pivotal role** to link up the complexity of the food chain with consumers, keeping abreast of most innovative communications approaches and technologies.

In total, our **growing team will be working on 22 projects across 2019**. We are not only excited to continue working on issues that matter to people across Europe through these projects; we also believe that expanding our network through these collaborations is of the essence to ensure EUFIC remains the agile and open organization it is today – always exploring new ways to engage the public in the most effective way.



## Engaging influencers as agents of change in the food chain: #EatingtheGap



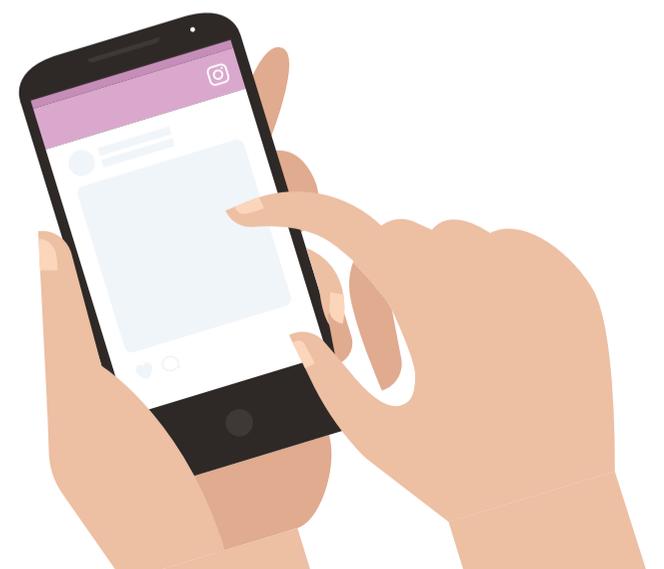
In the era of social media and the ever growing impact of online content, **influencers play an increasingly important role in sharing information** on food and health issues. In 2018, EUFIC took on the role of coordinating EIT's Food Ambassadors programme, running a series of events to engage the public through leading social media influencers in Europe on the future of food and diets.

Together with academic partners and a range of exciting start-up companies, we identified the key trends in the food chain and priorities for European consumers: health and convenience, sustainability, taste and food production techniques are considered key factors by people across the continent.

Against this backdrop, **we launched the first two of a series of events under the umbrella #EatingTheGap**, bringing together science-based food and health influencers to collectively spread the message to their audiences on the importance of making tangible steps at individual level to improve the food chain and diets in Europe. With over 100 influencers attending and about 300 stakeholders

involved, these first events were a great success, bringing together top chefs and influencers to show how healthy and sustainable diets go hand in hand.

With a **total reach of over 2 million people**, the events created a splash on social media across Twitter and Instagram, laying the foundations to build on #EatingTheGap and grow a network of engaged food ambassadors over the years to come. Funding to pursue the project also in 2019 has already been confirmed, bringing EUFIC another step closer to understanding influencers' drivers and building strong collaborations for the longer term.



## Obesity, mental disorders and gut microbiota: MyNewGut



8.5k followers across Facebook and Twitter



114k page views on [www.mynewgut.eu](http://www.mynewgut.eu)



presentations at almost 200 scientific conferences, workshops and events...



... reaching nearly 10k relevant stakeholders

EUFIC led the dissemination work of MyNewGut, an ambitious 5-year FP7 project that researched how the human gut microbiota and its genome (microbiome) influence obesity, behavioural and lifestyle-related disorders and vice versa. **The MyNewGut project explored the interactions between diet and the microbiota:** identifying the negative effects of high protein diets and high saturated fat diets, and the benefits of dietary fibre, related to both physical and mental health.

Contributing to groundbreaking steps forward in the area, researchers **shed light on how an individual's microbiota profile can mediate the impact of food intake** on metabolic health. They identified specific microbiota configurations that are correlated to obesity and health in children. They also discovered new bacterial strains which could (in future) potentially become the next generation probiotics to help tackle obesity and depression.

How to translate the complexities being these findings into accessible language? A clear task for EUFIC, and our communication strategy proved highly successful: **The project's results were picked up by influential media across Europe**, and the dissemination of the results on social media showed high engagement and interest among a diverse audience.

To ensure key stakeholders at and around the European Institutions are aware of the results, EUFIC organised MyNewGut's Final Conference, 18<sup>th</sup> October 2018, in Brussels. The conference was attended by over 120 participants from academia, business, science communicators and European institutions alike.

