



*Diet and Physical Activity*

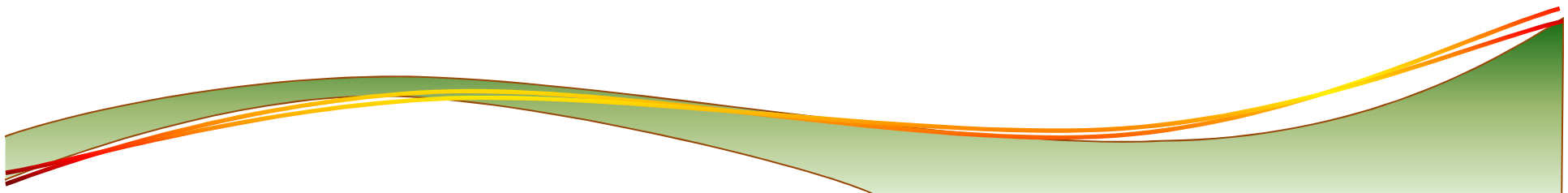
*Diet and Food*

*Diet and Disease*

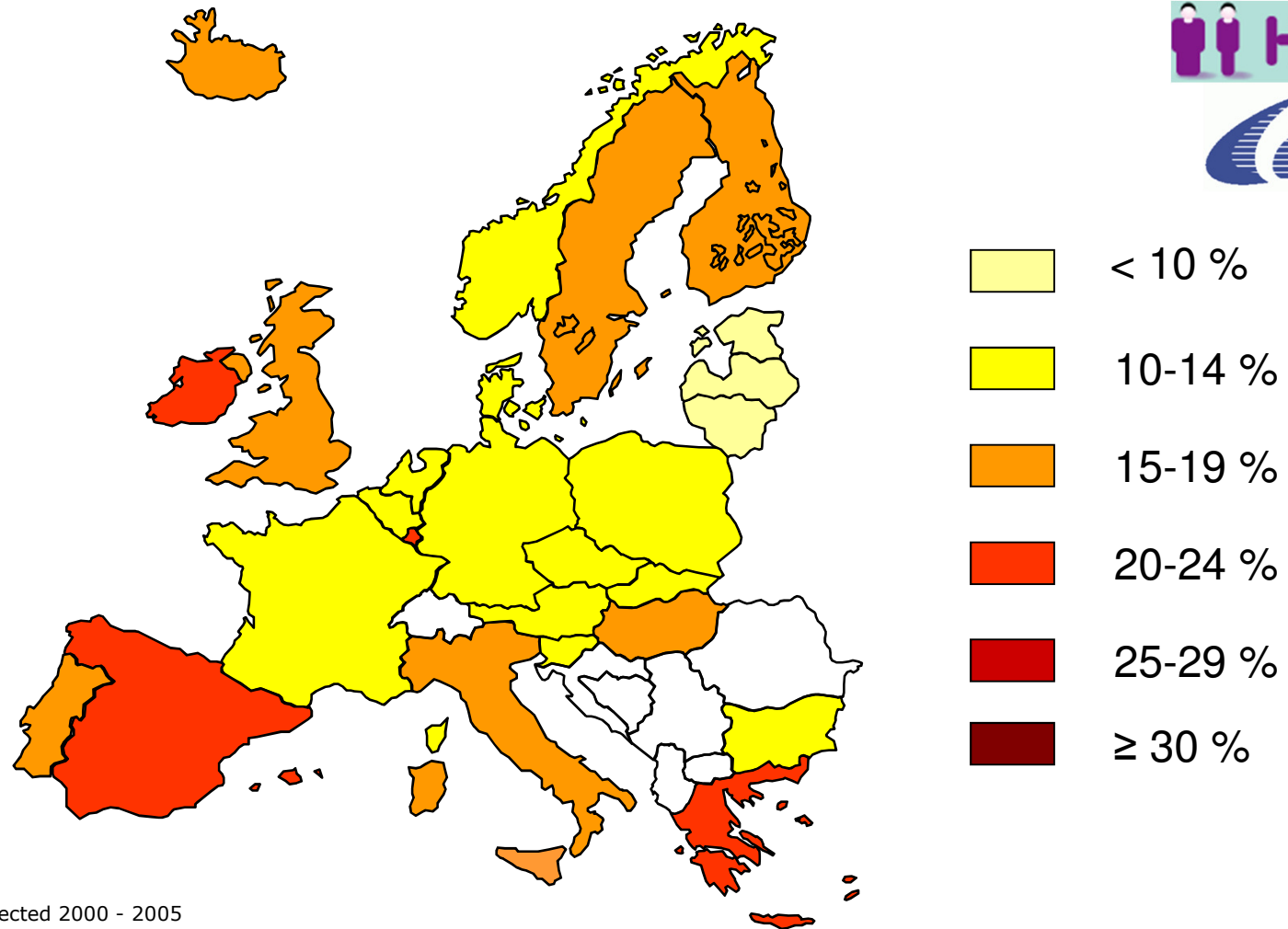
## A Healthy Diet For A Healthy Life

*Leave medicines in the chemist's pot if you can cure your patients with food.*

*- Hippocrates –*



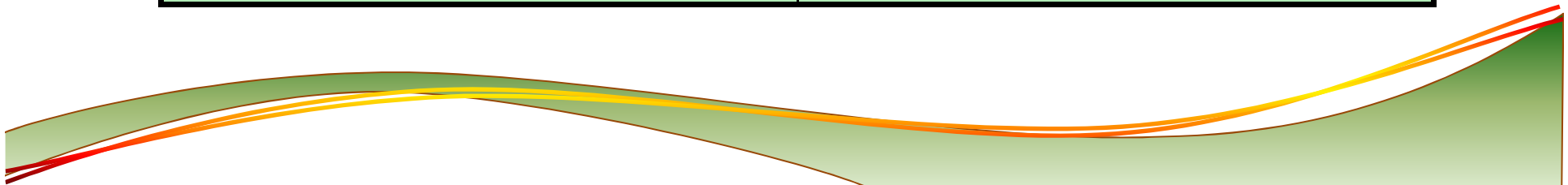
# Overweight prevalence-rates adolescents<sup>1</sup>



<sup>1</sup> data of FP6 HOPE project collected 2000 - 2005

# Food industry in Europe

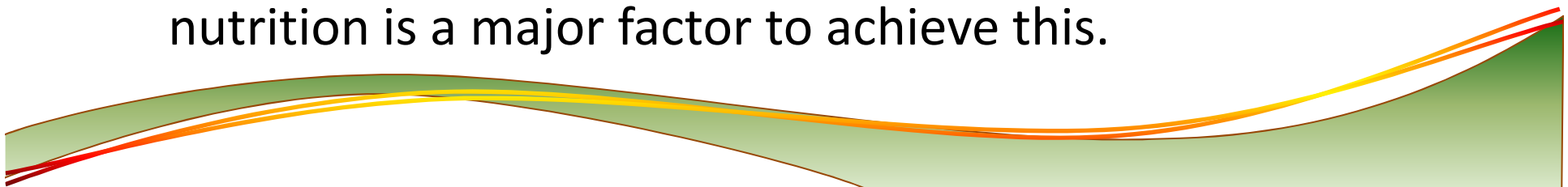
Turnover: 913 Billion (48% SMEs)	Largest manufacturing industry in Europe (13,4%)
Employment: 4,3 Million (63% SMEs)	Leading employer in Europe (13,5%)
Nr. of enterprises: 308.000 6 European top 15 industry (99% SMEs)	Fragmented industry
R&D Intensity: 0,35%	Insufficient R&D expenditure



# Grand Challenge

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- Today, health systems and R&D funding spend most of their resources on treating ill-health.
- The grand challenge for Europe is to reverse this situation;
- Shift from a defensive policy combating illness to an offensive and preventive approach promoting health;
- Improving the quality of our diet and promoting better nutrition is a major factor to achieve this.



