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EUFIC NEWS

ANNUAL REPORT 2017 – A YEAR OF PROGRESS AND IMPACT



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“It’s highly rewarding to work closely with experts in different disciplines: from researchers all over Europe, to nutrition leaders and dietitians”
 —Raymond Gemen,
 Nutrition & Health Manager



“I love the challenge of simplifying complex science into easy-to-digest visuals”
 —Kirstyn Byrne, Graphic Designer



“I have been truly Inspired by EUFIC’s commitment to inform all people by venturing and going all out on social media”
 —Jidi Xu, Intern



“The true commitment and passion radiating from the EUFIC team was a driving force for a successful 2017 (and beyond!)”
 —Joanna Kaniewska,
 Nutrition and Health Manager



Year in review

By *Laura Fernández Celemín, Director General*

Taking the first step towards change is always difficult, but sustaining change is without a doubt, an even harder step. Following a year full of achievements and novelties, ranging from record-breaking outreach to the launch of a new website, we had the challenging task of integrating change in our activities to extend our impact across Europe.

“Translating science in a simple, clear way needs to be on top of our priorities”

Founded on the belief that informed citizens are the key towards healthier dietary choices, we have done the utmost to be not only an information provider, but also serve as a catalyst to establish a growing healthy community throughout Europe. For this reason, we continue to create appealing, accessible and engaging content, moving towards a more visual and interactive style based on transparency, honesty and scientific integrity as underlying pillars. This trend goes hand-in-hand with understanding people’s needs and challenges: in an era where trust in science is constantly under threat, while finding fact-based information from the internet is like finding a needle in a haystack. Therefore, translating science in a simple, clear way is at the top of our priorities. We believe this is the only way to stand by our vision of balancing the food and health debate, strengthening EUFIC’s ambition to be a leading source of science-based information in a fast-changing environment.

We are genuinely excited to say that 2017 has been another year of records, marked again by new all-time highs both in terms of projects undertaken, and outreach through the website and social media. As our passionate team and experience continue to grow in 2018, we will keep working in line with our mission, aiming to increase our collaborative projects, as well as amplifying our reach and impact.



Letter from the Scientific Advisory Board (SAB) Chair

by *Alan Reilly, Chair of EUFIC’s SAB**

In 2017, EUFIC went through significant changes to continue its transition towards a modern, agile and renewed institution, well equipped to engage with the public on food and health issues from a scientific standpoint.

As Chair of the Scientific Advisory Board (SAB), I had the pleasure of providing insights on the latest trends at national level to guide EUFIC in its selection of focus topics to tackle. During the two SAB meetings held in 2017, we discussed in detail how to improve the quality of reporting on nutrition and health in the media and how to reach the public with accurate information. We debated topics like new microbiome (gut bacteria) research or mycotoxins and the relevance that they have for European citizens. The launch of the new EUFIC website has also been at the centre of our discussions as well as looking at ways to further engage the growing network of established EUFIC collaborators and partners.

I’m pleased to see how EUFIC continues to focus on providing easy to understand and science-based information to the European public. In an ever-changing world, having open discussions is key to challenge ourselves to improve year after year.

**Professor Alan Reilly, Adjunct Professor, Institute of Food and Health, University College Dublin, and Chairman of the EUFIC Scientific Advisory Board*

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.



Revised Operating Principles



New Code of Conduct approved in May and signed by all EUFIC members

- Working towards EUFIC's Code of Conduct increases transparency of EUFIC's work. It explains how topic priorities are chosen on the basis of public health interest and relevance to society as a whole, reflecting scientific consensus. EUFIC's operating principles have been revised and a new code of conduct developed. It also details how EUFIC operates to produce its content and conduct research with external academics. EUFIC's Code of Conduct ensure that all funders agree on EUFIC's transparent, truthful, and science-based approach to conducting research and communicating science on food and health.
- More transparency: Online in the section of [Who We Are](#)

EUFIC has signed up to the EU transparency register



As a member of the EU Platform for action on diet, physical activity and health, EUFIC has signed up to the 'EU transparency register'. EUFIC's role in the platform is to communicate about these issues to a wider audience. The register has been set up to answer core questions, such as what interests are being pursued, by whom and with what budgets. The system is operated jointly by the European Parliament and the European Commission.

In 2017 EUFIC produced...



Scaling up EUFIC's website: starting strong!

In 2017, EUFIC's new website went live! We are pleased to see a vibrant community with an average of 100,000 views per month, reaching a high of 150,000+ visitors in Spring. How did we reach these results? Firstly, we have conducted a thorough reorganization of our content, across key topics that matter to consumers in Europe: healthy living, food production, food safety and sustainability.

Secondly 'Less is always more' in a way, which is why we have done extensive work to reduce our total content by half to make sure we offer only the greatest quality and to keep content up to date. We have fixed broken links and revamped the whole website to improve access and overall content presentation. For instance, we inserted a new pop-up glossary for key words, automatic translation on all pages and redirected as many as 220,000 links. This work represented a key step to start investing and exploring the potential of Search Engine Optimization (SEO), which now allows eufic.org to rank higher in Google searches relevant to the world of food and health.

Even though people tend to use less websites, shifting attention constantly across traditional websites and social media feeds, we recorded an increased stay on our pages, ranging between one and seven minutes. Additionally, thanks to a fresh look and user-friendly experience, our monthly newsletter now reaches more than 31,000 subscribers across the 5 most spoken languages in the European Union: English, German, French, Spanish and Italian.