The **microbiome legacy will continue in 2019**, with new Horizon2020 funded projects such as MicrobiomeSupport, wherein EUFIC will lead the communication work to raise awareness on the topic around World Microbiome Day.

## Vertical farming blog



Engaging with the public on food and agricultural innovation can be tricky. For one, because **technologies** can be so new, they **may be intimidating to the public**. Secondly, engagement involves two-way communication, meaning that the public should be able to add their own perspectives to the discussion. How do we introduce innovation in a way that gives people enough time to digest the unfamiliar so they can then voice their own educated views on the innovation?

In 2018, we were part of EIT Food's Citizen Participation Forum project which explored the innovation of vertical farming. One of the project aims was to engage with the public on vertical farming and to promote public discussion by providing a space in which lay audiences could learn about the innovation and express their thoughts about it. To meet this goal, **EUFIC approached engagement virtually for a broader reach**: creating a vertical farming blog hosted on EIT Food's website, and promoting shorter facts via social media on Twitter, Facebook and Instagram.

The blog and social media platforms created a space for the public to have their own discussions of vertical farming – with users debating amongst themselves the benefits and limitations of this new innovation.

The project's social media activity **generated over 150k impressions and 16.8k visitors/followers**. During the October 2018 social media campaign, which ran in parallel to a campaign on food waste, EIT Food's Instagram profile saw an increase of 221.5% in engagement, as well as 114.3% in engagement per media post.

Take a look at the vertical farming [video](#) we produced to get an idea of what initiated all the social buzz!

## Responding to media hypes

**If a headline sounds too good to be true, it probably is!**

*Eating chocolate halves the risk of heart disease*



**RELATIVE RISK vs. ABSOLUTE RISK**

Presenting risks as **relative** rather than **absolute** can make effects seem bigger than they actually are.

*I lost 10 kg in two weeks thanks to a low-carb diet!*



**ANECDOTES ARE NOT EVIDENCE**

A **single person's experience** doesn't provide an objective picture. What worked for one individual won't work for everyone!

Food and health are among the most critical areas in terms of disinformation. Hype diets and study findings put out of context generate unsubstantiated claims that travel fast online reaching large amounts of people. At EUFIC, we believe that **timely interventions with a strong scientific stance can help improve the quality of reporting** on those issues, and improve people's reading of food and health-related news.

Through the initiative Speaking up for Science Action Network, SuSAN, EUFIC works to support scientists react to inaccurate or unbalanced media reporting on food and health science, or coverage of poorly designed scientific studies. In 2018, we disseminated 11 live issue briefings to a community of over 100 scientific experts on topics like the supposedly high presence of zinc in tuna (proven to be a simple miscalculation in the study reported), or whether omega 3 intake can prevent heart disease.

In addition, just before the buzz for "quick fixes" around summer kicked in, **we created a set of infographics around hype diets: can you spot hype diets? Can you really loose 10 kg in 10 days?** We challenged the public to be critical of the information they consume, preseting a mini series on diet myths, understanding how such myths develop and to which extent they are supported by scientific facts.

You can take a look at some of our materials to understand relative vs absolute risk or an headline "too good to be true" here above.

**July 5**

**Public Policy Exchange Symposium**  
*presented innovative packaging*

**September 18**

**Fedima Symposium**  
*presented EUFIC research on free-from labels and consumer perception*

**September 20**

**Healthy Kids for Healthier Europe**  
*fed science on childhood obesity into debates with policy-makers, companies and NGOs*

**September 24**

**Diabetes and NCDs prevention in Europe, Committee of the Regions**  
*moderated a session around the Feel4Diabetes study*

**November 11**

**Food Force**  
*presented learnings on communicating in EU projects*

**November 19**

**Breakfast on Breakfast, European Parliament**  
*presented about healthy breakfast to policy makers and scientists*

**November 20**

**EFSA Stakeholder Forum**  
*fed science into EFSA strategic planning for 2021-2027*

**BRUSSELS, BELGIUM**

**April 27**

**Food Cluster INCLUSILVER**  
*shared insights on healthier nutrition, personalization and communication*

**SANTIAGO DE COMPOSTELA, SPAIN**

**November 5**

**Young EFOST conference**  
*raised awareness on communication challenges and tips with leading young scientists in food science and technology*

**NANTES, FRANCE**

# WHERE WE SPOKE: 18 PRESENTATIONS IN 2018

**February 19**

**EIT Food Matchmaking**  
*presented on the role of  
engaging communication  
on food & health issues*

READING, UNITED KINGDOM

**September 28-29**

**EFAD 40th anniversary conference**  
*leadership workshop and social-  
media training for dietitians*

ROTTERDAM, NETHERLANDS

**March 12 FENS FBDG Task Force**

*shared best practices on translating food science  
for the public with health professionals*

