

Vision, mission & current activities

Raymond Gemen

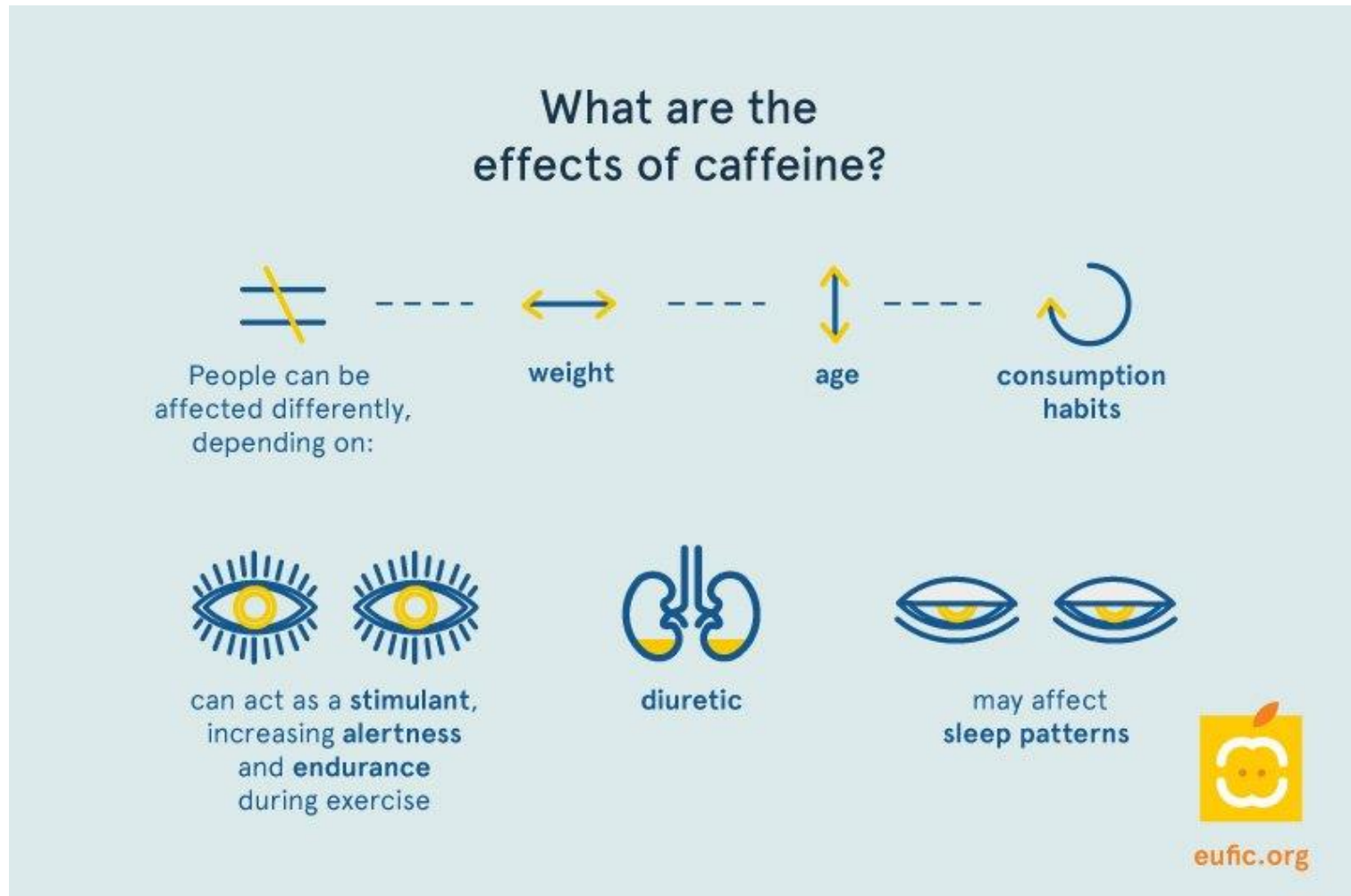
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Caffeine – what does it do?