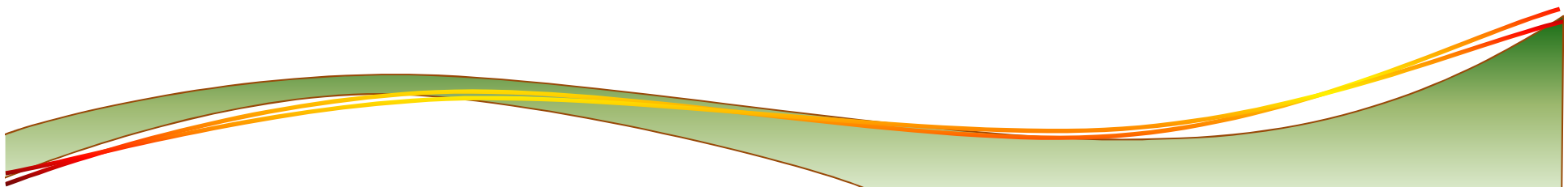


# The Vision

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In 2030

all Europeans have the motivation, ability and opportunity to consume a healthy diet from a variety of foods, have healthy levels of physical activity and the incidence of diet-related diseases will have decreased significantly.



# The Vision

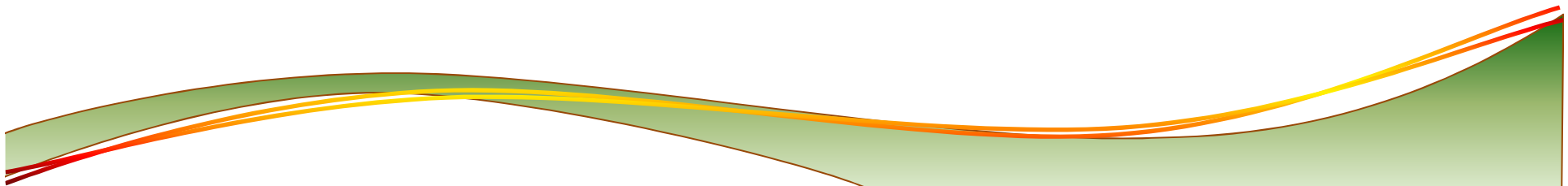
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## A Healthy Diet for a Healthy Life

