



Agentschap NL  
*Ministerie van Economische Zaken*

## A healthy diet for a healthy life

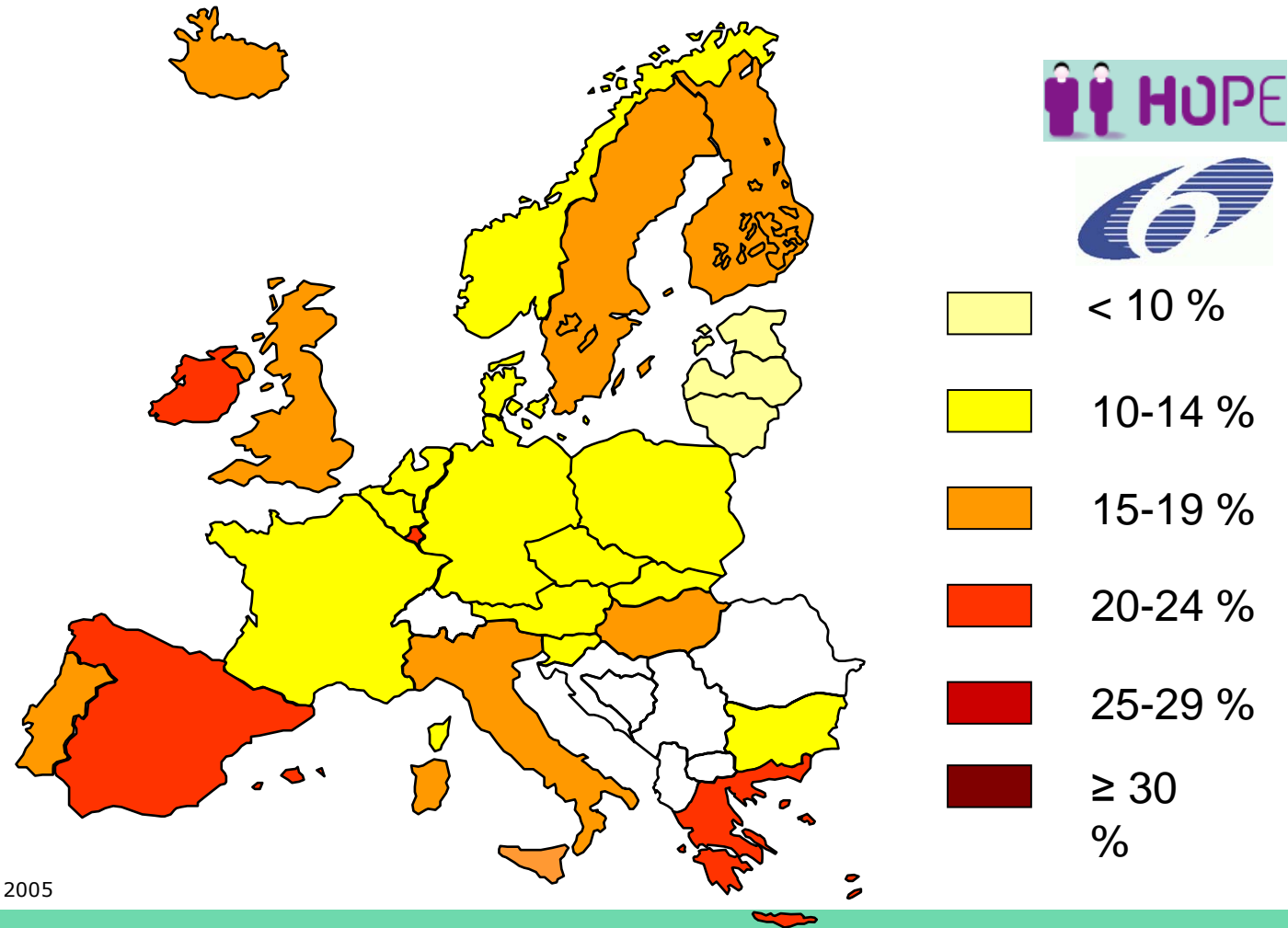
