



WAGENINGENUR
For quality of life

Is your food choice healthy?

How can industry, science and government stimulate people to make healthier eating choices?

Although we all know that healthy nutrition is important, consumers often make a different choice. Issues such as price, convenience and flavour take precedence as these are tangible at the moment of choice, unlike our (future) health. So while much effort continues to be expended on steering people toward healthier options, it is not always having the desired effect.

Cooperation between the 'golden triangle' of industry, government and science is essential if healthy food choices are to be successfully stimulated. This seminar highlights possibilities, examples and future perspectives.



Join us

21 January 2013

15.00 - 16.30

Holland stand H18,
meeting room 1st floor

Join the debate

The debate is based on a series of challenging statements. Active contribution from the audience plays a key part at the seminar. Please come and make your choice.

Chaired by Wouter Verkerke from Wageningen UR (University & Research centre), guest speakers at the seminar will be:

- *Onno Franse* Programme Director Healthy Living & Climate Action at Royal Ahold. Over 25 years of experience in the field of international food production and marketing, with a focus on corporate development and new trends.
- *Kees de Graaf* Professor of Sensory Science and Eating Behaviour in the Human Nutrition department at Wageningen UR. Over 150 original scientific articles published on the psychological and biological factors that are decisive for food intake and food choice.
- *Nevin Özütok* Alderman for the Amsterdam East district. Responsible since May 2010 for the portfolios Public Spaces, the Environment, Sanitation, Economy and Market, District Governance, Parking, and Animal Welfare. Her involvement with the Fruit4Sport project is related to the Public Space and Environment portfolios.

Examples of the cooperation between government, industry and science include Fruit4Sport and the virtual supermarket.

Fruit4Sport

Fruit4Sport promotes the sale of self-produced fruit in Dutch sports canteens. The fruit within the programme is grown, cared for and harvested by the sports clubs themselves on the surrounding grounds. The concept brings food production closer to the people, and stimulates healthy nutrition. It was developed based on the knowledge that sports fields are an important meeting place for local people. Fruit4Sport is a joint initiative of InnovationNetwork and Applied Plant Research, part of Wageningen UR.

Virtual supermarket

The virtual supermarket allows Wageningen UR to examine issues such as how to stimulate a healthy diet or the way customers process hallmarks for sustainable or healthy products. The virtual supermarket is run on behalf of the government, manufacturers, retail sector and market research institutions. See for yourself the advanced 3D computer setup during the Grüne Woche at the Wageningen UR stand. The live results of a virtual supermarket at the exhibition will be announced during the seminar.



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www.wageningenUR.nl/gruenewoche
