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EUFIC NEWS

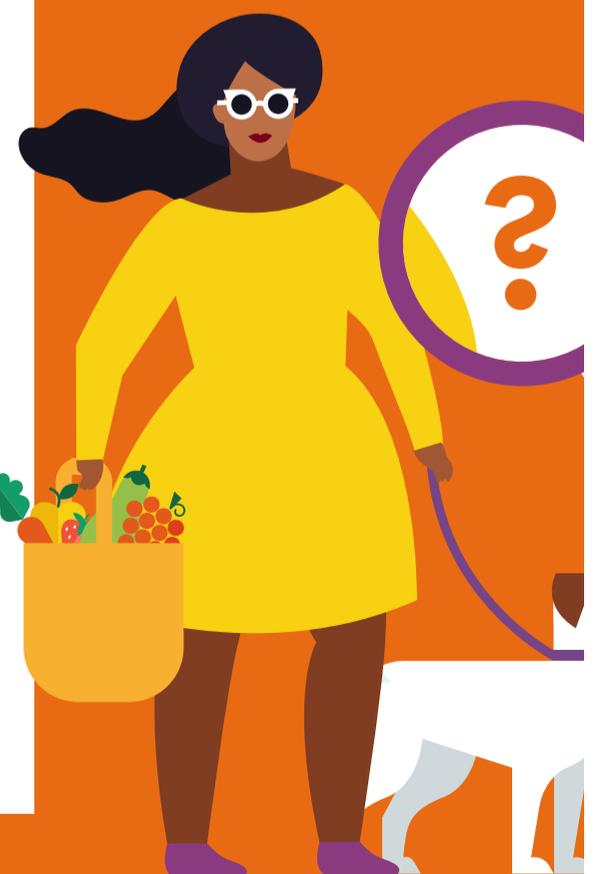
ANNUAL REPORT 2016 – A YEAR OF CHANGE



2016, a year of change

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*"We want to inspire
and empower
people to make
better decisions
about their diet
and lifestyle."*





Year in review

By *Laura Fernández Celemín, Director General*

In 2016, the world entered a 'post-fact' era as many politicians coined it. As fact-based information is at the core of EUFIC, it became important to **explore and refine our vision** to shape a strategy which would not only elevate the role of science-based information but also expand its reach to **create a community** of people who want to learn and be informed, and commit to fact-based discussions on food and health.

“At EUFIC, we all believe in the power of an informed consumer”

The passionate individuals who work at EUFIC all believe in the power of an informed consumer and would like to see a world where people choose to live healthily because they know how to. This has become our new vision and mantra. It forms the core of our outreach efforts, penetrates through our new brand and is the spark to our team spirit together with our core values: **transparency, honesty, and scientific integrity.**

Our mission has also been revised to respond to a changing, fast-paced environment in which the sheer amount of food and health information is simply overwhelming. Today more than ever, EUFIC materials need not only to be based on sound science, but also delivered in a visual way that **appeals to people, in a simple language and with clear messages to act upon.** Only then can people be inspired and empowered to make better decisions about their diet and lifestyle.

This year has been a year of change and of great accomplishments, like changing EUFIC's identity and communications, breaking all our outreach records and conducting a large-scale consumer research project into what drives consumer food choices. In 2017 we will keep striving to make EUFIC better, increasing the number of collaborative projects, and outreach and impact of our information and programmes.

Our vision

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

Our mission

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



Letter from the Scientific Advisory Board (SAB) Chair

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

This year EUFIC has undergone a metamorphosis from an old-fashioned institution to a fresh and modern organisation, ready to engage further with the general public.

The Scientific Advisory Group (SAB), which I chair, has been involved in **reporting on national trends** to enable EUFIC to tackle the most up to date topics with their material. In our two SAB meetings in 2016, we discussed **complex scientific issues related to food safety and nutrition.** Many discussions also centred around media hypes and how scientific evidence is not always accurately portrayed. At these meetings, each board member contributes knowledge of key issues in their respective countries and areas of expertise, such that both the SAB members and EUFIC staff can exchange information and work together to help consumers to understand the role they play in choosing a safe and healthful diet.

I have worked with EUFIC for many years now and **it's always a pleasure to engage in spirited discussions around how to best serve the public information needs.** After many years heading up the Irish Food Safety Authority, I know how important it is to have a clear plan when communicating but to always be flexible in a world which is constantly changing. EUFIC encompasses these qualities and I always look forward to our meetings.

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





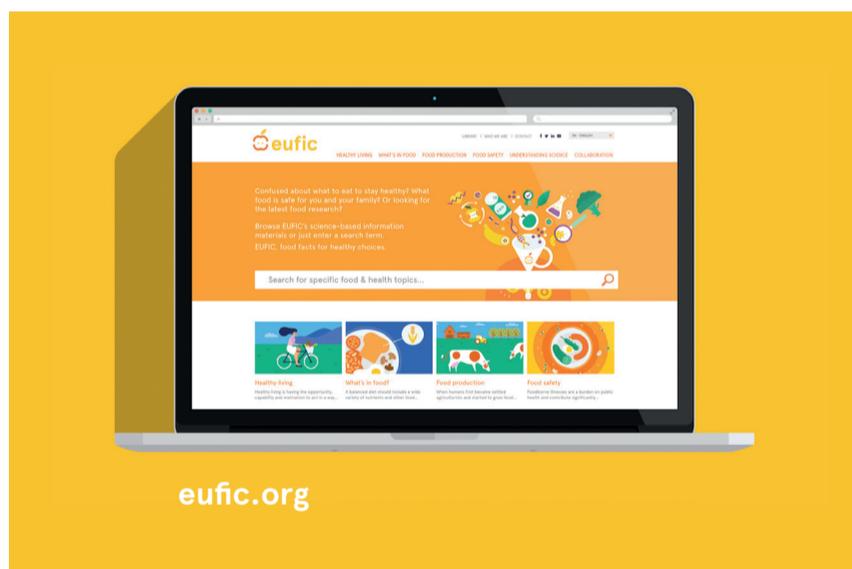
The changing face of EUFIC's website

By *Sofia Kuhn, Head of Communication*

We took up the challenge to create a **new website** which would make it easier for our audiences to find our wealth of online information.