"If we want to be part of the solution, we need to be part of the conversation"
—Carlos Abundancia

Social media: growing our community

To better reach the general public, the role of social media became increasingly important to amplify our messages and engage directly with several audiences across Europe, from younger people to health professionals. For this reason, we are delighted to see that our efforts paid off, as 2017 represented a turning point in growing an extensive social media community. We reached a significant following of 32,000 users across all social media platforms, with 11,000 followers on Twitter alone. Our tweets led to a growth of nearly 400%, building an active community of people who wants to learn more on healthy lifestyle, engaging with us through our interactive content.

[@SciFoodHealth](#), providing news on food & health EU-research collaborations, grew into a substantial community of more than 4,500 followers, a huge increase from its early following count of only 300 at the beginning of 2017.

With our 2017 outreach activities, our EUFIC community has engaged with over 3,2 million people across the globe!

TOP TWEETS

**40 K reached
774 engagements**

EUFIC
@EUFIC

Practice portion control, & avoid excessive energy intake (over time), to reduce weight gain. [#WorldObesityDay](#) [#WednesdayWisdom](#)

10:04 AM - 11 Oct 2017

81 Retweets 125 Likes

**13.5 K reached
419 engagements**

EUFIC
@EUFIC

Genes do influence our health, but it's our daily choices & habits that make all the difference! [#WorldObesityDay](#) [#beatNCDs](#)

11:28 AM - 11 Oct 2017

46 Retweets 47 Likes

**13 K reached
373 engagements**

EUFIC
@EUFIC

It's [#WorldScienceDay](#)! Science communication is crucial, but understanding it may sometimes be a challenge. E.g. the terms [#hazard](#) & [#risk](#) are often used incorrectly.

2:12 PM - 10 Nov 2017

59 Retweets 65 Likes

Understanding science

Currently, people are regularly overwhelmed with inaccurate, partial and out-of-context information on the latest diet, trend or research promising quick fixes. Hence, a first step to improving public understanding of conflicting messages on nutrition and health is to create better understanding of the scientific process itself. For instance, how many people are aware that media headlines tend to focus on “relative risk” and not “absolute risk”? And even if they are aware, do they know the difference?

In this context, we launched a campaign to explain the scientific process through a collection of infographics, which help consumers and health professionals to visualize complex issues in an easy way.

Our infographics had a total reach of 134,753, with 8,783 views on our website. On social media, our material reached as many as 126,465 people. Over the year, this campaign, has generated 5,271 reactions (‘engagement’) from consumers, health professionals, as well as institutions.

This way of communicating science allows us to integrate more detailed articles and content with social media channels, sharing our messages and expertise well beyond the figures we achieved in the last few years.

In 2017 we have explained concepts like **correlation and causation**, **hazard vs risk**, **randomized controlled trials** (RCT) and the overall **hierarchy of scientific evidence**, bearing in mind the importance of improving people understanding of science in an era of ‘post-truth’.

Hazard vs. risk

Hazard is the potential to cause harm

Risk is the likelihood of harm taking place

when crossing a road, cars are a hazard

when crossing a highway, the risk of an accident is **high**

when crossing a country road the risk of an accident is **low**

Hazard in foods can be...

- physical** for instance pieces of bones in fish products
- biological** for instance harmful bacteria, viruses or parasites
- chemical** for instance mercury in fish or acrylamide in starchy food

Risk is determined by the exposure...

- how much
- how long
- how often

...to a hazard

Example: Salmonella in egg is a hazard

if eaten raw

the chance of exposure is **high**

the **risk** of food poisoning is **high**

correct food handling for instance cooking thoroughly kills Salmonella bacteria

the chance of exposure is **low**

the risk of food poisoning is **low**

How strong is the scientific evidence?

COMMUNICATION TIPS

Systematic reviews and meta-analyses

gather & summarise all relevant studies on a particular topic - lower chance of bias

systematic reviews

meta-analyses

this is the strongest available evidence

Randomised Controlled Trials (RCT)

identify population to study e.g. women over 50

split into to random groups and measure effects

one group is exposed to treatment (intervention)

one group is not exposed (control)

these studies can prove causation but keep in mind not to generalise to readily

Observational Research

scientists use these studies to identify correlations and develop hypotheses for further testing

cohort studies

case-control studies

case series

don't forget that correlation does not mean causation, and remember to communicate absolute risk

Animal & cell studies

effects in humans and animals are not always the same

isolated cells in the laboratory behave differently than cells in the body

always keep in mind the limitations of cell and animal research

Expert opinions & anecdotes

a single person's experience or opinion does not provide an objective picture

anecdotes

this evidence is too weak to draw conclusions

½ of all food goes to waste, and ½ of this waste happens at home



Waste No Food Campaign

We waste a third of the globally-produced food, half of which at consumption level. At the same time, 2 billion of us are malnourished and 815 million chronically hungry. Food waste is a critical issue today that requires immediate action.

In order to provide the best comprehensive information and encourage people to be more mindful about food waste, we have developed integrated campaigns. The Waste no Food campaign is an excellent example as it combined a literature review, Q&A article and videos for social media. The campaign reached more than 200,000 people in 2017 alone. Starting from the theoretical background with an overview of the scientific consensus on the topic, we produced accessible content for the lay public in the form of [Q&A articles](#), [5 videos](#) and [visuals](#) focused on practical tips to boost a social media campaign under the hashtag #wastenofood, in November 2017.

*Did you know?
1 out of 2
potatoes is wasted*

As a means to achieve higher impact, it is important to join forces with other organisation. Together with the Food and Agriculture Organization (FAO) in SAVE FOOD – The Global Initiative on Food Loss and Waste Reduction, our EUFIC campaign was a way to close the loop with ongoing and future initiatives on the topic through collaboration. Overall, the campaign was an ideal example of the impact a topical action can have, helping to position EUFIC as a partner of choice and an opinion leader on the issue while strengthening our community.

