



**16-17 October 2007  
Munich, Germany**

**Diogenes / Food Industry Workshop  
hosted by Kraft Foods**



## **Obesity research and the food industries: new opportunities for collaboration**

The meeting will begin at 17.00 on 16th October, at the Holiday Inn, Munich, with some presentations, then dinner.

On the 17th, at Kraft Foods R&D, Munich, there will be further presentations, followed by group discussions and sharing of conclusions. The meeting will end at 16.00 on the 17th.

### **Objective**

Improve collaboration in health and nutrition between academia and industry. With scientific research and industry initiatives in health and nutrition (incl. Diogenes), industry-initiated consumer research and the regulatory framework as background, discuss how industry can contribute to briefing and outreach of weight-control science, and academia to new research areas relevant to industry goals and consumer needs.

The meeting will focus on industry and academia, but will clearly recognize that they are not the only players who can, and must, play a role in fighting obesity/overweight.

It is the intention to publish the conclusions of the workshop in an appropriate journal.

## PROGRAM

### Overall chairs

Prof. Wim Saris (Co-ordinator EU Project Diogenes) and Dr. Gerd Harzer (Kraft Foods)

### Tuesday, October 16<sup>th</sup>

Venue: Holiday Inn, Munich-Unterhaching \*

- 16:30 - 17:00      **Start of the meeting - Welcome with coffee**
- 17:00 - 17:15      **Welcome and objectives**  
*Dr. Gerd Harzer Kraft Foods*
- 17:15 - 17:45      **The Diogenes project**  
*Prof. Wim H.M. Saris, Department of Human Biology, Universiteit Maastricht*
- 17:45 - 18:05      **Main current directions in obesity prevention research worldwide**  
*Dr. Tommy L.S. Visscher, Department of Nutrition and Health, Vrije Universiteit Amsterdam*
- 18:05 - 18:45      **Health and Obesity: Consumer trends and insights**  
*Don Landers, Director Consumer Products and Retail, GfK NOP*
- 18:45 - 19:15      **Pre-dinner drinks**
- 19:15                **Dinner**

### Wednesday, October 17<sup>th</sup>

Venue: Kraft Foods R&D, Munich \*\*

- 09:00 - 09:30      **Do we understand the obesity epidemic?**  
*Prof. Thorkild I.A. Sørensen, Institute of Preventive Medicine, Copenhagen*
- 09:30 - 10:00      **Research on consumer response to nutrition labelling**  
*Dr. Laura Fernández Celemín, The European Food Information Council*
- 10:00 - 10:20      **The strategic research agenda of the European Technology Platform Food for Life: related to obesity aspects**  
*Dr. Jan Maat, Director External Research Unilever R&D Vlaardingen & Chairman Operational Committee ETP Food for Life*

- 10:20 – 10:50 **Coffee break**
- 10:50 – 11:20 **Food manufacturer weight control initiatives**  
*Dr. Gerd Harzer, Kraft Foods*
- 11:20 – 11:40 **ILSI–Europe: current Task Force programmes on obesity/weight control**  
*Dr. Hilary Green, Nestec SA and Chair ILSI-E Task Force on Appetite Regulation*
- 11:40 – 11:50 **Brief for afternoon discussions**  
*Prof. Wim Saris - Dr. Gerd Harzer*
- 12:00 – 13:00 **Lunch break**
- 13:00 – 14:00 **Group discussions in parallel sessions**  
*Dr. Nico van Belzen and Dr. Tommy L.S. Visscher*
- 14:00 – 15:00 **Discussion groups report to plenary**  
*Dr. Nico van Belzen and Dr. Tommy L.S. Visscher*
- 15:00 – 15:20 **Coffee break**
- 15:20 – 16:00 **Summary of conclusions and closure**  
*Prof. Wim Saris - Dr Gerd Harzer*

*\* Venue on Tuesday*

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*\*\* Venue on Wednesday*

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## Discussion Groups

The meeting will be divided into 2 mixed groups.

Each will address one of the following briefs.

### **Brief 1: industry focus**

Is industry doing the right thing to reduce obesity? What else could be done, what could be done better?

How can cross-fertilisation and partnership between industry and academia be improved?  
What can industry do to better pick up ideas from academia? Information and labelling alone are not enough to improve eating behaviour- what else can be done (training, education, advertising, etc)?

### **Brief 2: academia focus**

Is academia doing the right thing to reduce obesity? What else could be done, what could be done better?

How can cross-fertilisation and partnership between industry and academia be improved?  
How can existing consumer research (outside academia) be better taken into account?  
How to ensure research is relevant to consumer needs and industry objectives? How to integrate behavioural research?