Our aim was to keep our loyal visitors as well as attract new ones. Our website is our face to the world, it helps people stay informed and educated in a world where 'alternative facts' have become the norm.

Taking on EUFIC's flagship outreach channel had become necessary. Our content is highly regarded with many loyal followers but the website had become outdated and it was a jungle to navigate. We spent a lot of time evaluating content as well as looking at design and imagery. We have also worked on developing **user-friendly pathways** to content of interest through navigation, tagging and a search feature. It's been a labour of love and a **great team effort**.



Social media: building a community

By *Carlos Abundancia, Communications Officer*

We believe in the importance of communities and that social networks have a role to play in improving people's health. For instance, lifestyle changes are more likely to be implemented with regular reinforcement and social media is a simple way to **reach hundreds of thousands of people** with regular tips and information.

"Social networks have a role to play in improving people's health"

Social media is an **exciting and versatile way of building a community** where messages need to be short, **engaging and understandable while conveying the key idea**. The rewards are instant when people engage and interact with you. Investing more time in social media and building a EUFIC community is an **ongoing learning**

process where statistics can help shape future directions. We grew 50% in 2016. We're anticipating a greater increase in 2017, with a bit of luck!

In 2016 we also set up the [@SciFoodHealth](#) twitter account which is dedicated to EU projects and research news. In its first year it already achieved over 270 followers.



A fresh new brand for EUFIC

By *Julie Lebrun, Graphic Designer*

Once we defined our vision and mission, it became clear that we needed a new brand to reflect them. We needed a brand that people who share our values could identify with. The challenge was to create a **new visual identity combining accessibility with professionalism**, and reflecting the diversity of EUFIC's audience.



We created a **flexible and playful identity** to represent the dynamic EUFIC team and our audiences. Along with the logo, we needed a full graphic charter with EUFIC colours, fonts and directions on how to use them. The new EUFIC look was unveiled at our 2016 Annual Conference in October.



Explaining science

By *Milka Sokolović, Head of Food and Health Science*

Communicating science is rewarding. For a small nonprofit organisation, it often means running on a shoestring and **being creative**. We love getting together to discuss science, define the messages, look for the visuals and discover the angles that will make our materials more valuable.

We focus on topics relevant to health and wellbeing, digesting scientific information, **delivering simple, straightforward information that people can take in**. Our materials become people's tools for making better choices, bringing us closer to our vision; the world where people live healthily because they know how to.

“2016 saw us breaking all our outreach records, reaching more than 21 million TV viewers”

In 2016, we explored topics like **obesity, behaviour change, physical activity** but also **fats, red meat and pulses**. We looked into **allergens, caffeine, pesticides, acrylamide** and **food contaminants**. We worked with researchers and organisations from different areas of the food and health arena, who brought

fresh views and stirred the discussions. Our versatile materials—texts and audio-visuals—addressed health professionals and the general public alike.



1.8k pieces of content, many of which are available in 13 languages

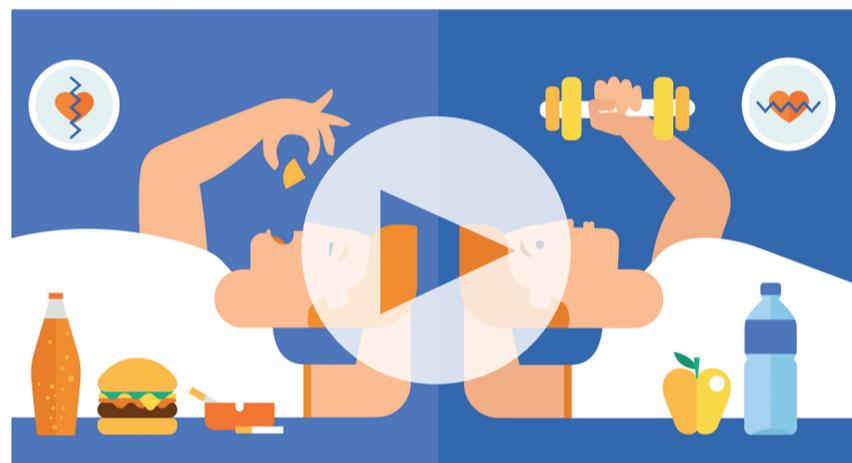


Video spotlight: tips for a healthier you

By *Raymond Gemen, Nutrition and Health Projects Manager*

With the current frequent and fast way of consuming information **EUFIC is adapting** and broadening its portfolio to also produce material that is visual with as little text as possible.

Therefore, we create **animated videos** to explain scientific topics. For example, addressing the theory behind **behaviour change** gives practical tips to adopt healthy behaviours in an engaging way.



Personally, I love to dive into the literature, get input from and exchange thoughts with scientific experts, then team up with our creative team and work towards wonderful pieces of material. Everything is really the outcome of a collaborative process. And, as always, **lots of learnings along the way!**

‘Changing behaviour’ together with EFAD

By *Judith Liddell, EFAD Secretary General*

The development of evidence-based behavioural change resources for dietitians was a highly pleasing outcome of the joint collaboration between EFAD, EUFIC and University of Bath. Practical information and illustrative videos, filmed using real dietitians, to demonstrate a number of behaviour change techniques relevant to dietetic practice, were uploaded to the front page of the EFAD web site. These resources bridge the gap between the theory and practice of behaviour change, to equip dietitians and other health professionals across Europe



with the knowledge needed to support and enable healthy, sustainable behaviour change. This collaboration was only one of several that EFAD and EUFIC have jointly submitted to the EU Platform for Action on Diet, Physical Activity and Health. Aply led by EUFIC, these collaborations have enabled EFAD to communicate to a wider audience while obtaining real benefits for our members. EFAD looks forward to continuing this mutually beneficial collaboration, and to working with the highly motivated, efficient and friendly EUFIC team.