Engaging with stakeholders at the EU level, EUFIC also showcased Waste No Food at a workshop on the 'Promotion of healthy diets in the EU', to discuss how to best leverage communication tools to improve nutrition knowledge and practices.



SAVE FOOD: FAO Global Initiative on Food Loss

In 2017, we joined the Food and Agriculture Organization (FAO) SAVE FOOD – The Global Initiative on Food Loss and Waste Reduction, which aims at encouraging dialogue between industry, research, politics, and civil society on food losses. SAVE FOOD will regularly bring together stakeholders involved in the food supply chain for conferences and projects and will support them in developing effective measures. Another goal is to raise public awareness of the impact of food waste.

As a result of our commitment, we received the permission to use the SAVE FOOD logo in our food waste materials (like the Waste No Food campaign), and EUFIC was featured in the SAVE FOOD Partners' newsletter in May 2017.

We are proud to see how our efforts to produce quality material and social media campaigns on the issue of food waste generated further engagement and visibility, for an important topic for society such as food waste.

Childhood Obesity

Obesity remains one of the biggest challenges of our time. The number of obese Europeans has more than tripled since the 1980s and it is estimated that in Europe, one in three eleven-year-olds is overweight or obese. In 2017 we raised awareness on this important issue by producing a [literature review](#) on the topic, as well as an infographic explaining the risks of childhood obesity, including [ten tips](#) to encourage healthy habits in kids. We also wrote a [question and answer \(Q&A\) article](#) emphasising the facts, figures, and tips for parents, caregivers, and schools to help prevent childhood obesity.

These articles were then promoted in social media when we engaged with the public throughout our May obesity awareness campaign, which was set to coincide with the European obesity day.

For the first time, we created a series of [live video interviews](#) with key experts at the European Congress on Obesity (ECO) 2017 in Porto, Portugal, with the aim of reporting on the latest obesity research and increasing awareness about obesity issues. Thanks to our presence at the event, we sparked a wide range of conversations on Twitter reaching more than 80,000 people, which in turn generated reactions and comments from over 1,600 users across Europe.

Take a look at our most popular [tweets](#) from this campaign. We will continue to focus on providing people with targeted information to improve their health and help them be more active!



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:

being overweight by 60% → type 2 diabetes, sleep apnea, high blood pressure, cancer, early death

Sadly, a growing number of children are overweight or obese in Europe

1 in 3 11-year-olds is overweight or obese

10 ways to encourage healthy habits

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

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Nutrition labelling Q&A

By understanding the nutritional information on food and drink packages, we can make better decisions on which products to choose to meet the needs of our lifestyle and activity level.¹

Why read a label?

Know what's inside

Food labels help us understand what's in packaged foods. By law, the label must include the energy content in kilocalories (kcal) and kilojoules (kJ), fats, saturated fats, carbohydrates, sugar, protein and salt per 100 gram (g) or millilitre (ml).² This information must be shown together and is most likely found on the back of the pack. Often some information is also shown on the front of the pack. Nutritional information may also be expressed per portion, and may include fibre content as well. If a nutrition claim is stated on the label, then the relevant content, like vitamins and minerals, must also be included. See below for more information on nutrition and health claims.

Meet nutritional needs

We all have different nutritional needs, that vary with current health state, age, gender and energy requirements.³ The nutrition label allows us to choose products that suit our health needs and goals. For example, an adult may benefit from reading and understanding food labels, with the goal of lowering their salt intake to less than 5-6 g a day (the recommended limit for an adult).⁴ In general, to help achieve our health goals, it is important to consider portion size. It is good to ask ourselves: what portion of the product do we want to consume given its nutritional information? Be aware that the amount we eat may differ to what's labelled as one portion.

Know how a product contributes to our daily nutritional needs

'Reference intakes' (RIs) guide us on the amount of nutrients and energy we need for a healthy, balanced diet each day.

Reference intakes (RIs)

	Per 2,000 kcal/ 400 kJ
TOTAL FAT	70 g
of which saturated fats	20 g
CARBOHYDRATES	260 g
of which sugars	90 g
PROTEIN	50 g
SALT	6 g

Current RIs based on the requirements for an average woman with a 2000 kcal diet.² These RIs were set in European legislation and are based on scientific advice from the European Food Safety Authority (EFSA). RIs have replaced the term 'Guideline Daily Amount (GDA)', although the principles of what they represent remain the same.

A label may also give the nutritional content of a product as a percentage of the RI, for example if a product contains 4.9 g of fat, it contains 7% of the RI for total fat intake per day, which is 70 g. The RIs can be seen on the back of the product and some manufacturers also include them on the front of pack. As product sizes can differ, it can be helpful to also compare products by looking at energy and nutrients per 100 g. Per portion information can also be useful for comparing single-packed items that serve one person.

References

1. Cecchini M & Warin L (2016). Impact of food labelling systems on food choices and eating behaviours: a systematic review and meta-analysis of randomized studies. *Obesity Reviews* 17(3):201-210. - 2. Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011 on the provision of food information to consumers. - 3. EUFIC (2009). Nutrition information on food labels – is it read and understood. EUFIC Food Today n° 68. - 4. EUFIC website, Salt. - 5. CODEX Committee on Food Labelling (2016). Proposal for New Work on Front of Pack Nutrition Labelling. Ottawa: FAO/WHO. - 6. European Commission website, Nutrition claims. - 7. European Commission, Health claims. - 8. EUFIC (2012). New insights into nutrition labeling in Europe. EUFIC Food Today EU Projects Supplement n° 2. - 9. The Nordic Council of Ministers website, About keyhole. - 10. The Choices Programme, Choices factsheet May 2013.