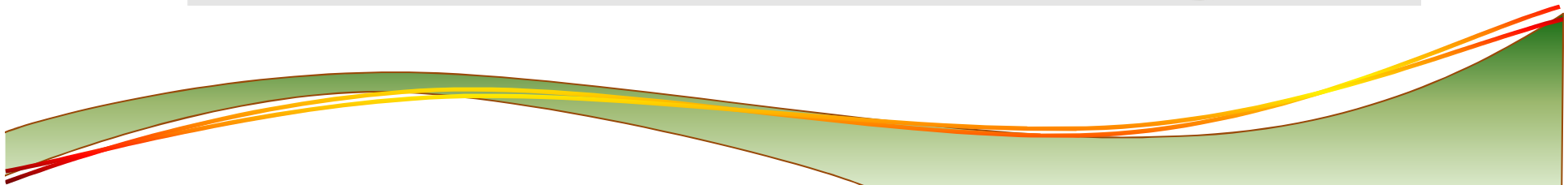
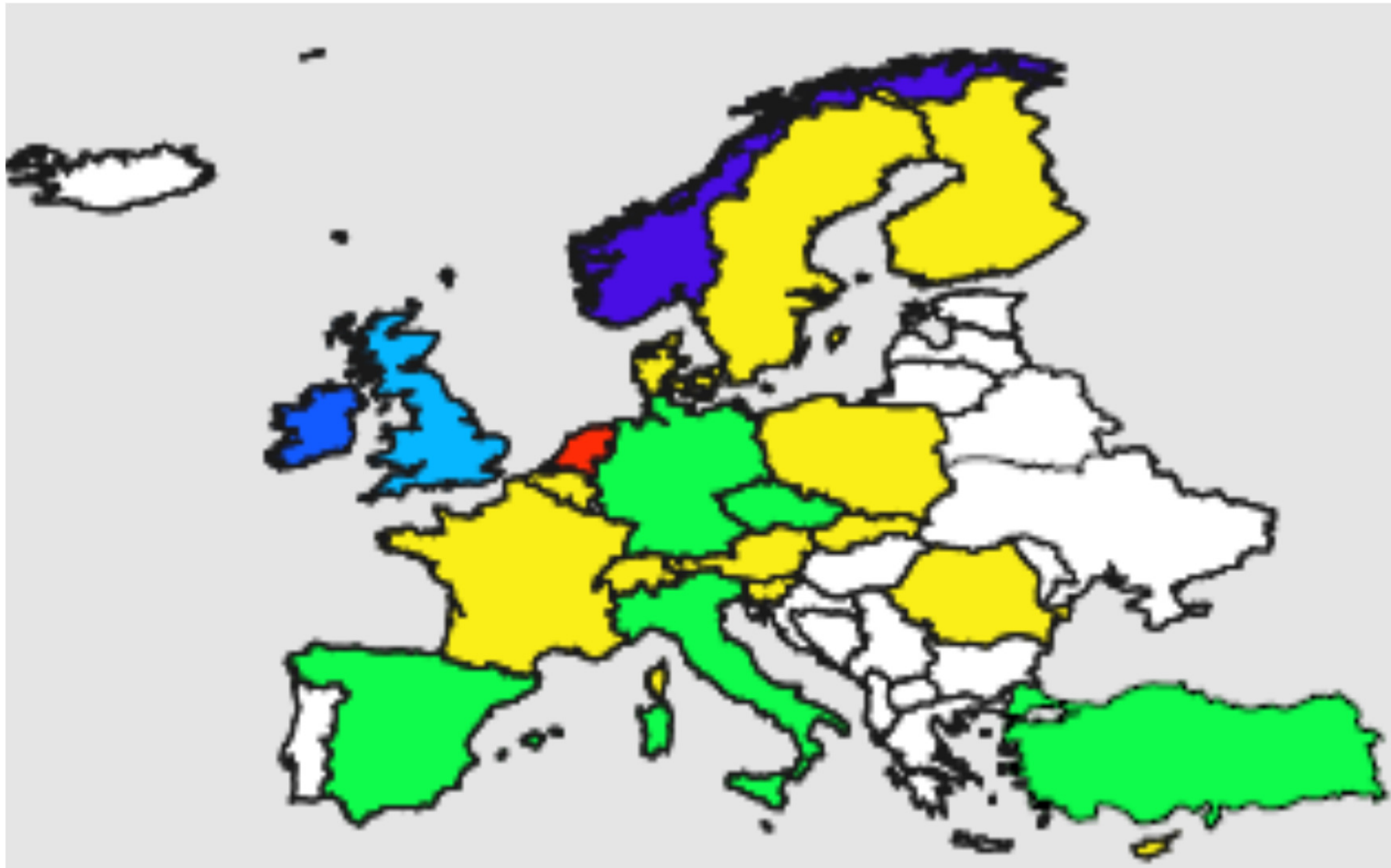
**Determinants of  
Diet and Physical  
Activity**

