



Matsatsingen ved NMBU inviterer til frokostseminaret:

'Healthy and sustainable food production and consumption: how to include consumer needs and trends into the product development of the future'

Dato: Fredag 31. januar fra kl. 8.00-10.00

Sted: Vitenparken på Campus Ås

Kl. 08.00 -8.30: Enkel frokost

Kl. 08.30-10.00: Seminar

- Bjørg Egelanddal or Marije Oostindjer: "The Ecology of Food Perception project"

The Ecology of Food Perception project is the first UMB project to be hosted by the Centre for Advanced Study at the Norwegian Academy of Science and Letters. The breakfast seminar starts with an introduction about this international and multidisciplinary project. The two main speakers of the seminar are currently guest researchers at the Centre for Advanced Study.

- Jessica Aschemann-Witzel from Aarhus University, Denmark

What are the trends for sustainable consumption?" This talk will discuss sustainable consumption: what are consumer trends? Who is the sustainable consumer? What are the different motivations for sustainable consumption? Which strategies can be used to promote sustainable food consumption? There are parallels between sustainable food consumption and healthier food consumption consumer, both for consumer segments and for the approaches used to promote sustainability and healthier eating, which are discussed in this talk.

- Ellen van Kleef from Wageningen University, The Netherlands

"Healthier eating: the effects of cues in the food environment". This talk will discuss how strong cues in the food and eating environment influence consumers' eating behaviour. Such cues include obvious cues such as food labels and health claims on food packages, but also less obvious cues that nudge the consumer towards healthier consumption. How the consumer responds to obvious and more subtle cues on food packages can have major implications for how the product should be developed, packaged and marketed.

- General summary

For påmelding: gro.steine@umb.no innen onsdag 29. januar