

• WORKSHOP •

## UPDATING

# COMMUNICATING FOOD FOR HEALTH BENEFITS

### OPENING INSTITUTIONAL GATES TO:

- NEW FOOD TRENDS AND MEANINGS •
- PROFESSIONAL IDENTITIES AND FOOD COMMUNICATION •
- INNOVATIVE PRACTICES IN COMMUNICATION •

8<sup>TH</sup> - 9<sup>TH</sup> NOVEMBER  
UNIVERSITAT ROVIRA I VIRGILI  
TARRAGONA (SPAIN)

### PRESENTATION

Europe is involved in radical changes and food is a central issue. There is a need to increase safety along the food processing supply chain but also to promote food quality related to nutrition and health benefits. Within more effective prevention of diet related illnesses, to what extent could the social marketing approach link with commercial logics and help to better understand how best communicate these health benefits?

Companies are not only operating for commercial benefits but also for promoting recommended practices for eating better. They can offer important lessons as well as public institutions, media, journalists or bloggers, and audiences. It seems clear that food risk communication is not understandable without the opportunities related to communicating benefits. This workshop will highlight challenges for health communication with a particular focus on the benefits and the challenges to research and development that this poses.

The aim of the workshop is explore how communication can be incorporated within the European Food Research Agenda. In order to strengthen the communicative framework the workshop has been organized in four interrelated strands, each relevant to developing good practice in food risk and benefit communication.

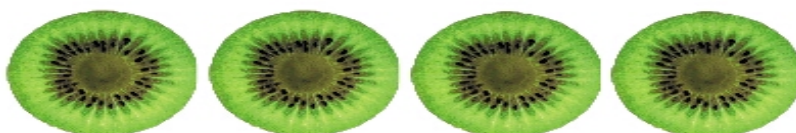
- **How communication could improve institutional logics**
- **A social marketing approach: a challenge to be applied for healthy eating**
- **Communication from scientific expertise: Innovative blogging experiences**
- **Audiences and deliberative engagement: insights into the reasoning process around risk/benefit food information**



## WORKSHOP AIMS

All four themes of the workshop aim to stimulate positive and provocative ways in which communication can be useful and productive in enriching the food for health research agenda. With the mixture of stakeholders involved, the overview pretends giving visibility and learning lessons on communicating food for health benefits: from institutional insights to social marketing campaigns or from successfully professional practices to audiences' engagement processes.

New questions and answers for institutions, food industry, media expertise and consumers are required with the sharing commitment of presenting safe products of greater quality. Food industry in coincidence with institutions are committed to providing consumers with science-based, clear and non-judgmental information from which they can make informed food choices as well as enabling them to evaluate a product's place in a balanced way. But it is not possible without researching on communication to consumers: with the responsibility to inform them correctly on the topics and matters linked with food, although mainly using the Net and new forms of direct communication. Our networked era has just become a constitutive context inside which inhabit everything, included the food meanings and their making-sense circulation.



## CONTEXT

Communication is essential to effective health and food safety policies. Catalan, Spanish and European policy makers have demonstrated a growing interest in how to communicate risks and benefits related with food safety and quality. Healthy habits and diet help to reduce diseases related with food disorders and the economic costs associated with unhealthy food practices. Responsible communication, based on trustworthy content and good communication practices, is a key strategy for enabling active and creative citizens and not simply informing passive consumers.

Since 2000, a new scientific method is used to analyze risks based on evaluation, management and risk communication. Since then, risk regulators are focusing and giving priority to public and food quality policies. Nevertheless, a contradiction has emerged: new food technologies have allowed the creation of tougher safety and quality standards, but have also been linked with increased food scares that have undermined consumers' trust. The communication of food benefits reproduces many of the complexities and uncertainties also faced in risk communication.

The increase in social media channels has not and cannot solve the traditional communication problems which food safety and quality agencies experience. One of the main barriers is conceptualizing the messages. It is often assumed that messages will be properly delivered to the receivers, with the same meanings that the source's intended. But this is wrong. Mass and personal communication, channels, digital identities or the role of media logics, shape the communicative dynamics. It is vital to consider how reception dynamics influences the sense that consumers make of messages. For this reason the workshop is based on an innovative approach focused on considering the central role of communication in ensuring food benefits for health.



## HIGHLIGHTS

- Identify institutional needs and barriers to ensure access to better communicative practices
- Lessons to be learned from the successes and failures of EFSA's communicative policy experiences
- Explore the social marketing framework as a productive tool to improve the social corporate responsibility of food industry
- Mapping the communicative meanings associated with novel and functional foods
- Food and Health research should be more linked with communication for innovation actions
- What kinds of options are more useful for communicating food for health benefits bearing in mind the claims' regulation?
- How to ensure your food for health communication strategy will be more challenging and successful
- What kinds of communicative challenges can be explored to enrich food and health research policy?
- What food meanings are circulating and how can your communication fit best with these?