**Diet and Food  
Production**

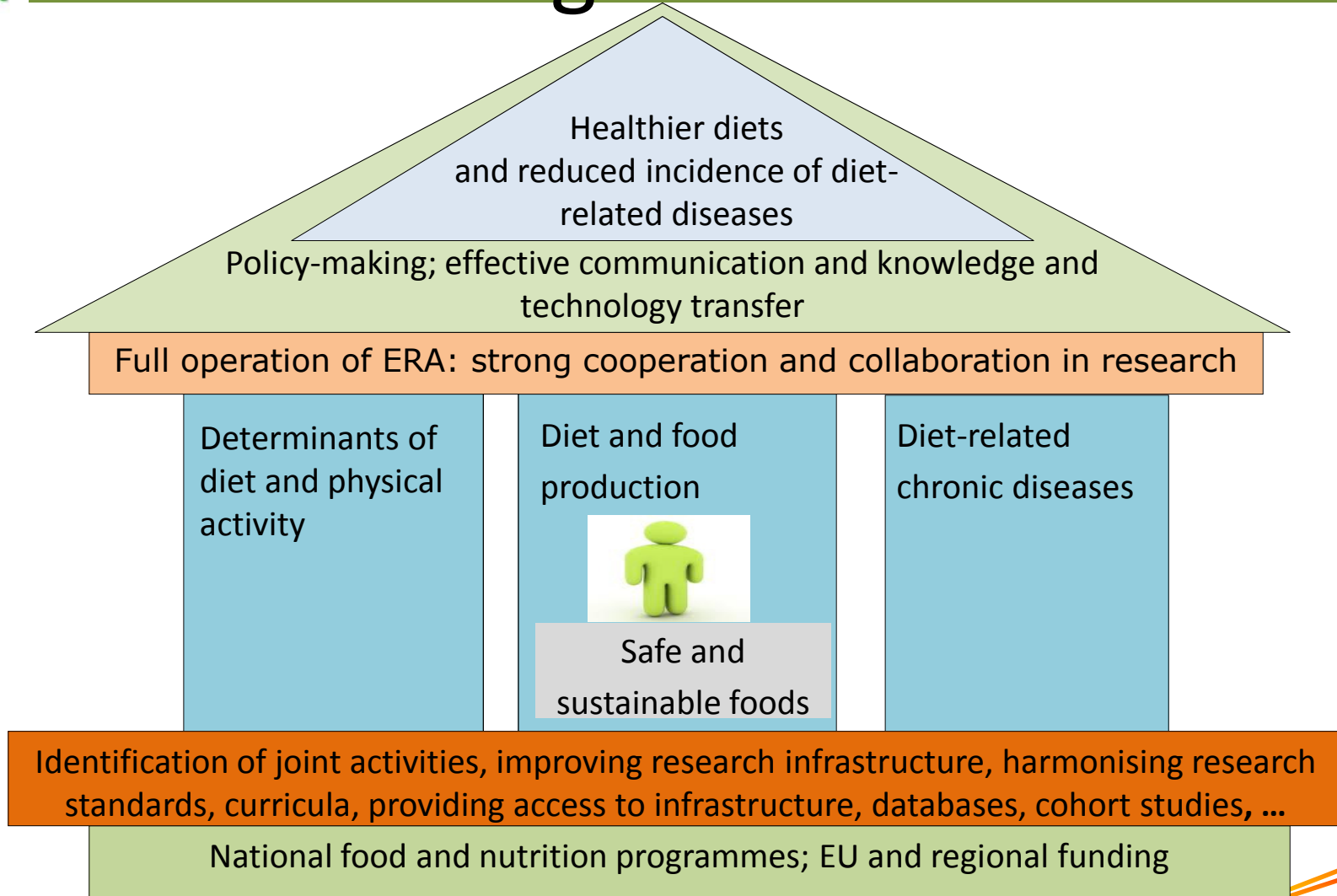
**Diet related  
Chronic Diseases**



# Countries involved



# Achieving the Vision





# Determinants of diet and physical activity

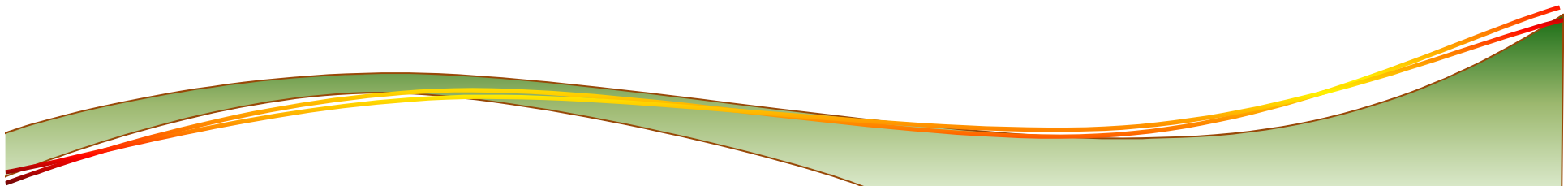
In 2030 European consumers will have the motivation, ability and opportunity to choose a healthy lifestyle.



