

# CHANGE OF DIETARY HABITS

AN ENGAGED AND HEALTHY CONSUMER

FOOD 2030: NUTRITION



Poor quality diets are among the top six risk factors contributing to the global burden of disease, mainly through malnutrition and non-communicable diseases (NCDs). The latter is highly linked to poor diets that are high in sodium, low in fruits and vegetables, low in whole grains, nuts, and seeds, and low in omega-3 fatty acids. Innovation in education, policy making, ingredient research, product development, and new insights in consumer behaviour, are some of the leavers to drive this trend.

## SPECIFIC R&I BREAKTHROUGH TOPICS

**Awareness of healthy habits:** Many dietary habits have a social and cultural background. The country we live in, the education we receive, the house economy, the job and lifestyle we have, are just some of the factors that influence our food choices. Awareness is a first step, which requires the understanding of consumer behaviour, but also the methodologies in education, the understanding of transmitted social values, or the existing lifestyle trends. This requires systems in place to deliver this knowledge, adapted to the factual communication channels of citizens.

**Reduction of targeted ingredients:** There are targeted ingredients that are known to be consumed excessively in unbalanced diets - salt, sugar, and saturated fats - while others lack high fibre foods, whole grains, nuts and seeds, and some vitamins. Efforts are made to reformulate recipes in such a way that the population can change the balance of those components, keeping the taste and price of the usual consumed goods.

**Reduction of targeted additives (clean label):** There is an effort from the food industry to substitute and reduce certain additives and ingredients from recipes. This is named clean label, which means the elimination from the label of components, often identified with E-numbers in the European legislation. However, this is usually linked with higher transparency on the ingredients (eg allergens) in food labelling.

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## EXPECTED IMPACT

The final goal is clear: A healthier population. This involves less non-communicable diseases, healthier growth, and healthier ageing. However, the way we can measure this impact, or the pathways to achieve it, is not clear and more accurate research is needed into the different efforts that are made worldwide.

## MARKET OPPORTUNITIES / CHALLENGES

- There is a will from most countries to create awareness towards the issue of unhealthy diets, starting from the efforts of the United Nations, WHO and FAO.
- There are many factors in the research of dietary habits. It requires knowledge of consumer and social behaviour to be able to understand the drivers behind negative dietary habits, which are often linked to lifestyle.
- Lack of awareness is often linked to strong trends such as urbanisation, globalisation or loss of culinary habits, which disconnect society from food sources and the sustainability parameters within.
- The market opportunities get diluted by the lack of homogeneous policies among countries which set different standards and regulatory measures with regard to the ingredients and products to target.

## EXAMPLE REFERENCES

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Joint Programming Initiative "A Healthy Diet for a Healthy Life"

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## ASSOCIATED TRENDS IN FIT4FOOD2030 (URL)

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|---|--|
| ○ Rise of non-communicable diseases                   | ○ Special diets like vegetarian, vegan or low carb |
| ○ Demographic changes                                 | ○ Destabilised consumer trust                      |
| ○ Biofortification                                    | ○ Fast and convenient food                         |
| ○ High/ultra-processed foods                          | ○ Low prices, high calories                        |
| ○ Clean eating / transparent labels                   | ○ Free-from products                               |
| ○ Novel foods   | ○ Smart personalised foods                         |
| ○ Natural preservatives and milder processing methods | ○ Globalisation of diets                           |
| ○ Alternative protein sources                         | ○ Consumer engagement                              |
| ○ Functional foods including pro and prebiotics       | ○ Traditions and do it yourself (DIY)              |
| ○ Health and food consciousness                       | ○ Social media and food                            |
| ○ Responsible consumers                               | ○ Food regulation                                  |

## ASSOCIATED CASES IN FIT4FOOD2030 (URL)

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|--------------------------|------------------|
| ○ Baltimore food policy  | ○ Geltor         |
| ○ KromKrommer            | ○ Sugarlogix     |
| ○ Alexandra Rose Charity | ○ Miraculex      |
| ○ Habit                  | ○ Beyond meats   |
| ○ Doux Matok             | ○ Clara Foods    |
| ○ Perfect day            | ○ New Wave Foods |