**NEW!**

# Food for your eyes<sup>®</sup>

## PHOTOGRAPHY EXHIBITION

During this workshop we will show 20 pictures  
that were presented and rewarded in the last

## FOODPHOTO FESTIVAL

[FOODPHOTO FESTIVAL](#) is a bi-annual event that brings together Food Photography professionals from all over the world to present their works, share experiences, discuss the latest trends, meet partners for new projects and participate in conferences and workshops.



**Roland Persson** (Sweden)  
Award winner **FOODPHOTO** 2011



**Francesca Moscheni** (Italy)  
Award winner **FOODFEATURE** 2011

## AGENDA. THURSDAY, 8<sup>th</sup> NOVEMBER 2012

### “Social media and journalism cultures”

- 14:00 - 14:45 Registrations
- 14:45 - 15:00 Welcome. Dr. Jordi Farré, Director of Department of Studies of Communication (DEC-URV)

#### *First Section: Innovative blogging experiences and best communicative practices*

- 15:00 - 15:30 **[elcocinerofiel.com](#) as a case study, opportunities in the 2.0 environment.** Mr. Txàber Allué. Gastronomic blogger, Consulter Assistant. Department of Business Management (FEE-URV)
- 15:30 - 16:00 **Food Trend Trotters, a new approach to communicate food innovations.** Ms. Sonia Riesco. Researcher at Surveillance and Prospective area. Head of AZTI's market observatory

#### *Second Section: Communicating Science for Health*

- 16:00 - 16:30 **Food benefits and scares: transparency and its foes.** Mr. Javier Sampedro, Doctor in Genetics and Molecular Biology, science journalist and blogger at El País
- 16:30 - 17:00 **The thief of brains.** Mr. Pere Estupinya. Chemist and Biochemist. Science journalist and author, blogger at the Massachusetts Institute of Technology (MIT)
- 17:00 - 17:30 Coffee break

#### *Third Section: Food, science, culture and society*

- 17:30 - 18:00 **Why we are what we eat? Sociocultural dimensions of food.** Ms. Mabel Gràcia. Researcher of the Antropological Research Group, the Observatory of Food and the International Commission on the Anthropology of Food (ICAF).
- 18:00 - 18:30 **Mass communication regarding the evolution of diet and health from Atapuerca to the present.** Ms. Cinta Bellmunt, evolutionary journalist, community manager, archaeologist and author. Head of Communication in the IPHES

#### *Fourth Section: Food for health communication in our networked time*

- 18:30 - 19:00 **MAITRE: An EU project for improving communication in Food Science Research.** Ms. Sonia Riesco. Researcher at Surveillance and Prospective area. Head of AZTI's market observatory
- 19:00 - 19:30 **Communicative barriers or solutions: institutions, journalists and bloggers and citizen new media users.** (WP2 FoodRisC). Mr. J.Prades, J.Gonzalo, J.Farré (DEC-URV)
- 19:30 -20:00 **Food information in the social media era: Analysing consumers' practices.** Ms. Mònica Lores, DEC-URV (WP1 FoodRisC)

## AGENDA. FRIDAY, 9<sup>th</sup> NOVEMBER 2012



### “EU Food for Health Research: A Communicative Approach”

- 08:30 - 08:45 Registrations
- 08:45 - 09:00 Welcome. Dr. Jordi Farré, Director of Department of Studies of Communication (DEC-URV)

#### *First Section: EU Food for health research: What about Communication?*

- 09:00 - 09:30 **Challenges and opportunities in food value chain: needs for a cooperative strategic approach.** Dr. Jordi Cartanyà, Executive Director of Campus of International Excellence Southern Catalonia ([CEICS](#))
- 09:30 - 10:00 **Institutional communication challenges.** Ms. Laura Smillie. Senior Communications Adviser, European Food Safety Authority ([EFSA](#)).
- 10:00 - 10:30 **Education and feeding Project (EDAL): promoting health in primary-school to reduce obesity.** Ms. Lucía Tarro, EDAL Project Coordinator (Faculty of Medicine and Health Sciences, URV).
- 10:30 - 11:00 **From the design to validation of health claims. What about claims and food benefits?** Dr. Francesc Puiggròs, scientific coordinator of Technological Center of Nutrition and Health ([CTNS](#))
- 11:00 - 11:30 Coffee break

