

Healthy Food Congress 2017

8 September 2017

World Forum, The Hague

A one-day Healthy Food Congress about current topics concerning healthy food: where are we now and where do we go from here. A unique cooperation with scientists, healthcare professionals, innovators and metropolitan farmers.

Chairwoman: Hella Hueck

Hella Hueck is an independent journalist who always gets to the bottom of the day's most compelling economic news stories. She worked for RTL news, the leading commercial broadcaster in the Netherlands, for over 12 years and now works for public broadcasting. For her TV programme "Toekomstmakers" (Future Builders) she explores how we can reform our economy, education and attitude to keep pace with a rapidly changing world. She researched the Future of Food, which analyses the complex technology and consumer issues (corporatization of food, food as medicine) concerning major changes in our food system today. Hueck has also hosted several TEDx events, one of them in the Houses of Parliament in The Hague 2012.

- 09.00 Reception and registration
- 09.30 Opening by the chairwoman

The first 1000 days

09.45 – 10.00 *Prof. dr. T. J. (Tessa) Roseboom, Amsterdam Medical Centre*

'The fundamental importance of food in early life for building the future'.

Tessa Roseboom will explain why investing in the best possible start in life is the most clever investment we can make. She shows the importance of a good start for health and wellbeing later in life. She will argue that improving nutrition in early life will allow us to break the vicious cycle of poverty and under nutrition, which will importantly contribute to improving the health and wellbeing of future generations worldwide.

10.00 – 10.15 *Prof. dr. R.P.M. (Régine) Steegers-Theunissen Erasmus MC*

'Healthy Preconception nutrition: potent seeds and perfect eggs'

Régine Steegers-Theunissen will argue that there is an imperative to convert the compelling evidence, which demonstrates the importance of periconceptual nutrition in determining the health of future generations, into improvements in (pre)pregnancy care. She will present the mHealth coaching programme www.smarterpregnancy.co.uk empowering citizens and healthcare professionals to improve periconceptual nutrition, which is among the biggest societal challenges today.

- 10.15 – 10.30 Prof. dr. R.M. (Ruurd) van Elburg, Professor by special appointment of Early Life Nutrition, AMC-UvA) and Chief Scientific Offices, Nutricia Research, Utrecht
 ‘Nutrition in the first years of life: fit for life’
- 10.30 – 10.45 Dr. Mary Barker, Associate Professor of Psychology, MRC Lifecourse Epidemiology Unit, University of Southampton, UK
 ‘How best can we improve early life nutrition?’
 Improving the diets of women of childbearing age is the most efficient method of improving the growth and development of babies and children. Achieving this requires a refocusing of health promotion activities and gives our efforts to change dietary behaviour an added urgency. If we can get this right, we can break the connection between poverty and ill health perpetuated over generations. But why is this so difficult to do and what have we learnt from psychology that could help us?
- 10.45 – 11.00 Interactive discussion
- 11.00 **Healthy Break**
Best practices in improving health
- 11.30 – 11.50 Dr. S. (Sophie) Nicklaus, Research Director at INRA (French National Institute of Agricultural Research)
 ‘The pleasure of healthy eating from the start of complementary feeding’
 How complementary feeding practices are likely to help build healthy eating habits (broadly speaking, with a focus on consumption of vegetables and fruits), looking at practices focused on foods (e.g. exposure, variety, preparation) and on context (quality of parent-child interactions, educative style, responsive feeding...).
- 11.50 – 12.00 Drs. R. (Rinelle) van den Top, Wageningen University
 ‘Food education in schools: a happy meal?’
 How does an apricot smell? How does a butter bean grow? Does your body benefit if you eat chips and are you prepared to taste anything you do not know?
 By tasting, feeling, smelling, hearing and seeing, the teaching programme ‘Smaaklessen’ (tasting lessons) will help children develop a healthy diet.
- 12.00 – 12.10 Prof.dr. E.W.M.L. (Emely) de Vet, Personal Professor, Wageningen University & Research
The highway to health: how impulsive behaviour can lead to healthy food choices.
 A lack of self-control is often assumed to lead to unhealthy food choices, as people automatically and impulsively give into unhealthy food temptations. This presentation will demonstrate that a lack of self-control is not necessarily bad for

your health. Moreover, it will explain how a state of low self-control can actually be exploited to promote impulsive food choices that are healthy, for instance through nudges.