Since everyone's dietary requirements are different, RIs are not intended to be used as targets. Rather they give a benchmark (an average woman, doing an average amount of physical activity), to guide individual choices.

Additional types of labelling

In addition to the mandatory nutrition labelling mentioned above, in some countries we may see the use of additional forms of presentation of the nutritional information, such as the use of colour coding.² In 2018, the European Commission will report on the use of such additional types of labelling, their effects on the market and whether they should be harmonised. The Codex Committee on Food Labelling, as well as the World Health Organisation is also working on "front of pack" nutrition labelling.^{2,5}

What are nutrition and health claims?

A health or nutritional claim suggests that a product has a beneficial property based on one or more ingredients present. Claims must meet European regulations, which protect us from false advertisement, and allow a fair comparison between products.

Nutrition claims: state, suggest or imply that a food has particular nutritional properties. There is a defined list of nutrition claims that can be used.⁶ For example:

- 'low in calories' means that the product contains no more than 40 kcal per 100 g (solid) or 20 kcal per 100 ml (liquid);
- 'reduced (name of nutrient)' means the product contains 30% less of the nutrient, compared to a similar product

Health claims: state, suggest or imply a connection between a food or an ingredient and a health effect, e.g. 'contains calcium which is necessary for bone growth'. Manufacturers can submit evidence supporting a claim, which is reviewed by the European Food Safety Authority. Authorised claims are added to a register, with criteria for use (e.g. amount of ingredient needed for the health benefit).⁷

Only scientifically proven claims are allowed on labels in the EU. Still, check the labels carefully. A product that is low in fat or a source of whole grain, might be high in calories or salt for a person's individual needs.

Why use nutrition and health symbols?

Health logos and symbols aim to interpret the nutritional information and increase consumer's attention and use of the label, especially in situations of time pressure.⁸ They are not required by EU law but are regulated in some countries.



Nordic Keyhole (SE, DK, NO, IS, LT, MK)

The Keyhole symbol was designed to help consumers choose the healthiest product within a food category, in Sweden, Denmark, Norway, Iceland, Lithuania and Macedonia. Foods with the Keyhole have less sugar and salt, more dietary fibre and wholegrain, and usually less fats, compared to other products.⁹ It is a voluntary health logo, meaning it is up to the producers to ensure their product meets the National Food Administration regulations.



Choices logo (NL, BE, PL, CR, SK)

The Choices logo is for food products that meet the Choices International Foundation's qualifying criteria for healthier food choices, which are independently set by renowned scientific experts. The logo is popular, and can be found on items in Belgium, Poland, Czech Republic and Slovakia.¹⁰ Choices International Foundation's criteria are based on the World Health Organisation (WHO) dietary recommendations.

Absolute risk

is the likelihood of an event occurring under specific conditions

for instance, the chance of a person developing heart disease is **based on factors** such as:

 age	 physical activity
 sex	 genetics
 diet	

commonly expressed as:



a 1 in 10 chance
of developing heart disease

a 10% chance
of developing heart disease



Relative risk

is the likelihood of an event occurring in a group of people compared to another group with different behaviours, physical conditions or environments

VS

meat eater 	vegetarian 
sedentary 	physically active people 
overweight 	normal body weight 
low income 	high income 

for instance expressed as processed meat consumption **increases** risk of bowel cancer by 18%

Relative risks alone do not tell the full story...



If absolute risk is 1 in 10...	50% increase	...risk increases to 2 to 10
		
If absolute risk is 4 in 10...	50% increase	...risk increases to 8 to 10
		

Absolute risk numbers are needed to understand relative risks!

Example: processed meat and bowel cancer

What does a 18% increased risk of bowel cancer really mean?

 = 20 people

<p></p> <p>for people who eat the least processed meat...</p>  <p>...56 of 1000 will develop bowel cancer</p> <p>absolute risk is 5.6%</p>	<p></p> <p>+ 18% relative risk</p>  <p>+ 1% absolute risk</p> 	<p></p> <p>for people who eat the most processed meat...</p>  <p>...66 of 1000 will develop bowel cancer</p> <p>absolute risk increases to 6.6%</p>
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Understanding Consumers

European Institute for Innovation and Technology (EIT) Food Trust Tracker: bridging the (trust) gap with consumers.

In 2017, EUFIC became a core member in a project to develop a tool for measuring consumer trust. The aim of the Trust Tracker is to become the European standard for how to measure and monitor trust, tackling one of the main consumer-facing challenges in the world of food today: very low levels of public trust arising from the series of food scandals and confusion in a context of information overload.

Funded by the European Institute of Innovation and Technology (EIT Food), the project also designed EIT Food's 1st Citizen Participation Forum in close collaboration with over 50 EIT Food partners ranging from academia, industry and start-ups. The Trust Tracker will continue to run in 2018, with a roll-out at the beginning of the year and a stronger focus on consumer outreach in the second part of 2018. This will lead to a second Citizen Participation Forum on Trust and a massive online participation course (MOOC) on the same topic, strengthening the multi-stakeholder partnerships and impact through EIT Food.

“Researching consumer behaviour in all its facets helps us understand how we think, how we make decisions and what influences our food and drink choices. A better consumer understanding is paramount so we can not only provide everyone with the information they need but also communicate it in a way that is most helpful for them.” –Sophie Hieke

EUFIC EU projects in 2017

diversifyfish.eu

DIVERSIFY is making efforts to domesticate new species to provide more diversified aquaculture for the European agro-alimentary industrial sector.