>> Focus on Innovation





# Urgency:

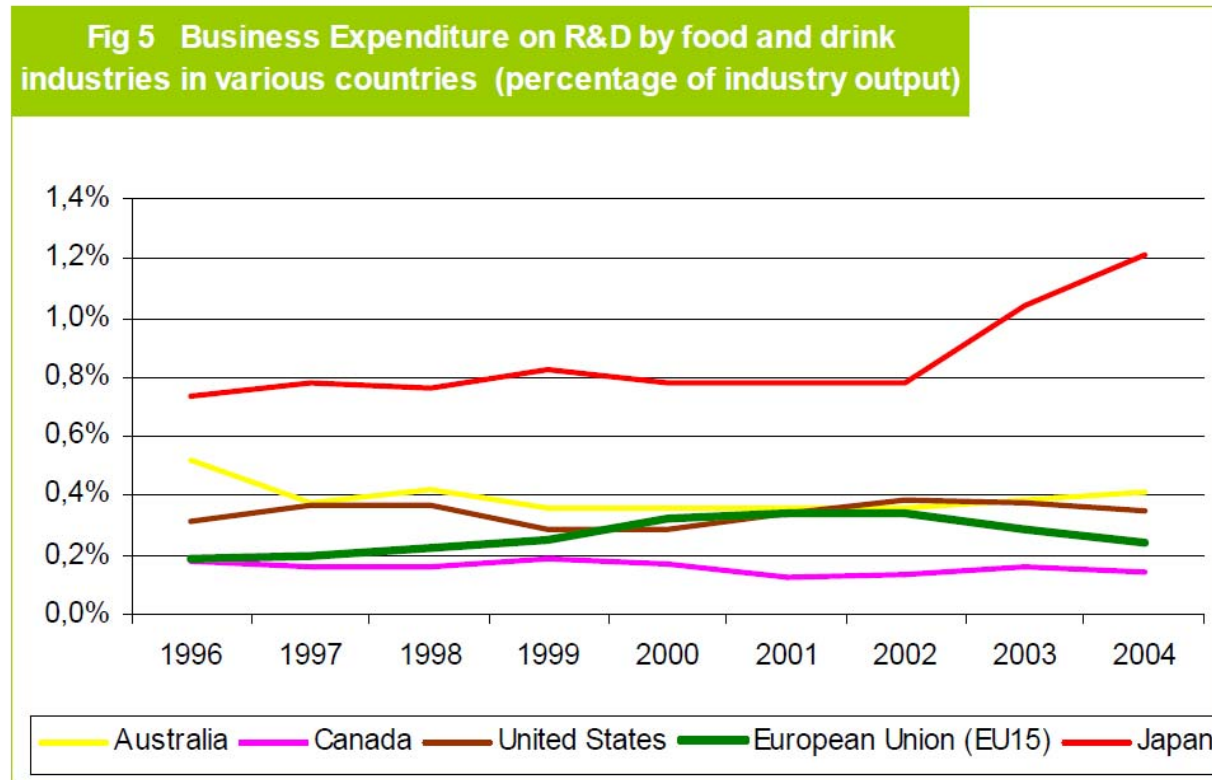
## Overweight prevalence-rates adolescents<sup>1</sup>