SuSAN: engaging experts to speak up against misrepresented science in the media

By *Nina McGrath, Food Safety Project Manager*

Misreporting of science in the media causes confusion and sometimes unfounded fears that can have negative public health consequences. Although most experts committed to scientific accuracy are frustrated when they see science misrepresented in the media, **different barriers prevent them from responding** (such as time constraints or feeling it will be an isolated response).

“Most experts committed to scientific accuracy are frustrated when they see science misrepresented”

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 nutrition science, or coverage of poorly designed scientific studies.

How does it work?

- 1 SuSan **monitors media** to identify misrepresented or misrepresented science
- 2 **It alerts experts** (100+) and provides scientific facts
- 3 **Experts speak up** against misrepresented science on their own will, in their individual capacity, through their own channels (social media, blogs, print, TV/radio, publications and so on)

SuSan connects a network of **100 scientific experts and communicators** and provides them with supporting information - the summaries are written by a **scientific assessment service** - when incidents of misrepresented food science in the media occurs. The network tackles frequently misunderstood/misreported topics such as saturated fats, caffeine, specific diets and links to health conditions such as obesity and cancer, and uses a large range of media to reach people: blog posts, social media, media interviews and expert discussions.

Already more than 400K people have been reached with accurate information!



Food Today: articles to explain topics of interest

By *Christina Sadler, Nutrition and Health Project Manager*

Through our accessible feature articles, called ‘*Food Today articles*’ we bring the science directly to the people - **47,000 subscribers** receive them directly in their inbox.

We packed in: practical lifestyle advice for a healthy pregnancy; the concept of mindful eating (our most popular article of the year); the facts on GMO; innovations in food packaging; health aspects of tea; plus the presentations from our conference on behaviour change. **We also covered EU projects** on olive oil (OLEUM), healthier aging (NU-AGE), sustainable proteins (PROTEIN2FOOD) and the EUFIC-led project on health claims (CLYMBOL).

We broke the record for article views



The process

- 1 The topics for Food Today articles are selected based on **current issues debated in science**, or in the headlines, to fill gaps where people may need more information.
- 2 Food Today articles use language that is **easily understandable for someone who is not a scientist**. If technical terms are used, they are explained and sometimes further definitions are added to EUFIC’s glossary.
- 3 A draft article undergoes two stages of review - first the article is **reviewed by EUFIC staff scientists**, it is edited, then it is **reviewed by 14 external experts**, our Editorial Board and Scientific Advisory Board. The combined perspectives and perseverance in editing really helps to improve the outcome.
- 4 The final text is sent for translation. We have established ongoing collaborations with external translation agencies and national nutritional contacts, to translate the articles to **12 languages**.



Mindless to mindful eating

Discover our most popular Food Today article of 2016

Eating mindlessly may be contributing to the ever-expanding waistlines across the globe. Research into mindful eating has largely focused on weight control and helping people to develop a better relationship with food. How can you eat more mindfully?

Mindless eating

A scientific review found that people who were given larger food packages, bigger restaurant portions, and larger-sized plates and bowls, ate an average of 30% more food on that occasion, compared to people who were given smaller sizes.¹ However, over 70% of people believed they had eaten the same amount as they normally ate, and 94% firmly believed that they were not influenced by the package, portion or plate size. The findings from this review suggest that external factors can cause people to mindlessly.¹

Likewise, a recent meta-analysis found that eating while being distracted, such as watching television or playing a computer game, leads to greater acute food intake.² It may be that the distraction takes away the perception of food attributes such as flavour, texture and appearance, which delays the onset of the feeling of “having enough” that triggers a person to stop eating. Distracted eating may interfere with memory of recent food intake, and can also lead to increases in subsequent snacking.^{2,3} By contrast, redirecting attention to the food while eating decreased the amount of subsequent snacking in lean young women.³ This suggests that paying attention to what we eat, i.e. mindful eating, may be useful in reducing inadvertent overconsumption.

Mindful eating

Mindfulness is deliberately paying attention to the present moment without judgment. It reflects an ancient Buddhist meditation practice.⁴ Mindful eating simply means being attentively aware while eating. This entails: focusing on the sensory attributes of the

food such as the taste, smell and texture, acknowledging subjective responses to eating a food such as likes and dislikes, and paying attention to internal cues of hunger and satiety.⁵ Mindful eating encourages the body to follow its own inner wisdom to choose foods that are satisfying, enjoyable and nourishing.

“86% of the studies reported improvements in eating behaviour, dietary intake and body weight”

Mindless to mindful

There is an increasing number of studies examining the impact of mindfulness on a range of health and lifestyle issues including deleterious eating behaviours (e.g. irregular eating patterns, emotional eating) and weight control. A review of 21 studies of mindfulness-based interventions to change obesity-related eating behaviours found that 86% of the studies reported improvements in eating behaviour, dietary intake and body weight.⁶ Another review, focusing on weight loss, found that six out of eight short-term intervention studies documented significant weight loss among people eating mindfully.⁴ There

improving control of food intake.⁶ Further work is needed to understand the psychological, behavioural, and biological mechanisms underpinning the process, and the most consistently effective interventions.⁴

Since food choice is complex and may be outside of conscious awareness, some scientists believe that awareness and education is not enough to change mindless eating.¹ However people may benefit from following suggestions to help them mindfully eat better.^{8,9}

Tips for eating more mindfully^{8,9}

Before opening the fridge or cupboard, take a breath and ask yourself how you feel. Are you really hungry? Or thirsty? Stressed? Bored? Think for a minute and differentiate between your needs and wants.

If you don't need to eat, do something else like go for a short walk.

Don't eat on the go – it's difficult to be aware of how much you are eating. Have a seat.