December 2015 to December 2020

eitfood.eu

EIT Food is a pan-European consortium that focuses on entrepreneurship and innovation in the food sector and was set up to transform our food ecosystem. By connecting consumers with businesses, start-ups, researchers and students from around Europe, EIT Food supports innovative and economically sustainable initiatives to improve our health, our access to quality food, and our environment. EIT Food projects cover several areas across the food chain.

EUFIC has joined EIT Food as a core partner at its onset in 2017, together with Europe's leading food companies, research and educational institutions. The network also includes The RisingFoodStars Association, which brings together Europe's best agri-food tech start-ups. EIT Food has been set up with headquarters in Leuven, Belgium, and 5 Co-Location Centres (CLCs) across Europe to stimulate innovation, talent development and consumer engagement.

mynewgut.eu

MyNewGut is an ambitious project that researches how the human gut microbiota and its genome (microbiome) influence obesity, behavioural and lifestyle-related disorders and viceversa.

October 2013 to October 2018

protein2food.eu

PROTEIN2FOOD aims to create innovative, high quality, protein-rich food crops, to sustain human health, the environment, and biodiversity.

April 2015 to April 2020

oleumproject.eu

OLEUM seeks to better guarantee olive oil quality and authenticity by empowering detection and fostering prevention of olive oil fraud.

September 2016 to September 2020

nanopack.eu

NANOPACK aims to develop food packaging films to enhance food safety and prolong the shelf-life of food products by up to 25%.

January 2017 to December 2019

SuSAN steps up to improve reporting quality in the media

With many new cases of confusion around food and health in the news surely did not decrease: in the era of 'post truth', we felt that working to reduce misreporting in the media was ever more important.

The project Speaking up for Science Action Network, SuSAN (in which EUFIC partners up with a group of scientific experts), supports expert reaction to inaccurate or unbalanced media reporting on food and health science, or coverage of poorly designed scientific studies. In 2017, we have increased our efforts to build awareness through this project, taking stock of the content that worked best until now and producing 12 live issues, covering headlines like 'counting calories not needed if you cut out sugar', 'processed meats pose same cancer risk as smoking'

SuSAN articles are now integrated in the EUFIC newsletter and website. In 2017 we reached more than 500,000 people with accurate information.

How does SuSAN work in practice?

1. Monitors the media to identify misreported or misrepresented science
2. Alerts 100+ Experts of misreported science and provides scientific facts
3. Experts speak up against misreported science through their own channels, at the same time as EUFIC channels

refucoat.eu

RefuCoat intends to demonstrate a solution for improving the shelf-life of fresh food produce with the use of active substances in films and trays.

June 2017 to June 2020

richfields.eu

RICHFIELDS aims to design a consumer-data platform to collect and connect, compare and share information about our food behaviours, to revolutionise research on every-day choices made across Europe.

October 2015 to Oct 2018

strength2food.eu

STRENGTH2FOOD assesses the impacts, exchanges knowledge, and informs policy making on sustainable food chains.

March 2016 to March 2021

New arrivals in 2017:

Horizon 2020

- fit4food2030.eu
FIT4FOOD2030 supports the urgently needed transformation of research and innovation (R&I) on Food and Nutrition Security (FNS) in Europe.
October 2017 to October 2020
- ypack.eu
YPACK aims to scale up and validate two innovative food packaging solutions based on polyhydroxyalkanoates (PHA) with active properties and passive barrier to reduce food waste by prolonging food shelf life.
November 2017 to November 2020

EIT Food

- Food Unfolded: an online platform designed to familiarise the public with food technology, health, safety and sustainability.
- Consumer Trust Tracker: develop a tool to measure influencers and outcomes of trust over time.

<p>'Use by' does concern food safety and indicates the date until when the food can be eaten safely. Food must be consumed before the expiration of this date. 'Use by' dates appear on highly perishable food, such as fresh fish or fresh minced meat.</p> <p>Recommendation: By freezing the food at home soon after purchase, you can extend its life beyond the 'use by' date, if it is frozen properly. But make sure you follow any instructions on the packaging.</p>	
<p>What do we consider as food waste? Food waste only refers to food discarded, regardless of being spoiled or not, by wholesalers, retailers, the food service sector and households. At household level, food given to animals or food that is composted is considered as food waste. Food waste does not refer to food discarded during production or processing.</p> <p>It is important to note, though, that a large share of household food waste is actually avoidable.</p> <p>We distinguish between unavoidable and avoidable food waste.</p> <p>Unavoidable food waste refers to discarded parts of food that would have been inedible under normal circumstances</p>	<p>anyway (e.g. bones, banana peels, eggshells, pineapple skins).</p> <p>Avoidable food waste refers to discarded food that was still fit for human consumption at the time of disposal or would have been edible if used in time (e.g. leftovers from a meal, imperfect looking / misshapen fruits and vegetables, food that has gone (partly) mouldy or past its best before / use by date).</p> 
<p>Nearly one third of all food produced globally for human consumption – around 1.3 billion tons – is lost or wasted every year.</p> <p>Food loss and waste happen at various points along our food supply chain – from the vegetable that has been harvested unripe or infested by pests and never makes it off the farm, to the fruits that are sorted out by retailers due to suboptimal appearance and the forgotten leftovers in your fridge which were discarded.</p>	
<p>'Best before' has nothing to do with food safety. Rather, it is a manufacturer's suggestion for peak quality and indicates the time until a food retains its specific properties (e.g. taste, colour and consistency) under appropriate storage conditions.</p> <p>Food is still safe to consume after the indicated 'best before' date (if stored correctly). The food may only have lost its flavour or texture.</p>	<p>Recommendation: Food past its 'best before' date is oftentimes still edible. Therefore, check if the packaging is intact and if the food looks, smells and tastes good before throwing away food past its 'best before' date.</p> 
<p>Around £465 worth of food is wasted by each household every year in the UK.</p> <p>Since an average UK household spends around £2,954 per year on food & non-alcoholic beverages, this means that almost a fifth of the value of the British shopping basket ends up being wasted (16%).</p> <p>If you reduce the amount of food waste, you could save almost 2 months shopping worth around £465.</p>	
<p>Household food waste in Europe contributes 3.3 billion tons of greenhouse gas emissions. This corresponds to the annual CO2 emissions of approximately 40 million cars. If food waste was a country, it would be the third largest producer of CO2, trailing the USA and China.</p> <p>The emission of CO2 results from the processes before (production, processing, retail, transport, ...) and after (collecting, treatment, ...) the food gets discarded.</p>	<p>10% of all human-caused greenhouse gases contributing to climate change are linked to food waste. Cutting down on your food waste will decrease your carbon footprint.</p> 