Understand Consumers:  
e.g.: transdisciplinary research on  
determinant factors



Improve interventions:  
e.g.: prospective intervention studies,  
multicentre, causal relationship



# Diet and Food production

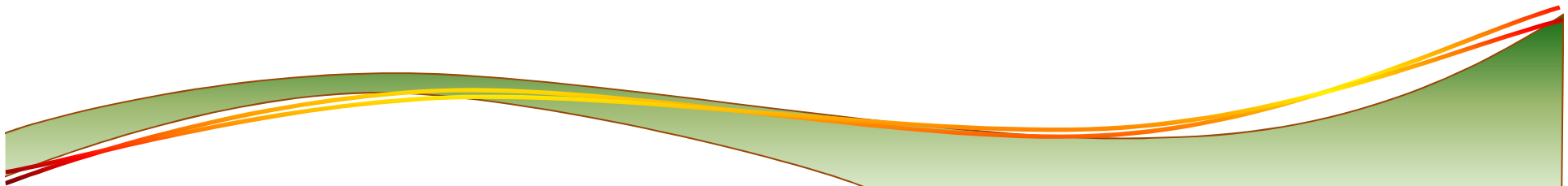
In 2030 European consumers will have a good choice of healthy foods to choose from



Stimulate consumers



Stimulate industry:  
e.g.: biomarkers for health claims; food  
bioactives; different age groups;  
interaction with drugs

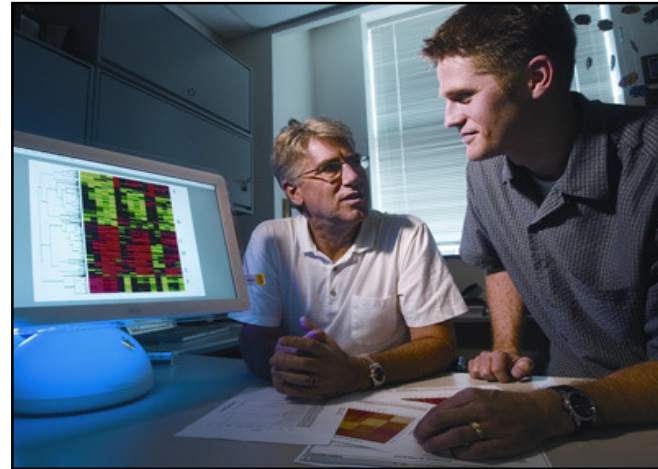


# Diet related chronic diseases

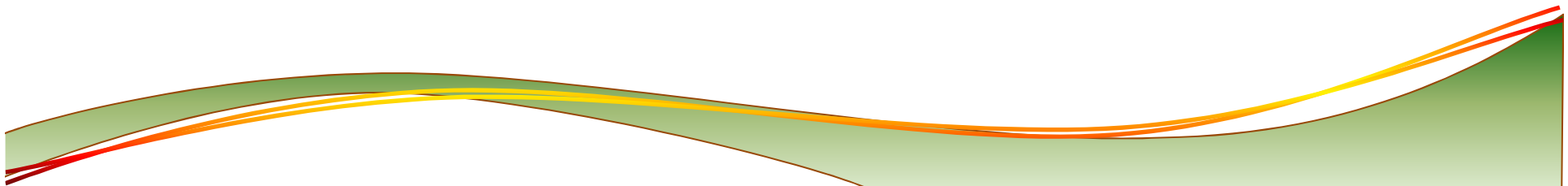
In 2030 the incidence of diet-related diseases will have decreased significantly and will continue to decline thereafter.