Resist eating straight from the bag/box. Serve your food – you'll be able to see and appreciate what and how much you're eating.

Using smaller plates could help portion control.

Remove distractions. Turn off the TV and everything else with a screen, like computers, phones, etc.

Set a timer, allow yourself 20 minutes to eat a meal.

Eat silently for five minutes, thinking about what it took to produce that meal, from the sun's rays to the farmer to the shop to the cook.

Try eating with your non-dominant hand, or with chopsticks, to eat slower.

Take small bites and chew well, while focusing on the smell, taste and texture of the food. Try to get 30 chews out of each bite.

Try putting your utensils down after each bite. Don't pick them back up until you've swallowed what you already have in your mouth.

Don't try to finish the whole plate. If you feel full, safely keep the food leftover. In a restaurant, ask for 'doggy bag' to take-away.



is also promising work that suggests that mindful eating can help prevent inadvertent or mindless overeating by people with a healthy weight.^{2,3} Mindful eating has also been effective in self-management of diabetes.⁷ However, longer term studies are needed to see if the effects are lasting. It is proposed that mindful eating increases awareness of hunger and satiety cues, interrupting habitual and stress-related eating patterns and

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EU project CLYMBOL: understanding the role of health claims and symbols in consumer behaviour

By *Sophie Hieke, Head of Consumer Insights*



CLYMBOL is an EU research project that aims to determine how health-related claims and symbols are understood by consumers, and how they affect purchasing and consumption. For EUFIC, it has been particularly important because **we were trusted with coordinating it**, presenting it to various stakeholders in Europe and beyond and representing the consortium on many occasions including the European Commission's conference during the EXPO Milan.

Our findings and general recommendations

At the point-of-sale, health claims must be comprehensible; **complex words or expressions should be avoided**. Familiar nutrients are easier to understand for consumers. However, an overly familiar combination of nutrient and function in a claim evokes less attention. As a consequence, health claims should be understandable but also need to be presented in a way that is seen as new, in order to attract attention in-store. Gaining consumer attention is crucial as it is a bottleneck for the use of health claims. Having a health goal increases consumers' attention to health claims. Health-related images (both claim-specific and overall health) can be helpful for people who are actively searching for products with claims.

Differences in motivation and ability to mentally process health claims and symbols between countries and consumer groups should be considered when communicating about health claims and health symbols. To improve trust, consumers should be (more) informed of the stringent requirements that health claims and health symbols have to fulfil. Effects of claims and symbols are subtle and multiple factors influence consumers' behaviour. CLYMBOL finished in 2016.
clymbol.eu

**14 partners (9 universities) from 9 countries.
 >20 scientific publications**

“Gaining consumer attention is crucial”



EUFIC research: investigating how consumers understand and interpret free-from labels

By *Camille Taper, Research Officer*

Free-from labels are popular on food and drink products and while they are not fully regulated, it is important to understand how they affect food choice. Knowing how consumers react to food labelling helps us understand consumption behaviour, food choices and why some products get chosen over others. It also helps to design effective communication around what constitutes a healthy and balanced diet and how to achieve that.

EUFIC looked at gluten-free, lactose-free, palm oil free and GMO free labels. With our research we could show that regardless of the ingredient mentioned, **consumers expected products labelled with a 'free-from' claim to be healthier**.

When consumer expectations are not met, this could have consequences for consumer trust in food and drink products. It is important to understand these relationships to develop effective communication around food labelling. The EUFIC Forum is available freely on our website.

**2,192 consumers,
 4 countries**

EUFIC research: understanding what motivates consumers

By *Sophie Hieke, Head of Consumer Insights*

In 2016, a EUFIC pan-European study looked at what drove people's food choices. What motivates us to select one product over another? And how are product attributes linked to the consequences we perceive when consuming them and ultimately our value and belief systems?

From 250 interviews spread across five countries (**UK, France, Italy, Poland and Turkey**), each using the **laddering method**, we see health and indulgence emerge as the main themes. However, there is also an economic driver for Polish consumers and a much more complex view of foods among Turkish consumers.

We strive to be on **the forefront of research into consumer behaviour**. To date, this is the most comprehensive study using this method that we know of. With this project, we bridge the gap from core European consumer research to the inclusion of an additional cultural circle, represented by Turkey. We expect to broaden the understanding of consumer involvement with food across the continent and further our knowledge of the cultural similarities and differences in terms of the role that food plays in our lives.

It has been a once-in-a-lifetime experience to carry out this large-scale project – which included coding an estimated **15,000 items**. Local interview trainings, being able to witness some of the interviews behind a glass screen and seeing the results come to life have more than made up for the efforts involved! It is absolutely amazing when country-data perfectly mirror their typical inhabitants, for example showing Italians to eat biscuits for breakfast and assigning them a functional role that is not visible in any other country in the study.



25 EU-funded projects already, and growing!

By Aleksandar Sokolović, Business Development Manager

We've operated in the exciting field of EU-funded research for more than a decade, taking part in 25 projects so far. The idea behind our involvement in different areas of food and health research is dual: to contribute to the understanding of people's perceptions of food and to help reach out with research results and amplify their impact. This year, we successfully responded to the heightened competitiveness of the Horizon 2020 programme by increasing the number of submissions and by partnering with relevant consortia.

Framework Programmes are Europe's main mechanism for funding research, development, and innovation across the private and public sectors. They broaden our understanding of the world, harness scientific progress, boost economic and technological development, and aim to solve some of the grand challenges that Europe faces today.

40% increase in submissions compared to previous cycle

3 granted projects
NanoPack, Refucoat and EIT Food



EIT Food

In 2016, EUFIC was one of 50 leading companies, universities, and scientific partners who won the European Institute of Innovation and Technology (EIT) 'Food4Future call'. With the consumers as change agents, each partner is committed to jointly transform the way in which we currently produce, distribute and consume our food.