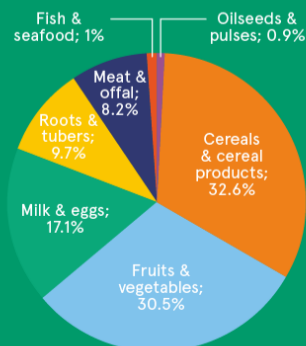
EU Projects: combining reach and expertise to grow

European Commission (EU)-funded projects represent a very interesting area to develop new ideas, perform consumer research, put our communication skills into practice, work in partnerships, and strengthen our network. 2017 marks the year of new opportunities, combining projects under the framework of Horizon 2020 with the exciting pan-European consortium EITFood, which we joined in 2016.

Thanks to the approval of three new projects, we are proud to say that we have so far been part of 28 initiatives over thirteen years, building relations with over 300 organisations across Europe and beyond. We are now even better placed to understand the challenges of the future of food in the next few decades, with a strong focus on embedding consumer demands in the food chain. From gut health to sustainable protein sources, packaging and olive oil authenticity, with the underlying challenge of (re) building consumer trust, EU-funded projects allow EUFIC to dive into all the key areas in the food and health space, bringing a wealth of knowledge and expanding our reach.

In the pipeline: to start in 2018

- **EITFood Ambassadors:** communication programme to engage with the public through leading influencers in Europe on the future of food.
- **Don't be a food waster:** a social awareness campaign to make all audiences proud to say 'I'm not a food waster' with the ultimate goal of reducing food waste at all levels in the food system.
- **Games of Food:** interactive escape games designed to increase knowledge, awareness, and behavior of balanced nutrition and a healthy lifestyle.
- **Trust in the food we eat:** massive online open course (MOOC) to inform and educate citizens about the food supply chain.
- **Smartchain:** project looking into developing a holistic approach to accelerate the shift towards shorter and collaborative food supply chains.

	<p>Approximately 4,000 km³ of fresh water is utilised worldwide every year. Of this, about 70 percent is used in agriculture.</p> <p>By cutting food waste to zero, 306 km³ (=306,000,000,000,000 litres!) water or 11% of the total fresh water consumption of the agricultural sector could be saved and water scarcity could be prevented.</p> <p>In addition to the water that is saved by reducing food waste, energy and wildlife habitat is also saved.</p>
	<p>The commodity group that is the most wasted at household level in Europe are cereals and cereal products. Almost one third of total household food waste is accounted for cereals.</p> <p>The group that is second most wasted are fruits and vegetables, approximately 31% of all household food waste is fruits & vegetables. Together, they make two thirds of all household food waste!</p>

Trust in science in the post-fact era

03 October 2017

We're happy to say that once again, EUFIC's 2017 Annual Conference was as successful as the last. We had over 120 attendees and reached 750,000 impressions on social media! It was great to see different stakeholders gather to exchange their views about the public's loss of trust in science and the role that we can all play in renewing public confidence in science.

It's been said that we have arrived at the 'post-fact' era: people are no longer convinced by lengthy arguments because the foundation of arguments is no longer based in facts. It is based on emotion. And, it is far easier to connect with a tweet than understand a complex argument.

In addition, science is not always easy to understand. To people it often seems that contradictory studies about food and health appear in the media almost weekly, leaving many to wonder why researchers can't get it right the first time.

Among a series of commitments put on the table, the most widespread with 29% of the participants committed to it, was to 'Educate on critical thinking - information literacy' to move towards a fact-based public discourse.

"Thanks for the great day yesterday. It strikes me that EUFIC is one of the (if not the most-) enlightened Food institutions in Brussels."
—Peter Jens, Koppert.

"Writing to thank you for the invitation. I really enjoyed it: an opportunity to discuss with others outside my "world window" and I learned one thing or another."
—Alexis-Michel Mugabushaka, European Research Council.