Impact of Nutrition:  
e.g. Share databases;



Biology of Chronic diseases:  
e.g. Metabolomics; genotypes

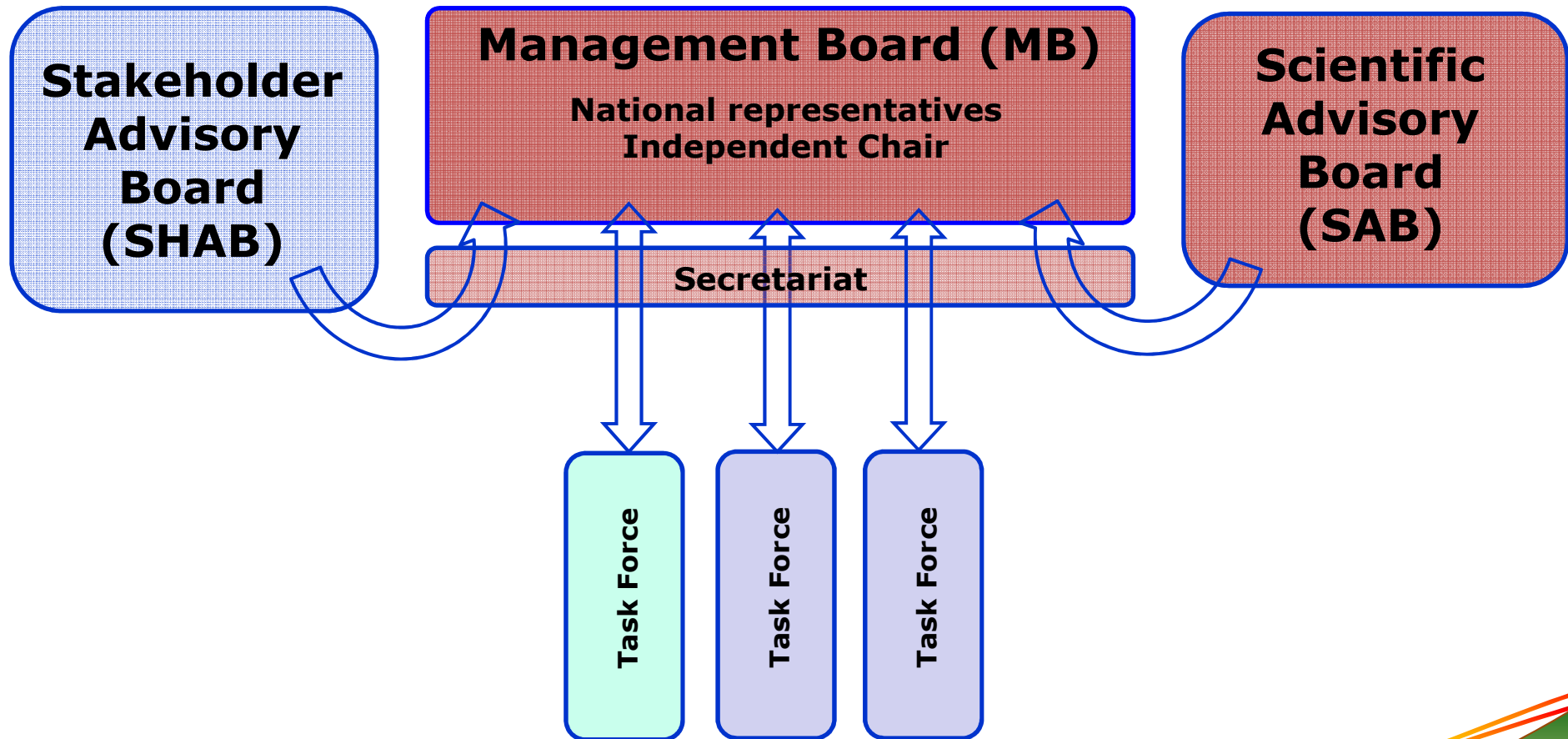




# Implementation



# Governance





# Scientific Advisory Board

Chair: Hannelore Daniel

<b>Determinants of diet and physical activity</b>	<b>Diet and Food Production</b>	<b>Diet related Chronic Diseases</b>
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Michael Gibney (IE)	Francisco Tomas Barberan (ES)	Hannelore Daniel (DE)
Lynn Jayne Frewer (NL/UK)	Per Aman (SE)	Nick Wareham (UK)
Chantal Simon (FR)	Riitta Korpela (FI)	Carlos Dieguez (ES)
Mikael Fogelholm (FI)	Chiara Tonelli (IT)	Aldona Dembinska Kiec (PO)



# Contacts

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