7
years

€400m
financed by the EIT

€1.2 billion
will be invested by partners

2016 EU projects

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

The **MYNEWGUT** project looks at the interactions within animals and humans and the microbiome's role in the development of diet and brain-related disorders. mynewgut.eu

PROTEIN2FOOD aims to create innovative, high quality, protein-rich food crops, to sustain human health, the environment, and biodiversity. protein2food.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. richfields.eu

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

STRENGTH2FOOD assesses the impacts, exchanges knowledge, and informs policy making on sustainable food chains. strength2food.eu

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

CLYMBOL aims to determine how health-related claims and symbols are understood by consumers, and how they affect purchasing and consumption. clymbol.eu

Follow @SciFoodHealth





European Congress on Obesity

By Euan Woodward, Executive Director, EASO

Our collaboration with EUFIC is about increasing the impact of EASO's annual European Congress on Obesity (ECO) and the promotion of obesity research in general. EUFIC interviews several speakers at the congress and produces engaging videos, which really are an added value, contributing to more knowledgeable health professionals and thus improved evidence-based practice.

I appreciate EUFIC's efforts to each year seek for ways to improve, with the switch from audio to video interviews in 2016 being a great step forward. I certainly look forward to future opportunities for collaboration. Our organisations have complementary qualities and expertise, and we should capitalise on that!



EU platform for action on diet, physical activity and health

Led by the European Commission, the EU platform for action on diet, physical activity and health is a forum for European-level organisations from the food industry, professional associations and consumer protection NGOs, willing to commit to tackling current trends in diet and physical activity.

The platform's members commit resources to activities that meaningfully contribute towards fighting obesity and related chronic diseases. These commitments are monitored annually.

EUFIC is actively involved via several (joint) commitments:

- to promote the energy balance concept for body weight management (with EFAD)
- to increase the outreach of new knowledge in obesity research (with EASO)
- to raise awareness of the EU platform for action on diet, physical activity and health
- to communicate about diet, physical activity and health
- to carry out and communicate about consumer research on nutrition
- information and labelling
- to promote physical activity

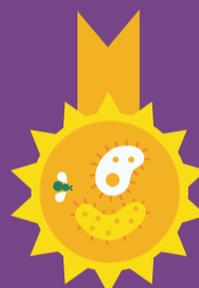
Hall of fame: This year our staff has been...



member of editorial advisory board of Nutrition Bulletin



editor in Journal of Clinical and Translational Research



head of risk and crisis working group at European Association of Communication Directors



member of the board of trustees of European Foundation for Dietetics and Nutrition



member of the science committee of Sabri Ülker



associate editor at Public Health Nutrition

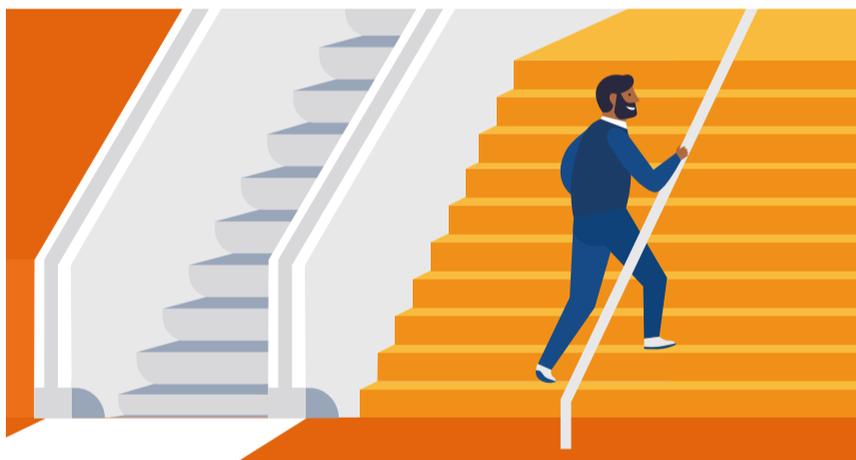


Relocation

By **Patricia Mawenu**,
Office Manager

At the end of 2015, EUFIC started investigating the possibility of moving to a new office space, away from the Tassel House where EUFIC had had its offices for the last 6 years.

In April 2016, after visiting over 20 different potential spaces, EUFIC viewed the, then still unoccupied, 12th floor of the Sablon Tower managed by the Orega Business Centre. The office space was a fully furnished space that was bright and airy, with modern clean lines and breathtaking views over Brussels. As with other business centres, a main reception managed all the day-to-day general administration, building maintenance and utilities for the offices spaces. The rent and attached services fit within the targeted range EUFIC was seeking. The Sablon Tower itself was located in the historic upper neighbourhood of Brussels known as Sablon – a bustling mecca of antiques, Belgian chocolate, restaurants and art. Easily accessible by train and other public transport, the office space and area immediately won the EUFIC team over and a year-long lease contract was signed shortly after. The office move took place at the end of July 2016 – EUFIC had found its new home!



Each year, EUFIC welcomes a group of talented interns from universities around Europe and beyond.

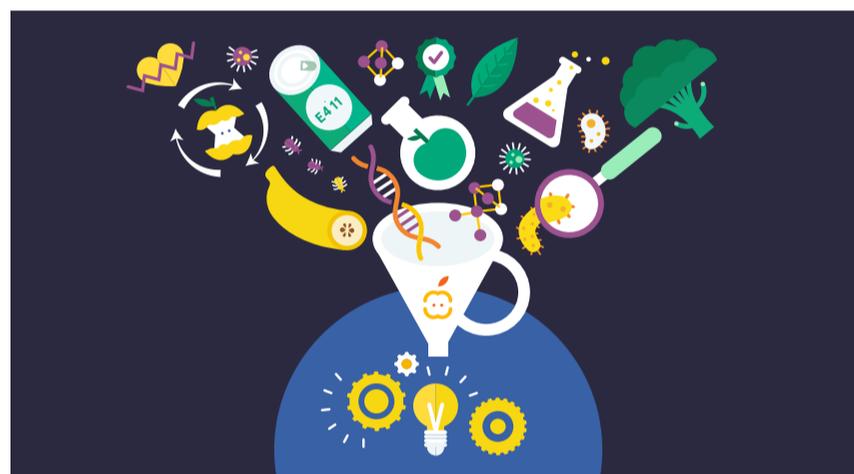
Our interns keep us young and dynamic as an organisation. We love seeing how our talented colleagues go on to exciting careers after their experience with us.