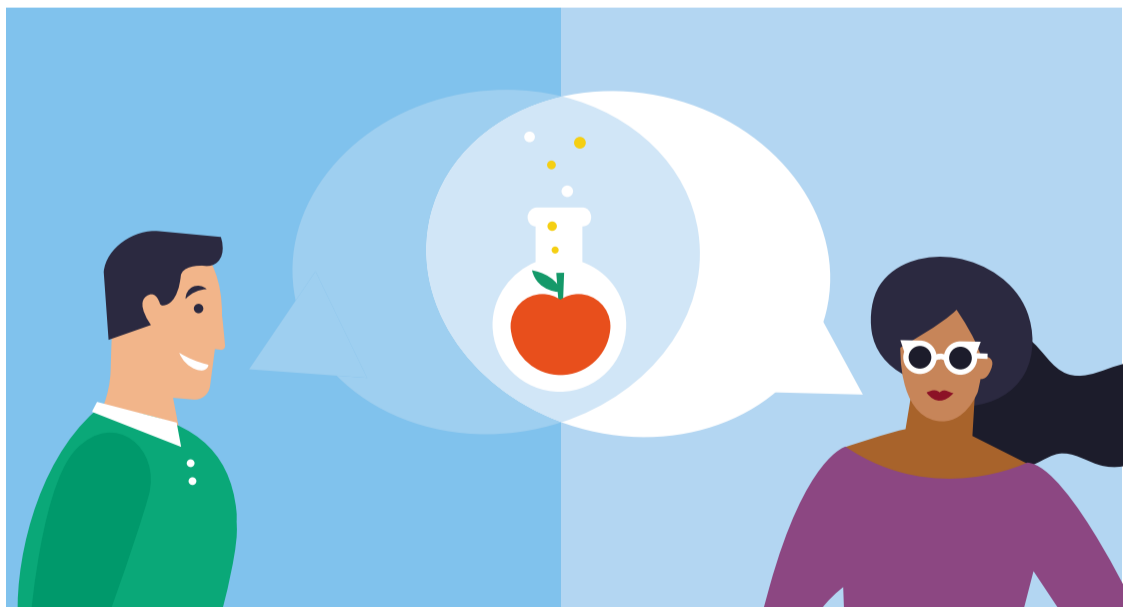


The intern experience

By Katie Laverty - Food Safety Intern,
 Ulster University

EUFIC provided me with my first real insight into the world of work and helped to shape my future career path in the field of health promotion. Throughout the year, I was given a high level of responsibility within a range of different projects: from communicating on EU-funded projects focused on bio-based food packaging, to creating communication material to assess the credibility of nutrition science in the media: what a journey it has been!

This variety was one of my favourite aspects of the internship, as it kept every day exciting. Moreover, although I was part of the food safety department, I had the opportunity to work along with colleagues from other departments, including the nutrition and health team and our graphic designer. This helped to broaden my understanding of the various roles within the organisation and allowed me to gain many new transferable skills.



Last but not the least, the highlight of my entire EUFIC experience was definitely the friendly team atmosphere and making new friends, that made my stay in Brussels truly feel like a home away from home.

Income in 2017 (€)

Membership fees	920,387
EU-funded projects	446,749
Consumer research*	53,661
MyPace project	2,750
Other income**	12,180
Total	1,435,727

Expenses in 2017 (€)

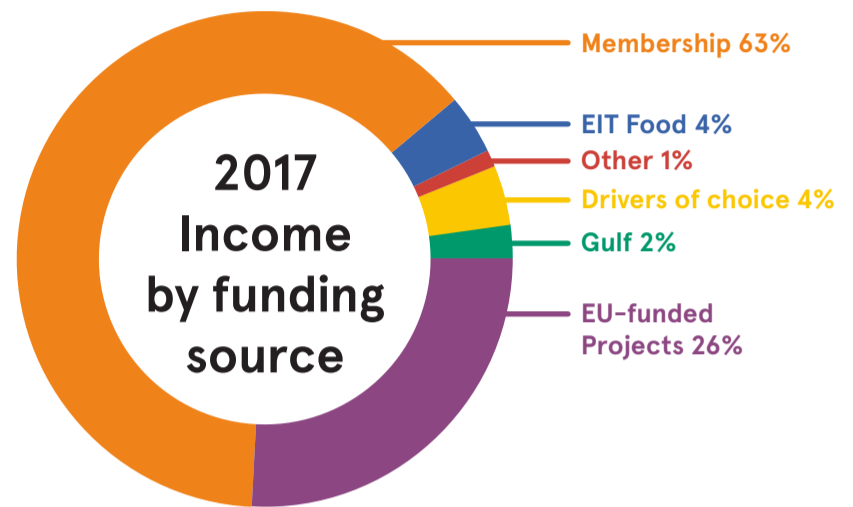
Staff costs	958,701
Rent and administrative charges	157,351
Food & Health Science and other core activities***	183,438
EU-funded projects	81,688
Consumer research	34,233
My Pace project	0
Total	1,415,410

Final Result 2017 (€)

Income	1,435,727
Expenses	-1,415,410
Total	20,317

Our finances

The goal of the finance team is to make sure that we plan wisely the use of our resources, to guarantee that they help us being aligned with our mission and vision. In addition, we work to fulfil all the necessary legal tax and annual account obligations, bearing in mind that the financial overview is a key tool to plan ahead and understand what kind of opportunities we can embrace.



*Free-from Claims and Drivers of Choice studies
 **sales of EUFIC materials, re-invoicing, etc
 ***content production, events, EUFIC websites, annual conference, meetings, etc

A big thank you to the colleagues who left us in 2017

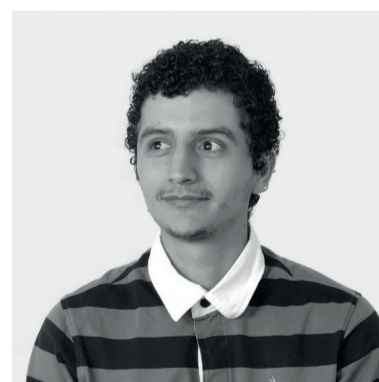


Caitriona Braw
Nutrition & Health intern



Julie Lebrun
Graphic designer

A warm welcome to the new comers



Andres Londono
Office & finance intern



Kirstyn Byrne
Graphic designer



Dr. Joanna Kaniewska
Senior Manager
Nutrition & Health



Jane Alice Liu
Communication officer

Thanks to our scientific experts

Scientific Advisory Board

We work with academic experts to ensure that its information and communication programmes are based on scientific evidence supported by the wider scientific community. The members in 2017 were:

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

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

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

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

Josef Schlatter, Former Head of the Nutritional and Toxicological Risks Section, Federal Department of Home Affairs (FDHA), Federal Office of Public Health (FOPH), Consumer Protection Directorate, Zurich, Switzerland (retired).