<sup>1</sup> data of FP6 HOPE project collected 2000 - 2005



# R&D Expenditure in Agro-food industry<sup>2</sup>



<sup>2</sup> taken from a CIAA presentation June 2008



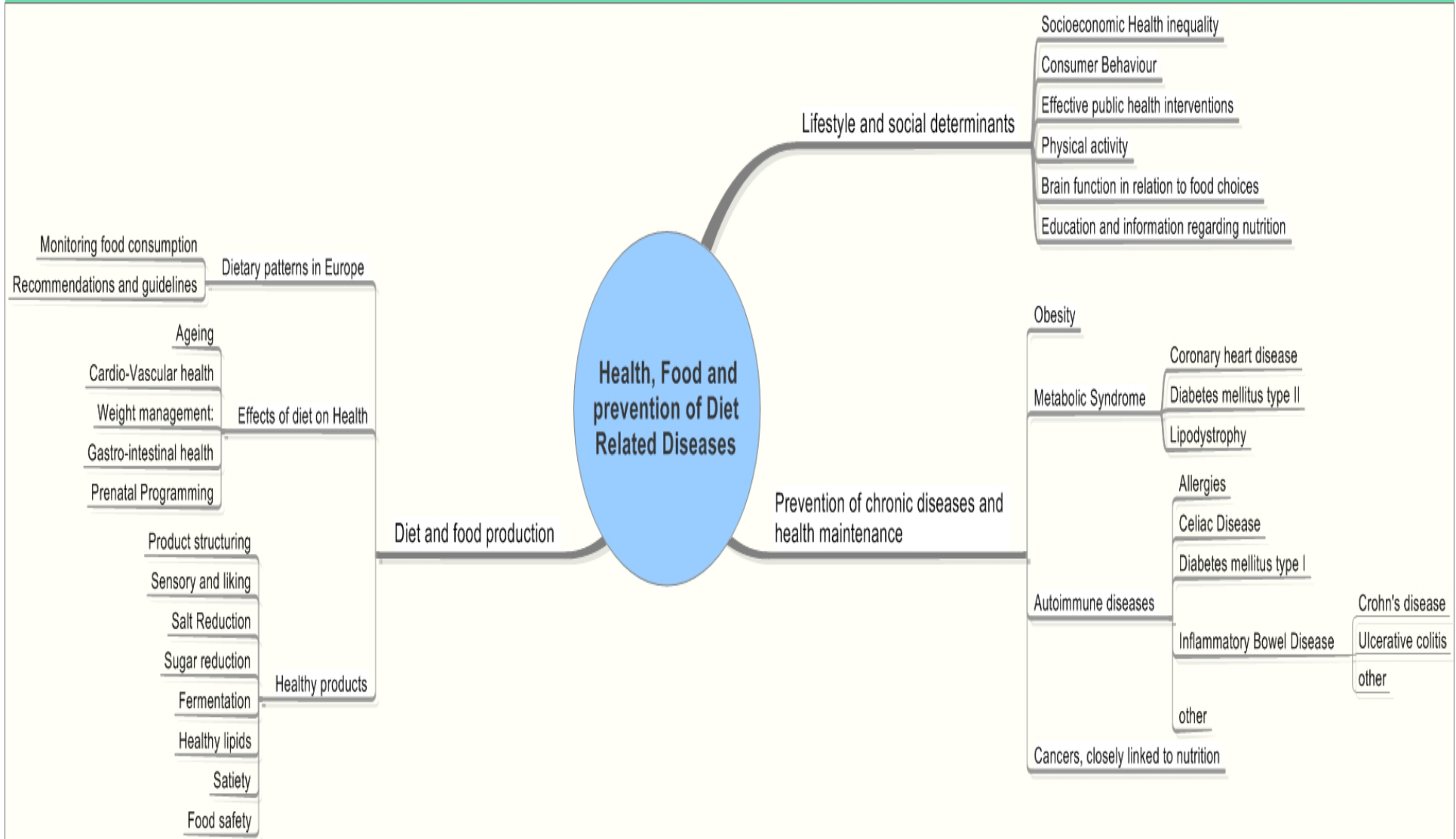
## Grand Challenge

Today, health systems and R&D funding spend most of their resources on treating ill-health.

The grand challenge for Europe is to reverse this situation;

Shift from a defensive policy combating illness to an offensive and preventive approach promoting health;

Improving the quality of our diet and promoting better nutrition is a major factor to achieve this.





FP8

Joint Programming

Joint funding

Strategic funding

Research standards

Strategic Research Agenda

Common vision & Governance

Define Grand Societal Challenge



## Temporary secretariate

- NL Agency + Netherlands organization for Health research and development.
- Set up Management structure
- National and/or International advisory bodies
- Write proposal for Coordination action in FP7
- Set up international secretariat



## Chairperson: Prof. Dr. Wim Saris



- Scientific Director of Top Institute Food & Nutrition
- Professor of Human Nutrition at the Medical and Health Science faculty of Maastricht
- Corporate scientist at DSM Food Specialties





## First steps

October 2009: International workshop on “Health & Diet”

March 4 2010: 1st Management Board meeting: 2nd Ma vision and governance

June 25 2010: Preliminary consultation Scientific community

July 2010: 2nd Management Board meeting

September 2010: Submission Coordination Action

November 2010: 3rd Management Board meeting

2011: Selection of Pilot Working Groups.



## What will be the role of the industry

- Recommendations of ETP Food for Life important for birth of “A healthy diet for a healthy life”
- SRA of Food for Life and Joint Programming Vision Paper are linked
- How will Food for Life interact with Joint Programming?
- The ETP needs to stimulate industry to actively participate!



# A healthy diet for a healthy life

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