The intern experience

By **Christopher Maguire**,
Nutrition & Health Intern, University of Ulster

EUFIC has been the best workplace I've had the pleasure of experiencing to date in my career. From the very first day I was given a high degree of responsibility to perform a wide variety of different tasks. Not only was I able to put into practice what I had learned in my degree



through the Nutrition & Health projects, I also worked closely and frequently with other departments such as Food Safety, Communications, Corporate Affairs, and even with the Director herself in various instances. This gave me a much broader understanding of the organisation and enabled me to develop a range of transferable skills that have complimented my degree. Having the opportunity to interact with the member company representatives, contribute to the success of various EU funded projects, and attend conferences around Europe were also highlights. However, the main highlight was being able to work with such a diverse, professional, and fun loving bunch of colleagues in the heart of Brussels, which creates a very strong team environment and it became clearer to me as I progressed further through my internship, as to why EUFIC is so well respected throughout this sector.

Special thanks to our great team of interns:

Tessa Lefebvre	Nutrition & Health intern (University of Leuven, Belgium)
Tamara Cascanette	Consumer insights officer
Andrea Lapegna	Corporate Affairs intern
Annachiara Destro	Corporate Affairs intern (Science Po, France)
Sinead Hurley	Nutrition & Health intern (Ulster University, UK)
Camille Besson	Consumer Insights Intern (École Nationale Supérieure Agronomique de Toulouse, France)
Amélie Ohresser	Food & Safety Intern (Université de Lorraine, France)
Antoine Lebrun	Communication intern (Université Catholique de l'Ouest, France)

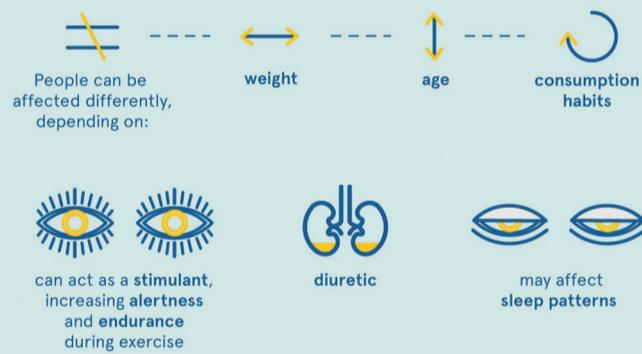


Facts about caffeine

During 2016 we produced **7 infographics**.
Here is one on caffeine.

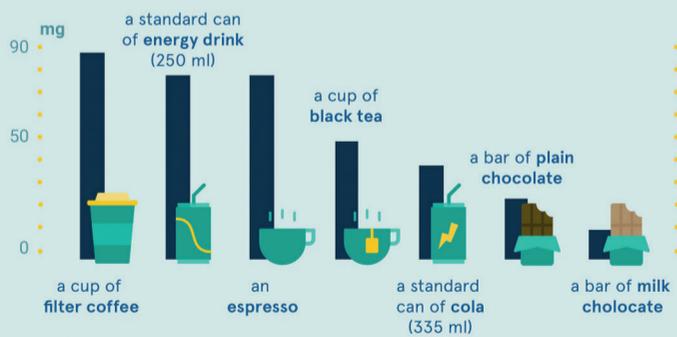


What are the effects of caffeine?



[Click here for more information on the effects of caffeine](#)

How much caffeine is found in different products?



[Click here for more information on how much caffeine is found in common foods and drinks](#)

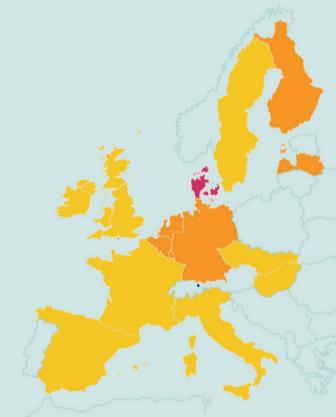
What is a reasonable level of caffeine consumption?



How much caffeine are we consuming?

Percentage of adults regularly consuming more than the recommended maximum of 400mg per day, in Europe

- > 20%
- 10 - 20%
- 1 - 10%





Reaching out in the Gulf region

By Sarah Ajjan, Science Communication Assistant



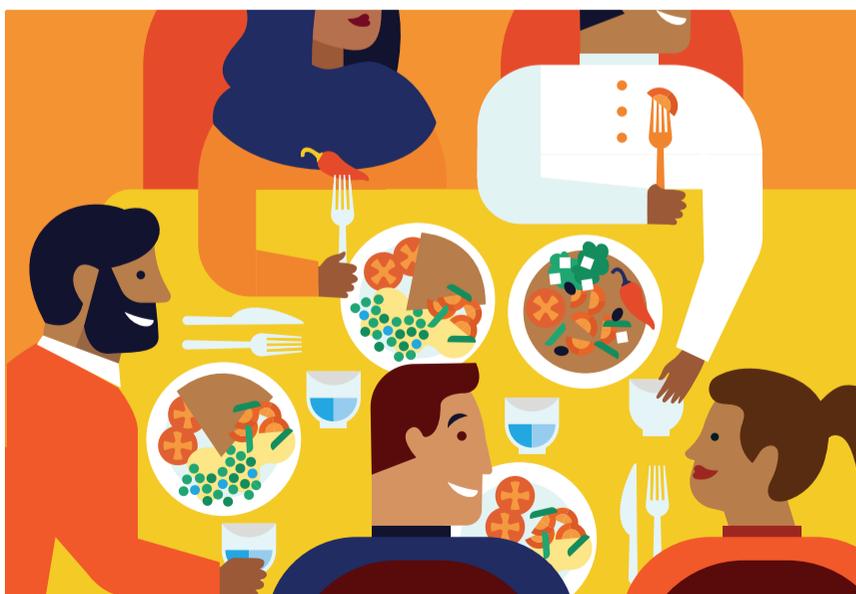
Like the rest of the world, the Gulf region faces a growing health and nutrition problem with the rapid development of obesity, type-2 diabetes, and other chronic diseases. Moreover, health professionals and authorities lack appropriate consumer information tools and see the need for more informative materials in Arabic.