#### *Second Section: Research on food benefits and risks communication*

- 11:30 - 12:00 **[FoodRisC Project](#).** Dr. Aine McConnon, University College Dublin's School of Public Health and Population Sciences.
- 12:00 - 12:30 **Research on food for health marketing for shaping consumers' acceptance.** Mr. Pieter Rutsaert ([Ghent University](#)).
- 12:30 - 13:00 **Communicative strategies for food benefits. Consumers, technologies and engagement** (WP3 FoodRisC). Professor Julie Barnett ([Brunel University](#))

### Consortium meeting (FoodRisC partners)

- 14:30 - 19:30 European Consortium meeting

## INNOVATION ON FOOD FOR HEALTH COMMUNICATION RESEARCH

The creation of meanings about food safety and quality is a dynamic process, in on-going evolution. Some examples are innovative trends and social movements as: *Organic*, *Slowcal* (*slow and local*), *Food Telling* (food with message), *SuperSense* (multisensory experience), *Eatertainment* (food and entertainment), *Egofood* (personal identity for consuming), *MyHealth* (personal care and healthy eating), *Here and Now* (food intake adapted to the modern way of living), *Made Simple* (easy-cooking)...

Food risk is often related with safety; meanwhile food quality is apparently associated with benefits. The communicative dialectics of both concepts is crucial to widen the focus, not simplifying them. Also, the use of sources of information and channels can modify professional identities but also the sender's role. The plurality hybridizes professional identities and the exploratory roles entail changes in the use of sources and channels. In addition, uses of new media channels break the balance between speed and thoroughness to the point that communication channels are often been confused with information sources. Such confusion has implications for audience credibility who distrust on media and messages.



Food experience is universal: everyone has to eat to survive. For this reason, all the population can be benefited with the food for health research and how is it being communicated. The prospects of the workshop are:

- to contribute to the knowledge in the field of food risks and benefits communication
- to promote healthy food practices and lifestyles
- to spread the possibilities of improvement on new technologies for nutrition and health field
- to avoid confusing and suspicious communicative practices
- to reduce economic health care costs in the treatment of illnesses related with food
- to put into practice marketing techniques in successful public-private partnership health campaigns
- to improve citizens digital literacy

## PRACTICAL INFORMATION

### WORKSHOP LOCATION

#### Address

Campus Catalunya (Aula Magna)  
Avinguda de Catalunya, 35  
43002 Tarragona  
Location: [Google map](#)

### WORKING LANGUAGES

Thursday 8<sup>th</sup>: Spanish (oral presentations) and English (power point slides)

Friday 9<sup>th</sup>: English

### RATES

#### Students

- Without certificate and coffee break  
**Free**
- With certificate and coffee break  
**30 €**

#### Companies and interested people

- FoodRisC partners, members of Agro-Food Connect-EU Group, Innovative Business Association of Nutrition and Health (AINS), CTNS founders and mass media, public relations and marketing companies  
**200 €**
- Other companies and attendees  
**300 €**

### REGISTRATION

Registration is required before November 3. Addressed to food sector professional, communication experts, nutritionists, master and PhD students in nutrition, strategic and science communication, anthropology, psychology, marketing, economics and business sciences...

### [REGISTRATION FORM](#)



## VENUE INFORMATION

The Department of Communication Studies is placed at the Tarragona city centre, with good connections by bus with the [Barcelona airport](#) and the [Reus airport](#) (some flights are only available during the summer holidays, please confirm that your airline will be operating at Reus airport on November)

### - By bus (recommended)

**From Barcelona airport to Tarragona:** There is a bus from Barcelona airport to Tarragona bus station. The bus departs from the T-1, a new airport terminal (lower swaths 7 to 11). In the case you arrive at the T-2 airport terminal (low cost airlines), there are free shuttle buses going between the T-1 and T-2 or vice versa. [Bus information](#) and [timetable](#)

**From Reus airport to Tarragona:** There are bus and taxi services available. Bus departure times depend on flight schedules, and are timed to coincide with flight arrivals. Consult the schedules of the bus company, [Hispano Igualadina](#).

### - By train

From Barcelona airport take a train to Barcelona-Sants train station, where then you can take another train to Tarragona. For detailed information or to book: Phone 902 24 02 02 or [passengers-timetables](#) and [www.renfe.es](#)

## HOUSING

\*\*\*\* [Hotel Ciutat de Tarragona](#). Plaça Imperial Tarraco, 5. Phone: +34 977 247 105

\*\*\*\* [AC Hotel Tarragona](#). Avinguda de Roma, 8. Phone: +34 977 250 999

\*\*\* [SB Express Tarragona](#). Plaça de les Corts Catalanes, 4. Phone: +34 977 221 050

\* [Hotel Plaça de la Font](#). Plaça de la Font, 26. Phone: +34 977 240 882

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