COPENHAGEN, DENMARK

**May 29**

**DIL Sustainability Workshop**  
*engaged on sustainable food chain  
with key experts and producers*

QUAKENBRÜCK, GERMANY

**May 18**

**Astana Global Challenges Summit**  
*spoke on the importance of tackling  
food waste for global food security*

ASTANA, KAZAKHSTAN

**August 20**

**FENS Summer School**  
*presented to nutrition professionals  
on communicating food science*

BELGRADE, SERBIA

**October 27**

**International Congress  
of Nutritionists**  
*organised a FENS workshop  
on communicating FBDGs*

ZAGREB, CROATIA

**May 27**

**1<sup>st</sup> Food & Medicine congress**  
*spoke on trust and cooperation  
between industry and academia*

ANKARA, TURKEY

**March 16**

**International Growth  
and Nutrition Conference:  
Using social media  
challenges and opportunities  
for health professionals**

DUBAI, UNITED ARAB EMIRATES

**March 21-26**

**Annual ENLP Leadership Programme**  
*organised advanced leadership training  
for mid-career nutrition professionals*

LUXEMBOURG, LUXEMBOURG

**May 3**

**6<sup>th</sup> Food Safety Congress**  
*presented a European perspective  
on latest food safety developments*

ISTANBUL, TURKEY

## THE TEAM



The EUFIC team not only grew bigger to reflect a larger amount of activities and projects between 2017 and 2018, but also moved offices from the Sablon area to the centrally located European quarter: our new address is

**Rue des Deux Églises 14-16, 1000 Brussels.**

**From left to right:**

Andres Londono, Dr Aleksandar Sokolović, Dr Joanna Kaniewska, Dr Bettina Schelkle, Camila Massri, Carlos Abundancia, Christina Sadler, Davide Carrino, Donovan Van der Voort, Frédéric Goffard, Jane Alice Liu, Dr Jessica Mariani, Jidi Xu, Katie Laverty, Kirstyn Byrne, Dr Laura Fernández Celemín, Leonie Horne, Luke Cridland, Madhura Rao, Marie Lödige, Dr Milka Sokolović, Nimali Samarasinha, Dr Nina McGrath, Patricia Mawenu, Raymond Gemen, Sofia Kuhn, Sophia Rehn, Dr Sophie Hieke, Virginie Maenhout, Vito D'Amico, Meghan Horvath, Martina Poletti, Hannah Geupel.



## The intern experience

by Marie Lödige  
Hochschule-Rhein-Waal, Intern

During my internship at EUFIC I was warmly welcomed by the Communications team. It was **my first work experience in the “real” world**, besides temporary and diverse student jobs, and I can confidently say that it has taught me a lot.

In my studies the term “communication work” was always used as an umbrella definition and rarely discussed in detail. At EUFIC, I had my first in depth look at what work is actually done by a communications team. From tracking media mentions, over writing news articles and working on EU/ EIT food projects, to composing short texts for Twitter and so much more, **I felt that I was involved across every aspect of the communications team.**

The team let me pick their brain, answered all my questions patiently and always gave constructive feedback on my work, which helped me rediscover my passion for writing but also taught me so much more about what I’m good at and what new skills I need to expand on.

Being part of the comms team didn’t mean I was restricted to just them. Through my work I was also able to work together with members of the other teams and get to know their work and projects. This also meant that there was never a boring day. Last but not least, an important aspect that made the internship special was the friendly team and friends I made.