In partnership with the **UAE University Nutrition Department**, we set out to provide EUFIC's consumer and health professional focused material also in the Gulf region.

“Professionals and authorities see the need for more informative materials in Arabic”

During 2016, in partnership with Dr Ayesha Al Dhaheri, Chair of Nutrition & Health Department at UAE University, and president of Emirates Clinical Nutrition Organisation, we adapted, translated and disseminated content through social media. This included

30+ articles, two leaflets, and translating a booklet for kids with “10 healthy lifestyle tips” into Arabic. We have also participated in **two regional events** (Dubai Nutrition Conference and Dubai International Food Safety Conference) to engage with different stakeholders.

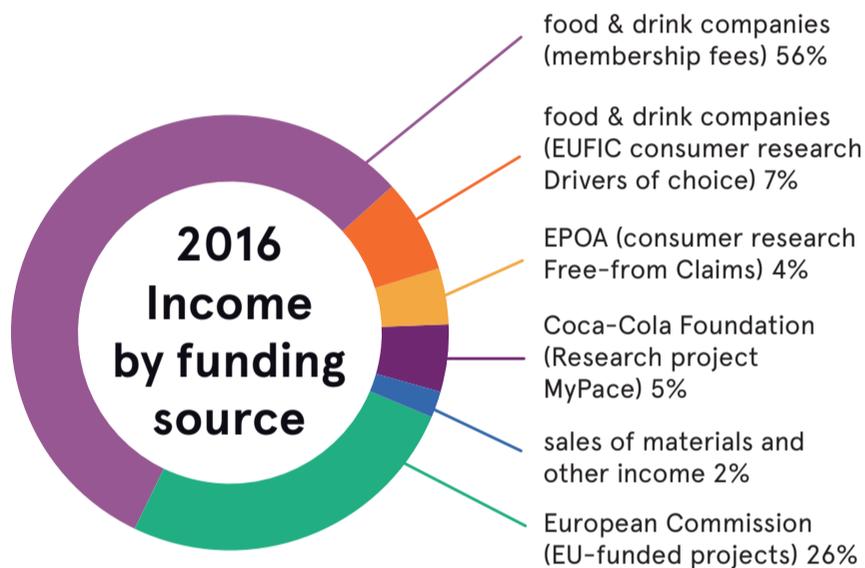




The finances

By **Frédéric Goffard**, Financial Manager

My mission is to fulfil the legal tax and annual account obligations for EUFIC. But most of all, accounting is about providing a tool to help our management to make the right decisions and bring us to the next level. Finance is a solid platform that gives a wider view of the opportunities we have.



Income in 2016 (€)

Membership fees	940,841
EU-funded projects	476,746
Consumer science*	193,220
MyPace project	78,092
Other income**	10,587
Total	1,699,486

Expenses in 2016 (€)

Staff costs	1,014,978
Rent and administrative charges	182,385
Food & Health Science and other core activities***	162,780
EU-funded projects	134,311
Consumer science	174,524
My Pace project	26,210
Total	1,695,188

Final Result 2016 (€)

Income	1,699,486
Expenses	-1,695,188
Total	4,298

*Free-from Claims and Drivers of Choice studies

**sales of EUFIC materials, re-invoicing, etc

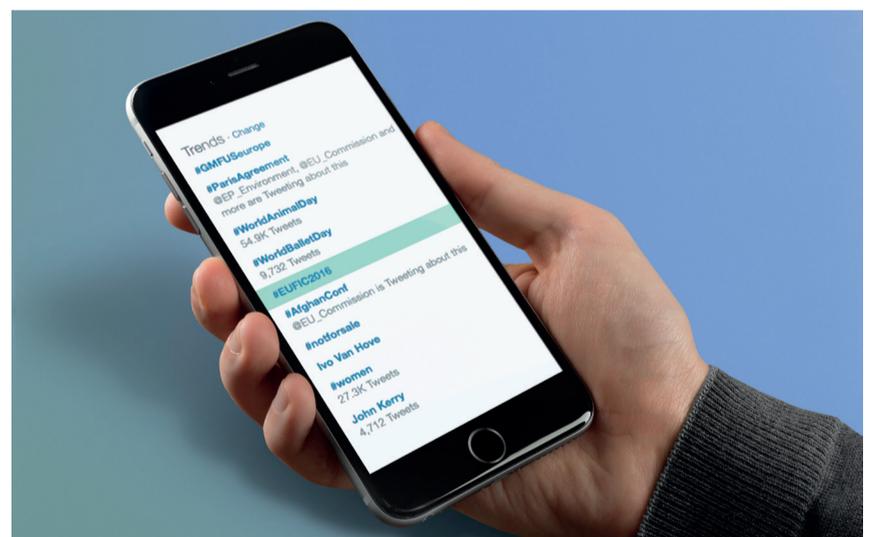
***content production, events, EUFIC websites, annual conference, meetings, etc

EUFIC's 2016 Annual Conference

Upon popular demand, 2016 saw the return of EUFIC's Annual Conference. With a focus on '*Understanding consumers and changing behaviour*', we hosted almost **90 guests from NGOs, academia, industry and media** on 4 October at the Stanhope Hotel.