12.10 – 12.20 *Prof. dr. Ir. E.J.M. (Edith) Feskens, Professor in Nutrition and Health over the Lifecourse, University of Wageningen*

‘SLIM – lifestyle interventions to prevent type 2 diabetes’

The number of patients with type 2 diabetes is vastly growing, not only in the Netherlands but globally. The good news is that it is preventable! Edith Feskens will reveal the results of two of her studies that demonstrate that with a healthy diet and sufficient physical activity the onset of the disease can be postponed. The developed programme is cost-efficient in practice, and can be tailored for the needs of specific groups such as people with a migrant background

12.20 – 12.30 Interactive discussions

12.30 – 12.45 4 short pitches: the best practice award

12.45 **Healthy Food Walk**

13.45 **Personalized nutrition, which way to the future?**

How feasible is it to personalize nutrition? How can we achieve this? How can we use existing nutrition guidelines for the “general population” for bespoke advice?

13.45 - 13.50 *Mr N. (Nard) Clabbers, TNO: Introduction on the topic*

13.50 - 14.05 *Louise Codling, Head of Policy & Public Affairs World Cancer Research Fund International (London)*

‘The NOURISHING policy tool – the importance of comprehensive government policies to promoting healthy diets’

Ms Louise Codling will present World Cancer Research Fund International’s NOURISHING framework and policy database and discuss how governments must take comprehensive action to promote healthy diets and tackle overweight & obesity across ten policy areas in three key domains: food environment, food system and individual behaviour change communication.

14.05 – 14.20 *Dr. Ir. B. (Ben) van Ommen, TNO*

‘Measuring health for personal advice’

Is healthy food healthy for everyone? We are all equal but also very different. Can dietary advice be tailored to personal health issues or life goals? Yes, and we already

do this to a certain extent. Yet, for really personalized advice, we need detailed information on our health status, linked to reliable knowledge on nutrition and health. I will discuss how we are working on a health system that will help us in a simple, comprehensible and profitable manner.

14.20 – 14.35 *Drs. T. (Tamara) de Weijer, General Practitioner*

‘Personal life-style-intervention for type 2 diabetes in prison’

Tamara de Weijer is a general practitioner, and founder and chairwoman of the Dutch Vereniging Arts en Voeding (Association Physician and Nutrition) and ambassador of the National Action Plan Fruits and Vegetables. She has a PhD from LUMC on nutrition and lifestyle in the treatment of patients with diabetes mellitus type 2. Her expertise is applying advice concerning nutrition and lifestyle in both the curative as well as the preventive care. In prison she met a man who was able to stop taking insulin even with the restricted means available. How she accomplished this, she will reveal in her presentation.

14.35 - 14.50 *Prof.dr. J. (Jaap) Seidell, University of Amsterdam*

‘The healthy city: success factors and pitfalls from an integrated approach’

Physical, socio-economic and cultural environments largely determine unhealthy behaviour. For that reason an integrated approach is usually recommended for sustainable behaviour changes that address these environmental factors at a domestic, school and social level. This requires an inter-sectorial collaboration, which complicates evaluation. A few promising examples will be presented.

14.50 - 15.00 Discussion

15.00 **Tasty water**

Food trends, food design, innovation

Newest insights and innovative solutions integrating behavioural sciences and product development.

15.30 - 16.00 *Dr. J. (John) L. Stanton, Professor of Food Marketing, Founding Editor, Journal of Food Products Marketing (retired), Contributing Editor, Food Processing magazine, Member European Retail Academy Hall of Fame. Saint Joseph's University*

‘The Impact of Taste, Health, and Price on Fresh Produce Choice: Can it be all things to all people?’

Consumers are always looking to enjoy their foods but at the same time many want to eat healthier. The question is how consumers balance these concerns while keeping on a reasonable budget. The role of science, social media and professional advice will be discussed in consumer decision-making. The issue of what

can be done to promote a more nutritious diet and at the same time meet the criteria of tasty and not overly expensive.

16.00 - 16.15 Mr B. (Bob) Hutten, CEO Van Hutten Catering, Founder 'De Verspillingsfabriek'

'Nudging and food design'

My part, my responsibility in healthy food?

Anticipation on trends and developments regarding Food & Hospitality.

16.15 - 16.30 Dr. Ir. H.P.M. (Henk) Kivits, Founding Father Food for Care

"It starts with hospitality and ends with cure: Food for Care"

FoodforCare is a leading concept in Dutch healthcare developed by patients, Radboudumc and caterer Maison van den Boer. It is a combination of fresh, nutritious and personalized foods in combination with inviting hospitality, offering a selection of fresh dishes seven times a day. By registering all nutritional intake digitally, we gain knowledge which allows us to offer a tailored diet for each individual patient. Results on increase in protein and energy intake, wellbeing of patients and waste reduction will be demonstrated.

16.30 - 16.45 Mr R.J.P. (Rob) Baan, Metropolitan Farmer, CEO Koppert Cress

'Rob and Bob: towards the healthiest restaurant in the world'

16.45 - 17.00 **Conclusions and closing session**

17.00 **End**