The Ecology of Food Perception

Core group: Bjørg Egelandsdal, Gro Amdam, & Marije Oostindjer
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<th>Period</th>
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| August-September | Social effects in early life               | Two seminars  
A jointly developed survey  
Grant proposal |
| September-December | Food, gut and health                       | Two seminars  
**An open academy evening (15.10)**  
One workshop  
One jointly written opinion paper  
Grant proposals |
| December-February | Food information and communication         | A seminar on education needs  
One workshop  
One scientific paper  
Grant proposal |
| March- May   | Animal models and food ecology             | One seminar  
A jointly written review paper |
| May - June   | Evolution of healthy eating                | Final seminar  
One scientific paper |
Social effects in early life

Early life food choices and their impact on later health

Food choices in the parent-child-school social triangle

Freedom of choice versus portion size & nudging

Win-win solutions

Output:
Designed follow-up survey on food knowledge and food behaviour of Norwegian parents

Stakeholder reference group meeting
Compositional changes in diet and raw materials

- Obesity
- Unhealthy colon (cancer)

Gut microbial communities and gut–brain communication

- Satiet
- Pre- and probiotics

Output:
- Seminar on gut microbiota
- Workshop on healthiness of red meat
- Invited paper Meat Science submitted based on workshop
- Working on draft based on seminar
Food information and communication

Effective communication about food and health

Food communication towards adolescents

Methods of the future for studying consumer behaviour

Food health knowledge and education

Media, marketing and the consumer
Animal models and food ecology

Animal models for

- understanding food choices
  -(carbohydrates, proteins)

- understanding food induced diseases

- speeding up understanding of food choice

Amdam and others, PLoS Genetics (2010)
Evolution of healthy eating

Evolution and food choices

Evolution in food availability

Cross cultural differences

http://images.search.yahoo.com/search/images?_adv_prop=image&fr=altavista&va=ev
olution+%2B+ape+%2B+food
The participants during the 5 topic periods

**International (13 researchers):**

- Stanford University
- Oxford University
- USDA
- University of Sydney
- Harvard Medical School
- University of Toronto
- Arizona State University
- Wageningen University
- University of California Berkeley
- Indiana University
- Aarhus University
- University of Tokyo
- Penn University

**National (14 researchers):**

- NTNU
- Norwegian University of Science and Technology
- Nofima
- SIFO

**Education:** Ph D & master student projects

**A reference panel of stakeholders**
Invitation for workshop 11 and 12 February 2014 in Oslo

How do we effectively communicate which foods are healthy?

Organized by the Norwegian University of Life Sciences and the Centre for Advanced Study

Presentations by researchers
(UMB, Nofima, SIFO, Aarhus University, Wageningen University)

Interactive creative sessions

Design a communication strategy

Pitch to jury and peers

Nudging Advertisements Emotions

Subtle messages Communication towards kids Food labels Package design

Warnings in newspaper Social media Consumer involvement

Communication to help consumers make healthier food choices

If you would like to participate with your students, or for further questions, contact Dr. Marije Oostindjer: marije.oostindjer@umb.no