The programme included EUFIC's Sophie Hieke presenting first results of our study '*Drivers of food choice*', Michael Siegrist, ETH, Switzerland talked about '*Food decisions: Reasons of biases*', Carmen Lefevre, UCL shared '*Achieving behavioural change through communication*' and Julie Barnett, Bath University wrapped up the plenary talks with '*The challenges of communicating food risk*'.

We had a live tweet wall during the event and **the hashtag #EUFIC2016 was trending on Twitter!**



Feedback from conference participants:

"Well managed. Clear and adapted to audience multiplarity"

"Congratulations for the topics, presentations and discussion...Great variety, good quality, perfect programme."

"Clever topic which is applicable across scientific disciplines."

ACKNOWLEDGEMENTS

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 are:

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 flagship articles Food Today. Its members are:

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.

Lluis Serra Majem, Professor of Preventive Medicine and Public Health at the University of Las Palmas de Gran Canaria, Spain.

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.

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

A special thanks to our great Chair of the Board of Directors: Clare Leonard, Global Director Nutrition Strategy & Communications at Mondelez Europe, who's been our chair since 2015.

“I believe EUFIC has a unique and vitally important role to play in helping to sort out facts from fiction so that consumers and policy makers can get balanced, unbiased, honest information about food. I have thoroughly enjoyed working with, and learned a great deal from Laura and her team and fellow Board members over the years. I am very much looking forward to working with Laura, the Board and members and with the EUFIC team to take the next steps on our great journey”

– **Paul Whitehouse**, BoD Vice-Chair of EUFIC, Director Nutrition and Health for Unilever European

Special thanks to our colleagues who left EUFIC this year:



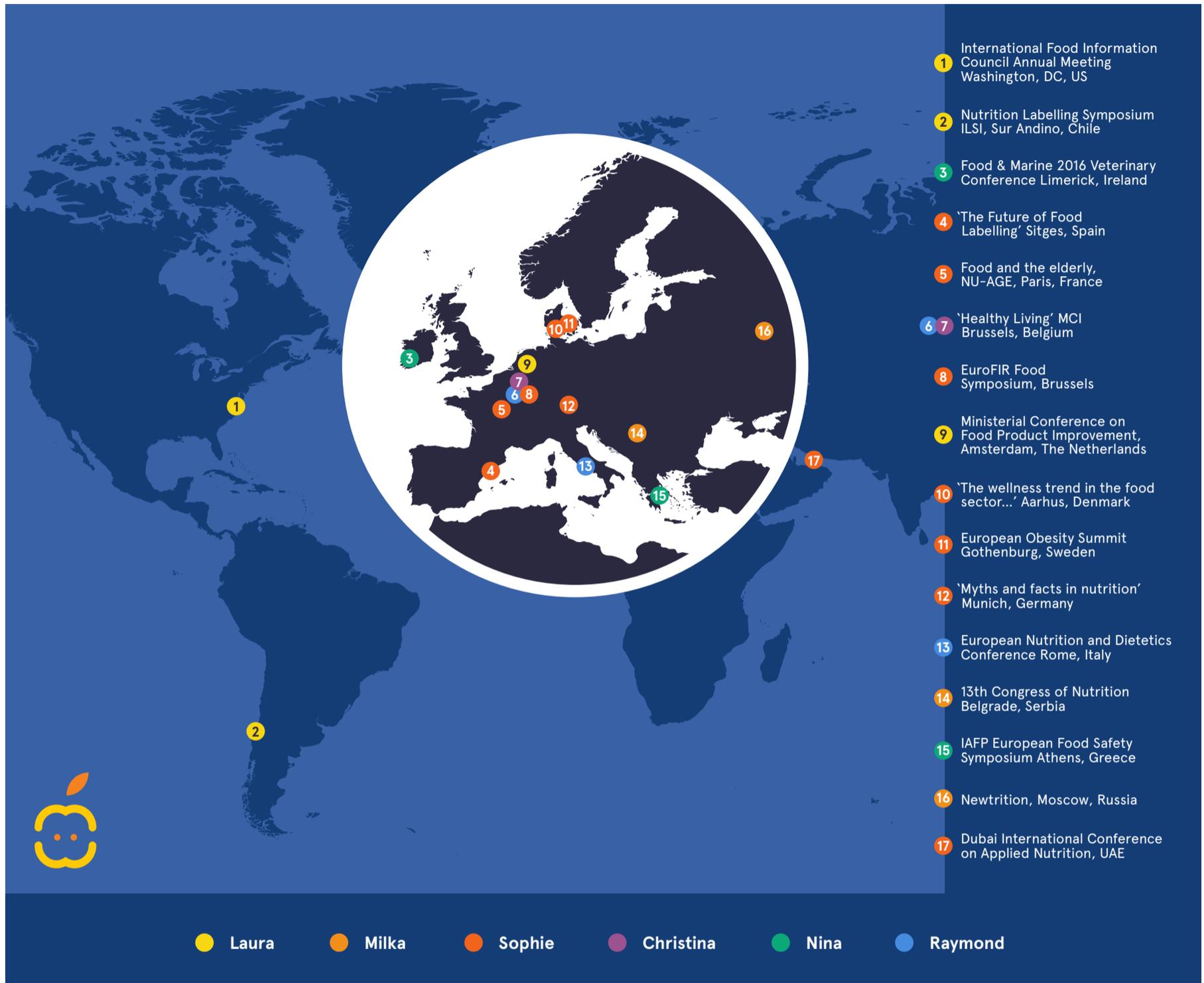
Florence Bovin
Office Manager



Philip Springuel
Head of Corporate Affairs



We have been invited to spread the word: our presentations



EUFIC Weather Forecast*



2016 review:
Despite the occasional gust of wind, the sun always triumphed in our hearts!



2017 forecast:
The weather is predicted to improve and for sunny spells to become more permanent

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



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