Caffeine – how much is safe?

What is a reasonable level
of caffeine consumption?

-18

no more than 3 mg of
caffeine per kilo
in a single serving

ex: for a child of 40 kg,
 $3 \text{ mg} \times 40 \text{ kg} = 120\text{mg}$

+18

maximum 400 mg
per day (all sources)

maximum 200 mg
in a single serving



**pregnant and
breastfeeding woman:**

maximum 200 mg
per day (all sources)



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Caffeine



What is coffee??



Arabica



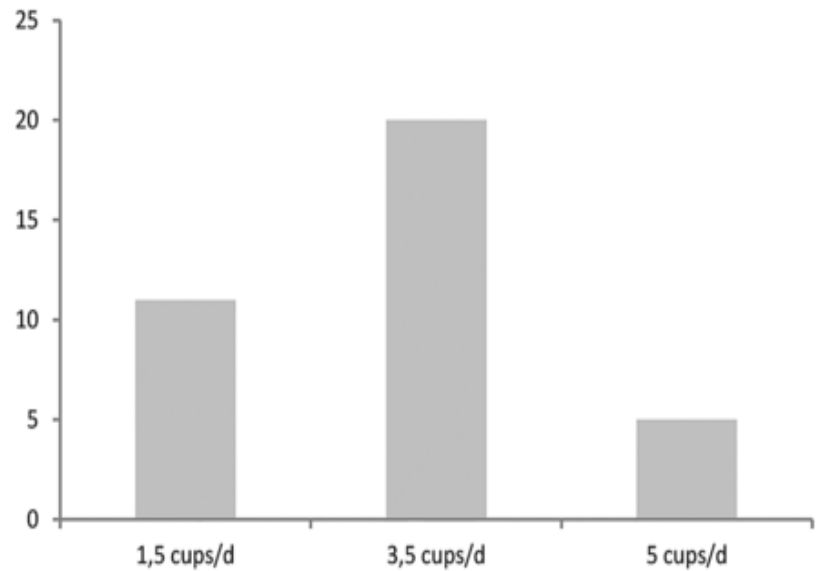
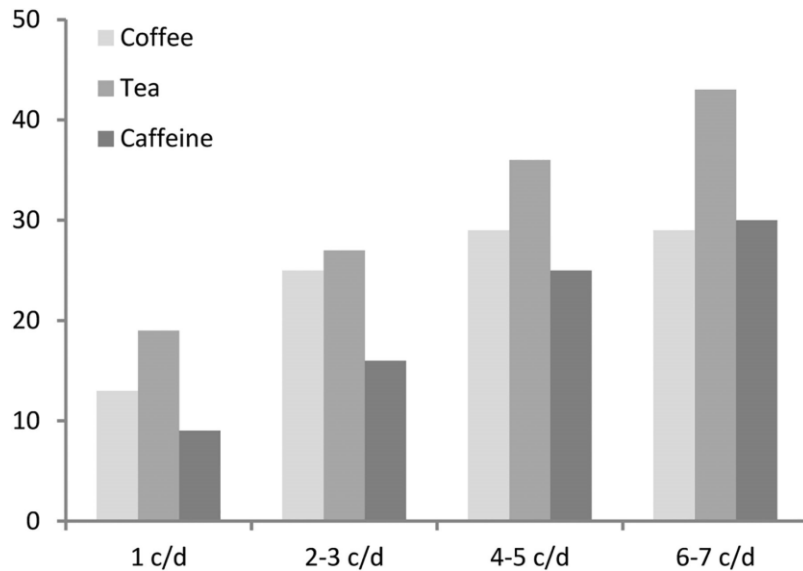
Robusta



Liberica



Coffee vs. disease end points



Risk reduction of developing Parkinson's disease associated with the habitual consumption of coffee, tea and caffeine. ¹

Risk reduction of developing stroke associated with the habitual consumption of coffee. ²

1. Qi H, Li S. Dose-response meta-analysis on coffee, tea and caffeine consumption with risk of Parkinson's disease. *Geriatr Gerontol Int* 2014;14:430–9.
2. Ding M, Bhupathiraju SN, Satija A, et al. Long-term coffee consumption and risk of cardiovascular disease: a systematic review and a dose-response meta-analysis of prospective cohort studies. *Circulation* 2014;129:643–59.



