

European Technology Platforms Conference 2010

Workshop D2

Healthy Eating

Session 3, 11 May, 16h30 - 18h00

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Focus

The last three decades have seen the levels of overweight and obesity in the EU rise dramatically, particularly among children. This is indicative of a worsening trend of poor diets and low levels of physical activity, which will increase the prevalence of chronic disorders and diseases. In the long term, this will result in lower life expectancy, a reduced quality of life and increased healthcare costs.

To counteract this, there is a need for research in nutrition, food and consumer and social sciences and food chain management, carried out in a concerted manner by universities, research organisations and industry using both private and public money. This research has to deliver innovative, novel and improved food products in line with consumer needs and expectations.

1. Objectives

- Identify important framework conditions.
- Identify the stakeholders that need to be involved.
- Draw up a list of possible steps forward.

2. Expected outputs

- Recommendations for addressing the necessary framework conditions as regards the participation of SMEs in research and knowledge transfer.

3. Speakers

- *Joint Programming Initiative "A healthy diet for a healthy life"*
Casper Zulim de Swarte, NL Innovation, Dutch Ministry of Economic Affairs
- **Mike Gibney**, Professor of Food & Health; School of Public Health & Population Science, Agriculture & Food Science Centre
- **Volker Heinz**, German Institute of Food Technology
- **Gerd Harzer**, Senior Director Nutrition, Scientific and Regulatory Affairs, Kraft Foods Europe
- **Tim Lobstein**, Childhood Obesity Programme Coordinator, IASO – IOTF

4. Chair and rapporteur

- Chair: **Beate Kettlitz**, Director of Food Policy, Science and R & D, CIAA (Confederation of the Food and Drink Industries of the EU)
- Rapporteur: **Gerd Harzer**, Senior Director Nutrition, Scientific and Regulatory Affairs, Kraft Foods Europe