## A big “thank you” for the colleagues who left the EUFIC team in 2018



**Dr. Jessica Mariani,**  
Junior Project Manager



**Sofia Kuhn,**  
Head of Communication



**Jidi Xu,**  
Food & Health Manager



**Nimali Samarasinha,**  
Head of Communication



**Dr. Bettina Schelkle,**  
Senior Manager,  
Food & Health Science



**Davide Carrino,**  
Senior Manager,  
Media & Communication



**Andres Londono,**  
Administration Assistant



**Jane Alice Liu,**  
Communications Officer

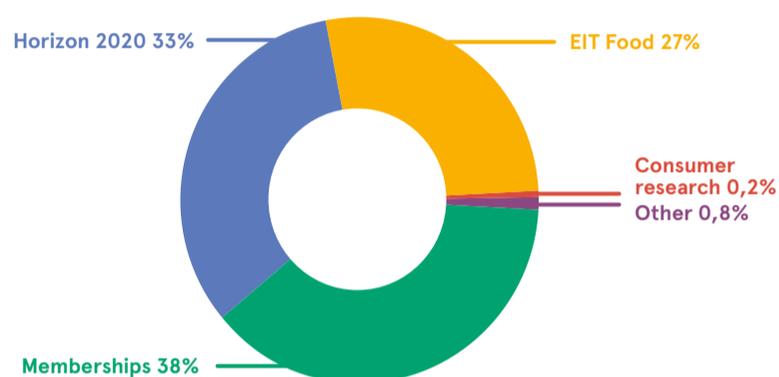


**Camila Massri,**  
Consumer Science Assistant

## Our finances

### Income in 2018 (€)

Membership	786,157
EU funded projects	1,245,147
Of which Horizon 2020	680,376
Of which EIT Food	564,771
Consumer research	3,619
Other income	17,453
<b>Total</b>	<b>2,052,376</b>



### Expenses in 2018 (€)

Staff costs	1,329,702
Rent and administrative charges	193,137
Food & health communication & other core activities	142,780
EU-funded projects	257,553
Of which Horizon 2020	125,280
Of which EIT Food	132,273
<b>Total</b>	<b>1,923,172</b>

### Final result 2018 (€)

Income	2,052,376
Expenses	- 1,923,172
<b>Total</b>	<b>129,204</b>

## Enlarged membership for greater impact

On behalf of the whole EUFIC team, we thank our members for their support and for helping make our work possible.

We are also excited to have welcomed a range of well-established actors from academia, non-governmental organisations, research centers and non-profit organisations to our membership this year.

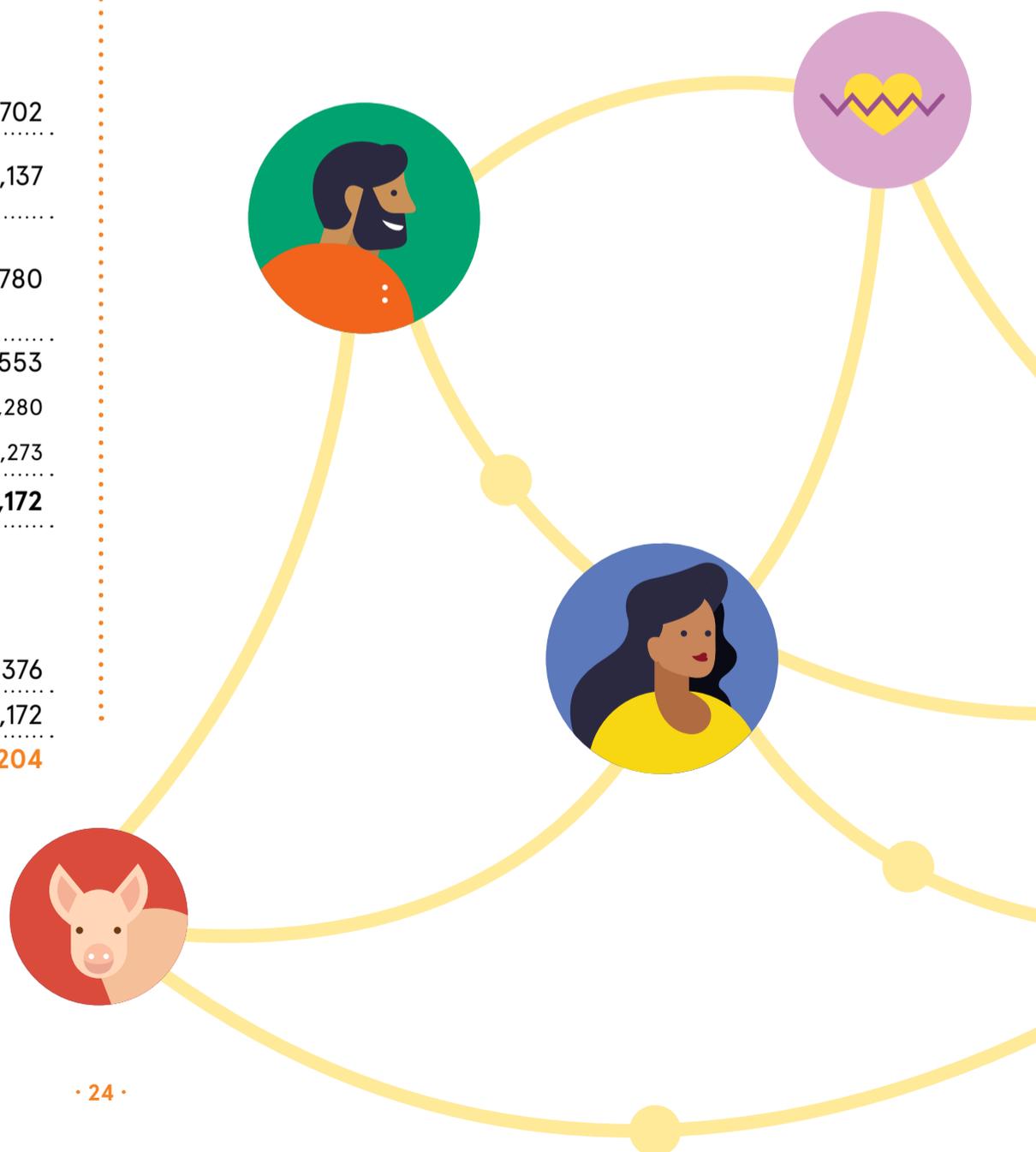
#### Full members:

Bunge, Cargill, Cereal Partners Worldwide, Coca-Cola, Corteva Agriscience, DSM, Ferrero, General Mills, Mars, Nestlé, PepsiCo, Pinar, Tereos, Unilever and Yildiz Holding.

#### Associate Members:

EuroFIR aisbl, The Agricultural University of Athens, WWF, NUTRIS - Nutrition Institute Ljubljana, Food2Know - Excellence Center for Animal Nutrition, Nutrition & Health, MAPP Centre - Research on value creation in the food sector - Aarhus University, LEiTAT - Technological Center, FINS - Institute of Food Technology and University of Leeds.

For more information about membership, please contact Dr Aleksandar Sokolović, our Business Development Senior Manager, at [aleksandar.sokolovic@eufic.org](mailto:aleksandar.sokolovic@eufic.org).



## Thanks to our scientific advisors

### Scientific Advisory Board

We work with academic experts to ensure that our information and communication programmes are based on scientific evidence supported by the wider scientific community. In 2018, our Scientific Advisory Board was composed of the following experts:

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

**Dr France Bellisle**, Vice Chair of the EFSA Scientific Advisory Board, Researcher at the Nutritional Epidemiology Group, University Paris 13, Bobigny, France and Adjunct Professor of the Kinesiology Department, Laval University, Québec, Canada.

**Prof. Gerd Harzer**, Professor at Technical University of Munich and Justus-Liebig University in Giessen, Germany.

**Prof. Giorgio Poli**, Past Dean of the Faculty of Veterinary Medicine, University of Milan, Italy.

**Prof. Ana M. Troncoso Gonzalez**, Professor in Food Science and Nutrition, Department of Nutrition, Food Science, Toxicology and Legal Medicine, University of Sevilla, Spain. Former Chief Executive Officer of the Spanish Food Safety and Nutrition Agency (Agencia Española de Seguridad Alimentaria y Nutrición).

**Prof. Michael Siegrist**, Professor for Consumer Behaviour at the Institute for Environmental Decisions (IED), ETH Zurich, Switzerland.

**Prof. Christine Williams**, Professor of the Institute for Cardiovascular and Metabolic Research and Pro Vice Chancellor of Research and Innovation, University of Reading, UK.

### Editorial Board

The Editorial Board is a remote board of renowned experts that complements the scientific advisory board expertise. It carries out a supplementary fact and accuracy check of our feature articles. Its members in 2018 were:

**Dr France Bellisle**, Researcher at the Nutritional Epidemiology Group, University Paris 13, Bobigny, France and Adjunct Professor of the Kinesiology Department, Laval University, Québec, Canada.

**Dr Jeanne de Vries**, Assistant Professor and Nutritionist, Wageningen University, The Netherlands.

**Dr Inger Öhlund**, Researcher Paediatrics, Department of Clinical Science, Umeå University, Sweden.

**Dr Hely Turolia**, Principal Investigator, Department of Food and Environmental Sciences, University of Helsinki, Finland.



The background is a solid orange color. It features a repeating pattern of stylized corn plants. Each plant has a central stem with several long, pointed leaves. At the top of each stem is a yellow ear of corn with a textured surface. The plants are arranged in a grid-like pattern. In the lower half of the page, there are smaller, fainter versions of the corn plant pattern.

# Food facts for healthy choices