Vision

A world where people choose to live healthily because they know how to.

Mission

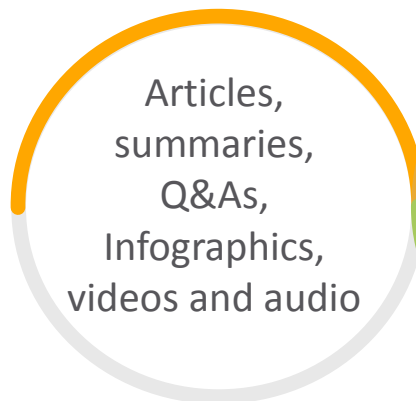
Offer accessible, appealing and actionable science-based information on food and health, to inspire and empower.

Since 1995

eufic.org

What do we do?

Content



Outreach



Consumer research

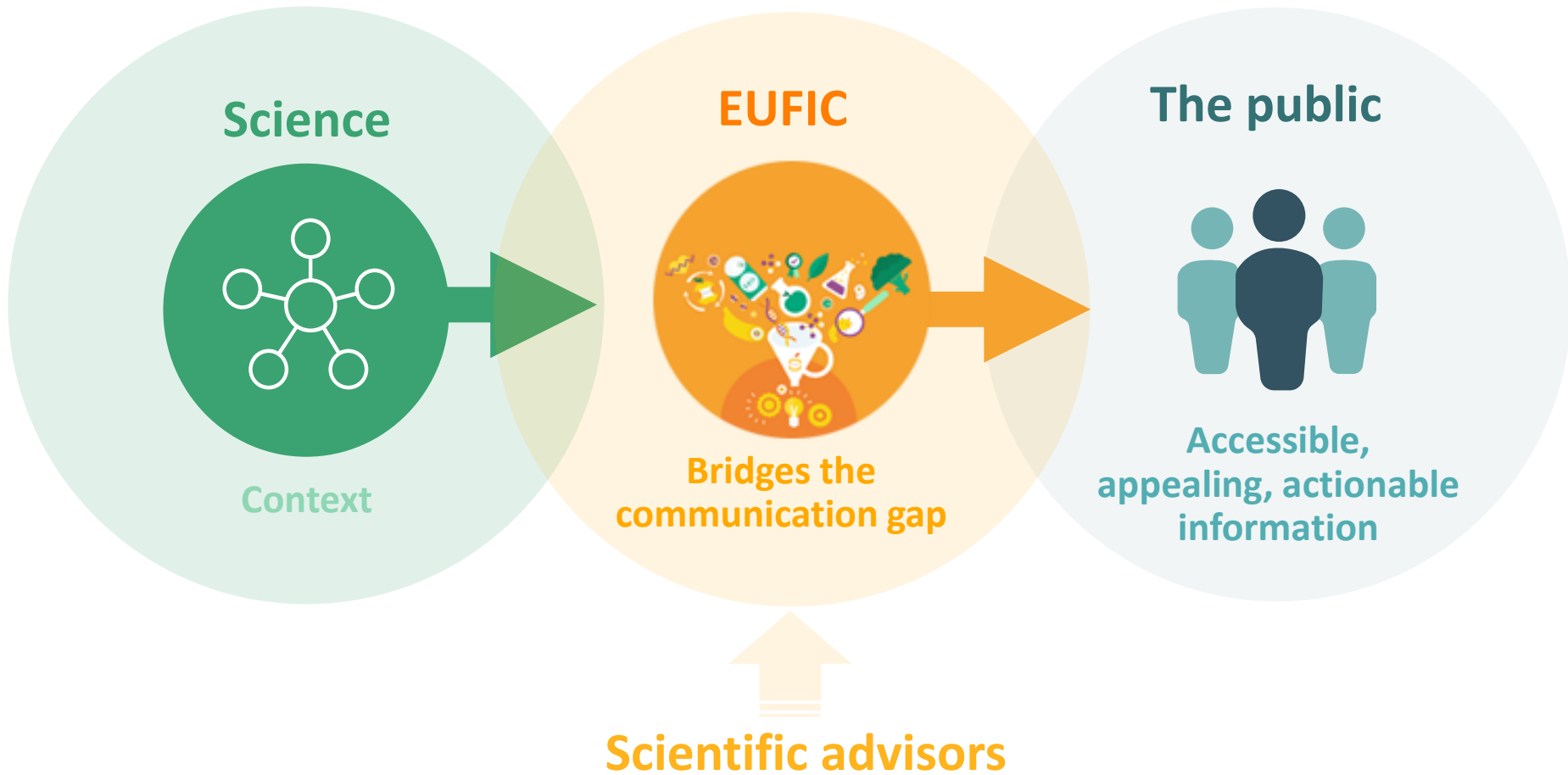


Collaborations



JPI = Joint Programming Initiative
ETP = European Technology Platform

How do we do it?



What does it look like?

Explaining complex issues in a palatable way



What does it look like?

Understanding science campaign

CONFUSED ABOUT NUTRITION NEWS?

Tips for identifying reliable information online

Which type of publication did the nutrition article appear in?



By choosing a credible source, we can minimise our risk of falling for fake news!

Is the author qualified?



Remember, many claim to be nutrition experts, but many are unqualified.

If a headline sounds too good to be true, it probably is!



RELATIVE RISK vs. ABSOLUTE RISK
Presenting risks as relative rather than absolute can make effects seem bigger than they actually are.

ANECDOTES ARE NOT EVIDENCE
A single person's experience doesn't provide an objective picture. We are all very different, what worked for one individual won't work for everyone!

Does the article single out a specific food?



Remember, there are no miracle foods! Different foods provide different nutrients, and a balanced and varied diet is key.

Is there a link to the original study?



A link to the scientific study can help us judge the quality of the science behind the headlines. If an article doesn't cite any scientific studies, it can be hard to tell if claims are backed up by evidence.

