
Mission 1 Healthier Lives through Food

Personal introduction

Note for interviewer to mention regarding the recording of the interviews: We would like to record this interview to reflect on your input. The interview data will only be used for the purpose of this study and the data will remain with the respective analysts.

After the interview, I will ask you to provide consent for using your input by returning the signed consent form.

If there are not further questions, I will start recording the session now. Feel free to interrupt whenever you have questions.

Introduction of aim and goal of the study

In order to transform the food system and create real impact, EIT Food is aiming to shape priorities for action over the next 3-5 years in three mission areas together with stakeholders from the food system:

1. Healthier Lives Through Food
2. A Net Zero Food System
3. A Fully Transparent, Resilient and Fair Food System

AIT together with Uni Reading and Torino and Twine, with the support of PepsiCo is responsible to develop the roadmap for Mission 1.

Note: we are aware of the connection between healthy soil/sustainable agriculture, net zero food waste and healthy nutrition – i.e. thinking along the whole food system. As this is a very complex issue it was broken down into three missions, which will be interlinked. We are concentrating on the part of Healthier Lives through Food.

If necessary introduce EIT Food: EIT Food is supported by the EU to create connections across the food system between a diverse set of actors (start ups & corporates, entrepreneurs & investors, consumers & industry). EIT Food invests in projects, organisations and individuals that share our goals for a healthy and sustainable food system.

We want to talk to you about Mission 1 Healthier Lives Through Food

This Mission aims in short at: More healthy life years for all, *(or more scientifically phrased, but this could be left out: meaning an increase in health adjusted life years (HALYs) or a decrease in disability-adjusted life years (DALYs).*

The vision behind it is to reduce relative risk of obesity & the prevalence of Non Communicable Diseases in target populations due to known dietary factors. This should reduce the estimated financial (economic) burden of preventable foodborne diseases and targeted contributory food (safety) factors.

The interview will be structured in two parts: (1) their own organisation's "battle for healthier lives with food" and (2) feedback on pathways for the roadmap

Part 1:

Do you have any questions regarding the aim and goal of this study?

Non-communicable diseases (NCDs) are leading causes of mortality and disability in the developed world, and it has been found that diet is a major contributing factor.

The most pressing NCDs that have been linked to diet:

- Heart disease
- Stroke
- Diabetes (Type 2)
- Obesity
- Colorectal cancer
- Dementia (Alzheimer's and others)

Several factors, personal, social, economic, environmental, technological, and policy, influence the adoption of an NCD-preventative diet.

1. In your company/organization, which of the indicated NCDs are taken into consideration and how?

Sub-questions:

- a. Which strategies do your company/organization use to tackle the above-mentioned NCDs?
What is your company/organization doing to support/foster healthier nutrition?
What are the actions to address the battle for healthier lives?
- b. Are there **any other NCDs** besides the above mentioned, that your company/organization tackles?

2. Which **enablers** do you think would have the greatest impact in reducing NCDs?

Note for interviewer: Ask for concrete ideas, the following can be mentioned if needed.

- Education (knowledge, skills, etc.)
- Marketing & new products
- Awareness / marketing campaigns
- Political instruments (taxation, guidelines, etc.)
- New markets
- Technological developments
- Funding
- Collaboration / partnerships (e.g. beyond Europe)

Sub-questions:

- a. what measures would help you to implement enablers/facilitate the implementation of these enablers/put enablers into practice? What would help you to produce more healthier food? /increase awareness for the link of food & health?
- b. Is there anything **hindering** you as an organisation/company/person to implement the enablers into practice??
- c. **What are the biggest barriers** that should be overcome on the way to healthier nutrition for people and planet?

Only if time allows? Or subquestion only for CLCs?

3. Where / in which EU regions do you see the most prevalent problems regarding NCDs? Are you aware of differences between regions, countries? Between age groups? Gender?

Part 2: Feedback to Pathways

4. **The aim of the project is to develop a roadmap and we have defined three pathways which can potentially help to reduce NCDs. We would like to introduce you to the three pathways and ask you for your critical feedback to this suggestion and also if you have additional topics that should be considered.**

Pathway A: Achieving a balanced diet for people and planet (=> active lifestyle, prevent obesity & NCDs, encourage naturality & diversity)

- A.1 Encourage production of wholesome foods (with reduced salt, less saturated fat and sugar content; more fibre, lower levels of processing)
- A.2 Improve dietary patterns and increase the intake of inadequately consumed food components (fruits/vegetables, whole grains, etc.) (incl. precision nutrition for specific health needs, enable nutrient deficiency compensation)

Pathway B: Diversification of protein sources (=> healthy environment, sustainability)

- B.1 Encourage diversification to include a wider range of sustainable protein sources (pulse/legume/grain/animal protein)
- B.2 Tap 'unusual' protein sources (e.g., algae, insects)

Pathway C: Increase and retain the nutrient density of food (=> agriculture, prevent obesity & NCDs)

- C.1 Improve nutrient content (or availability) of foods from soil to product
- C.2 Preserve nutrient contents throughout the food value chain (retail, prosumer initiatives, etc.)

Questions:

- Do you agree with these potential pathways or are there some gaps? (what are the gaps?)
- Which of these pathways do you think Europe will or should go?
Note for interviewer: in case of disagreement, ask why and on which evidence this disagreement is based

Note for interviewer: End interview with thanks, reminder to sign and send the consent form and to mention the workshop on December 5th & 6th in Paris!