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

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

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 2017 were:

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

Jeanne de Vries, Assistant Professor/Nutritionist, Wageningen University, The Netherlands.

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

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



Thanks to our members

Abbott Nutrition, Bunge, Cargill, Cereal Partners, Coca-Cola, Dow Seeds, DSM, Ferrero, General Mills, Mondelēz Europe, Mars, Nestlé, PepsiCo, Pinar Et, Tereos, Ülker, Unilever.

Membership is open to organisations and companies from throughout the food chain from food producers, ingredients suppliers, food manufacturers, food retail, food service and sports industries.

In December 2017 we opened officially our membership doors to academia, research institutes, NGOs and other European organisations and SME's in the field of food and health with the Associate Membership category. This has set a scene for a more versatile dialogue and different angles being brought into the discussion. We are proud to have welcome Eurofir as first associate member.

For more information about membership contact Aleksandar Sokolović, our Business Development Senior Manager, at aleksandar.sokolovic@eufic.org.

A special thanks to our:

- Chair of the Board of Directors, Paul Whitehouse, Director of Scientific Affairs at Unilever, since December 2016.
- Our vice-chairpersons Edouard Casala, Scientific and Regulatory Affairs Manager at Bunge, and Begüm Mutus, General Manager at Sabri Ülker Foundation.
- Treasurer, Theo Stickers, since June 2012



Where we spoke: 16 presentations in 2017



15th Feb: EU Qual 360 conference for qualitative market research, in Amsterdam, Netherlands.

30th March: International Association for Food Protection's European Food Safety Symposium in Brussels at a session called 'The race to zero – everybody loses' organised by IFIC.

3rd May: Belgrade: invited to present on understanding of food labelling by consumers, focusing on allergens

31st May: Presentation at Workshop on CAP and food-related issues, DG AGRI

9th Jun: Presentation at FOODforce workshop, Brussels

27th Jun: EU Salt Conference: Nutrition & Health Post-2020 "Going beyond a salt shaker", presented on the importance of high quality science communication towards general public

8-9th July: Nutrition & Health Communications Programme in Istanbul.

14th Sept: JPI Healthy Diet for a Health Life (HDHL) Stakeholder Advisory Board Meeting

29-30th Sept: EFAD annual conference

29th Sept: EU week of sport

29th Sept: Presentation at Workshop FIT@Work, DG HR & Security

3rd Nov: Participation Twitter chat on technological transformation in food safety & biotechnology, WATIFY awareness-raising campaign of the EC.

16th Nov: Agro-Food risk roundtable "Benefits and risks of communicating uncertainty, impact on policy decision", organised by American Chamber of Commerce and co-organised with DG SANTE, US FDA & USDA

18th Nov: 5th Congress of Nutritionists, Zagreb, Croatia

4-5th Dec: FAO/WHO Regional Symposium on "Sustainable food system for healthy diets"

6th Dec: Euractiv panel discussion "Promotion of healthy diets in the EU" reflecting on how best to leverage communication tools to improve nutrition knowledge and practices.

EUFIC Weather Forecast*

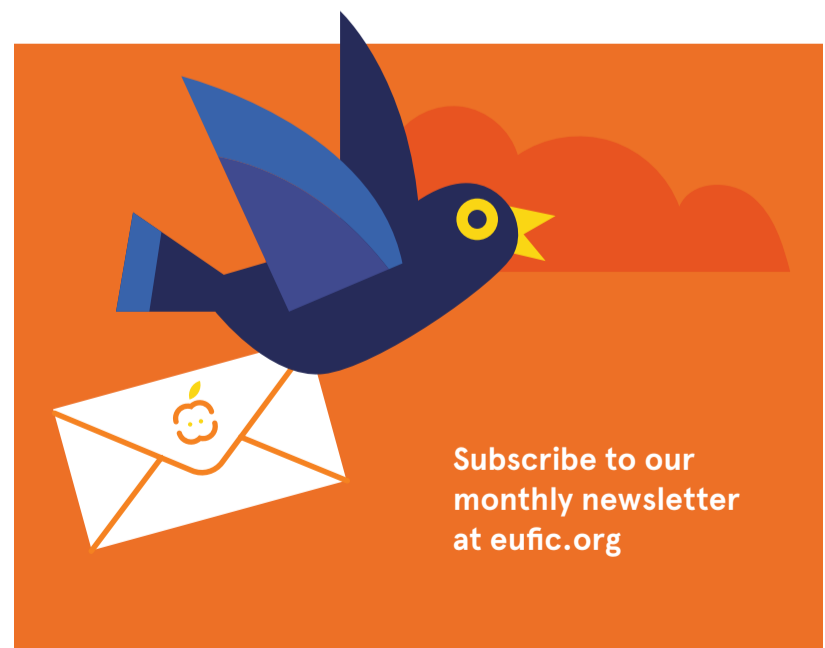


2017 review:
Almost always sunny, with the occasional overcast day.



2018 forecast:
The weather forecast is clear and bright, with a slight summer breeze.

**contrary, perhaps, to our location in Belgium, we're optimistic about how the future looks!*



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