CONFUSED ABOUT NUTRITION NEWS?

Tips for spotting sound science

Strength of evidence: (strongest to weakest)

- 1. SYSTEMATIC REVIEWS / META-ANALYSES**
Gather and summarise all relevant studies on a particular topic, measuring the chance of bias. This is the strongest available evidence.
- 2. BETWEEN-GROUP STUDY**
For instance, in a randomised controlled trial, study participants are split into two or more groups. A group is required to take a treatment (or placebo), a group is not required to. This is another strong piece of evidence but remember not to generalise too readily.
- 3. OBSERVATIONAL STUDY**
Therms of coffee are said to be linked to potential loss of dementia symptoms for those that drink it, but can't prove cause and effect.
- 4. LABORATORY STUDY**
Remember that whilst the results from animal or cell studies may provide a justification of the likely effects, they can't be directly applied to you!
 - **Not a real mouse**
 - **Not a real coffee**
 - **Not a real dementia** - a laboratory-generated brainless mouse is not a real mouse.

Sample

- 1. HOW LARGE WAS THE STUDY?**
The more people involved in a study, the more reliable and representative the results will be of the population.
- 2. IS THE STUDY POPULATION GENERALISABLE?**
Is the study set up or conducted out on a specific group of people? For example, middle-aged men were suffering from a disease. If a study may not be applicable to the wider population.
- 3. HOW WERE STUDY PARTICIPANTS CHOSEN?**
Have you really participated? With this method everyone in a population has an equal chance of being chosen, it is known as a generalisable set of results.

