



PPP Project Annual Report 2018

The PPP-projects that have been established under the direction of the top sectors must submit an annual report on their technical and financial progress. This format is to be used for reporting the technical progress. A separate format ('PPP final report') is available for PPP-projects that have been completed in 2018.

The annual reports will be published in full on the websites of the TKIs/top sector, excluding the blocks 'Approval coordinator/consortium' and 'Planning and progress' . Please ensure that no confidential matters are left in the remaining blocks.

The PPP Project Annual Reports must be submitted by 15 February 2019 to Hans van der Kolk

| General information | |
|---|---|
| PPP number | AF17005 |
| Title | Breaking habits (for the better) |
| Theme | Consument & Maatschappij |
| Executive knowledge institution(s) | WFBR |
| Research project leader (name + e-mail address) | Dr Garnt Dijksterhuis garnt.dijksterhuis@wur.nl |
| Coordinator (on behalf of private parties) | Prof dr Liesbeth Zandstra Liesbeth.Zandstra@unilever.com |
| Government contact person | Sjaak Mesu |
| Total project size (k€) | 600 |
| Address project website | https://topsectoragrifood.nl/project/af-17005/ |
| Start date | Begin 2018 |
| End date | End 2020 |

Approval coordinator/consortium

The annual report should be discussed with the coordinator/the consortium. The TKIs appreciate being informed of possible feedback on the annual report.

| | |
|---|---|
| The coordinator has assessed the annual report on behalf of the consortium: | <input type="checkbox"/> approved (nog geen reactie ontvangen) <input type="checkbox"/> rejected |
| Possible feedback on the annual report: | |

Short content description/aim PPS

What is going on and how is this project involved?

What will be delivered by the project and what is the effect of this?

In order to feed an ever growing world population, new solutions and innovations that allow the production of healthy foods in a sustainable way are essential. Examples are the development of meat substitutes and salt reducers that can successfully be integrated into food habits. Food choice is largely driven by habits, and habits are difficult to break. This fact hampers the transition of current food choices into a new and preferably more sustainable and healthy direction. Knowledge about how food habits are formed, and under which circumstances they can be changed is needed in order to help consumers change their diet towards more sustainable foods. Therefore, the aim of this project is to develop a validated research method that facilitates the development of new and reformulated (sustainably sourced and produced) food products that can help to radically change existing food habits (e.g. from a meat to a plant-based diet) or generate new food habits (e.g. by replacing regular-salt products with reduced-salt products). This method can then be used by industry to facilitate the development of new products that fit better in existing and new habits, resulting in reduced costs due to lower market failures. The fundamental scientific understanding of consumers' food habits, i.e. how they evolve and change, will create new opportunities for the food industry to be successful in providing sustainably produced and healthy food products that consumers are willing to buy over and over again. This project relates to the provision of sustainable food products that have an enduring appeal to consumers for a more sustainable lifestyle.

| Planning and progress (if there are changes to the project plan, please explain) | |
|---|-----|
| Is the PPP going according to plan? | Yes |
| Have there been changes in the consortium/project partners? | No |
| Is there a delay and/or deferred delivery date? | No |
| Are there any substantive bottlenecks? | No |
| Are there any deviations from the projected budget? | No |

| Results in 2018/ so far |
|---|
| Give a short description of the high-lights and (most important) project deliverable in 2018 / so far and their target group |
| Successful studies of the research methods needed: 1. comparison of lab and at-home eating behaviour; in particular the new method of video monitoring eating a food sample at home and analysing this to infer facial expression, heart rate and chewing behaviour (2 presentation/poster submissions for conference, one paper under revision, one paper under construction, 2 MSc student reports). 2. Validating video heart-rate measurement with other heart rate measurements (successful testing). 3. comparison of real, simulated and lab situation for food assessment (one MSc student report, 1 presentation/poster submission for conference, one paper under construction). |

| Number of delivered products in 2018 / so far (in an appendix, please provide the titles and/or description of the products or a link to the products on public websites) | | | |
|--|----------------|----------------------|--|
| Academic articles | Reports | Articles in journals | Introductions/workshops |
| 1 under revision 1 under construction | 2 MSc students | None | 3 abstract submissions for poster/presentation at conference |

Appendix: Names of the products or a link to the products on a public website

Papers:

De Wijk R.A., Kaneko D., Dijksterhuis G.B., van Zoggel M, Schiona I, Vasilli, M., Zandstra E.H., (2018). Food perception and emotion measured over time: in-lab and in-home, Food Quality and Preference. Submitted to *Food Quality and Preference*. Under revision.

Effects of eating context on food perception are not caused by the eating location itself. De Wijk R.A., Kaneko D., Dijksterhuis G.B., van Zoggel M, Schiona I., Zandstra E.H., (2018). In preparation.

Conference abstracts:

Effects of eating context on food perception are not caused by the eating location itself. (2019).

Dijksterhuis G.B., Kaneko D., De Wijk R.A., van Zoggel M., Schiona I., Zandstra E.H.. Pangborn Sensory Science Symposium, 28 July – 1 August 2019, Edinburgh, Scotland.

Food perception and emotion measured over time in-lab and in-home. De Wijk RA, Kaneko D, Dijksterhuis GB, van Zoggel M, Schiona I, Vasilli M & Zandstra EH.. (2019). Pangborn Sensory Science Symposium, 28 July – 1 August 2019, Edinburgh, Scotland.

Implementing immersive technologies in consumer testing: Taste perception and liking in a laboratory, immersive simulated café and real café. (2019). Zandstra EH, Kaneko D, Dijksterhuis GB, Vennik E, De Wijk RA.. Pangborn Sensory Science Symposium, 28 July – 1 August 2019, Edinburgh, Scotland.

MSc student theses:

Schiona, I. (2018). A study on sensory perception and food liking: the effect of test location and repeated exposure. University of Milan, Italy.

Van Zoggel, M., (2018). Implicit and explicit reactions evoked by meat products and meat substitutes in lab and home settings over time. WUR.

<https://topsectoragrifood.nl/project/af-17005/>