Duration

HOW LONG DID THE STUDY LAST?
How often did the researchers measure the effects of dietary changes and the signs. Longer a study will provide more realistic data.

Potential confounding

DID THE STUDY ADJUST FOR POTENTIAL CONFOUNDING EFFECTS?
The result of the study may be affected by hidden factors that researchers did not measure. If we are looking at the results we must be careful to look for other factors.

Control group

DID THE STUDY HAVE A CONTROL GROUP?
The effect of an intervention is determined by comparing the results of the experimental group (treated with the treatment) with a control group (not treated). Without a control group, we can't tell what caused the effect.

Correlation doesn't equal causation!

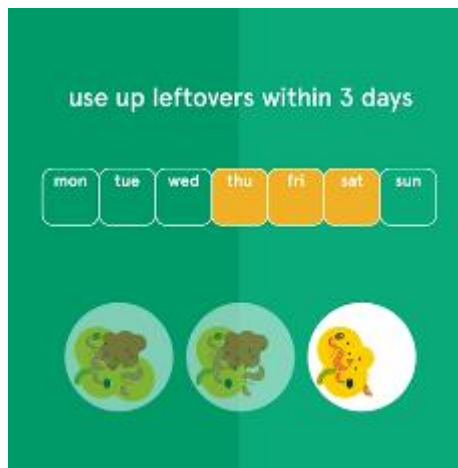
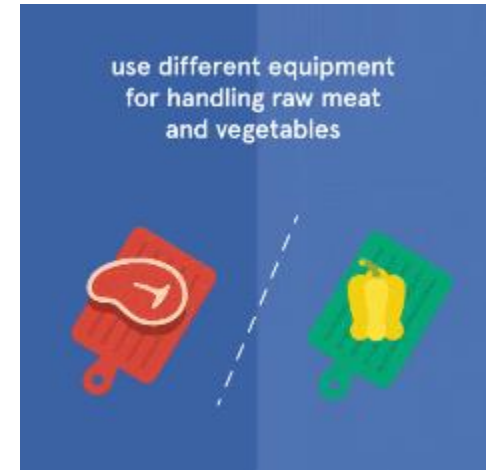
A → B
Just because there is a correlation between two study variables, doesn't mean that one is caused by the other. Think about when you see big headlines saying that eating carrots causes cancer to be eaten. It's probably due to a marketing stunt!

Sources of potential bias

NOT TRUE →
Self-reported data, for instance, through the use of food frequency questionnaires, are notoriously prone to bias. Please look to see the data reports or study design.
Read the 'conflict of interest' details towards the end of the paper to judge if there are any potential bias.

What does it look like?

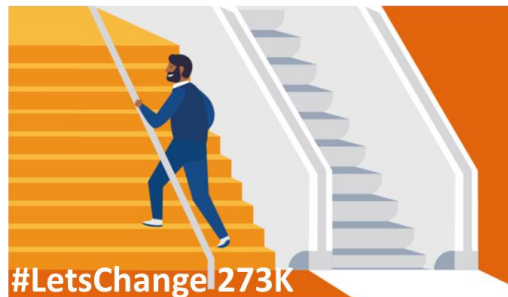
safe food handling videos: fun to make & fun to watch



YouTube & Twitter
5K likes!
[see them online](#)

What does it look like?

Some of the EUFIC campaigns in 2018

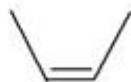


EUFIC in 2019:

FBDGs

(food-based dietary guidelines)

TYPES OF UNSATURATED FATTY ACIDS
(according to the structure of the double bond)



Cis (bent form)



Trans (straight form)

TYPES OF FATTY ACIDS
(according to the number of double bonds)



Saturated (No bond)



Monounsaturated (1 bond)



Polyunsaturated (>1 bond)



FBDGs: Keywords people use

Keyword	↓ Avg. monthly searches	Competition
food pyramid	165,000 	Low
my plate	74,000 	Low
myplate	60,500 	Low
choose my plate	27,100 	Low
eatwell plate	22,200 	Low
dietary requirements	9,900 	Low
my plate gov	8,100 	Low
healthy plate	6,600 	Medium
healthy eating plate	5,400 	High
dietary guidelines	4,400 	Low
my healthy plate	2,400 	Low
healthy food plate	2,400 	Medium
food based dietary gu...	390 	Low

Real questions!



- When searching for “fruits and vegetables” people are actually looking for specific fruits or vegetables or lists:
 - dry fruits
 - green vegetables
 - list of vegetables
 - healthiest fruits

- Interesting topics with high search volumes are:
 - Are tomatoes/peppers/cucumbers fruits or vegetables?
 - Organic Farming
 - Seasonal fruit and vegetables
 - Vegetables high in protein
 - Low sugar fruit
 - Frozen vegetables

EUFIC in numbers

Our numbers



10K online articles



62.5K social media followers



33K newsletter subscribers



37 EU Projects
18 running



1.2M web visits/year
~~12~~ 5 languages



27 permanent staff
5 interns

2018: 14 full & 9 associate members



Unilever

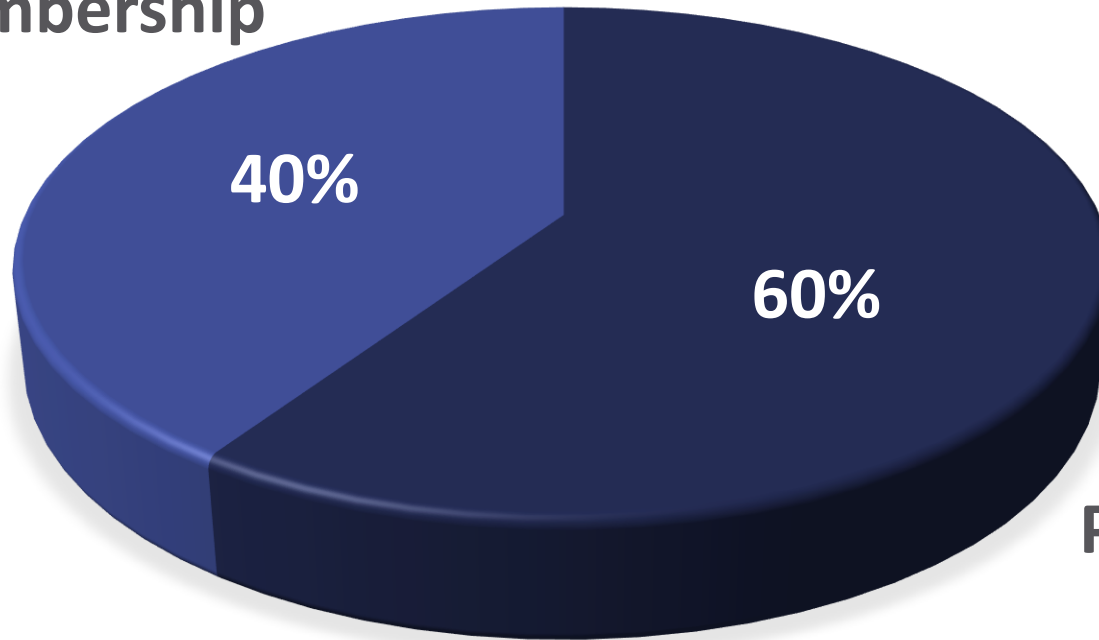


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EUFIC FUNDING 2018



Membership



Public

Membership: food and drink companies, academic institutions, research organisations, NGOs and non-profit associations

Thank you!