

# AgriFoodTop 2016

**From Science  
to Business**

1 juni Wageningen



Food, Cognition and Behaviour



## Research programme FCB

### Theme 1



What determines our choices?  
Healthy choices

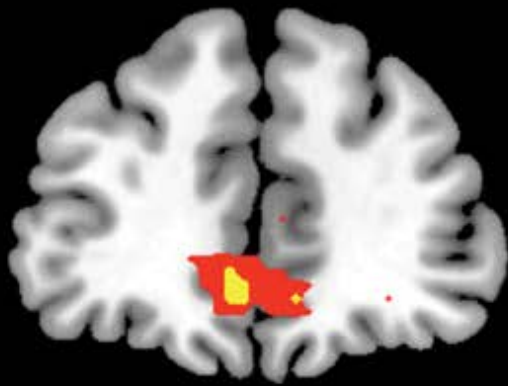
### Theme 2



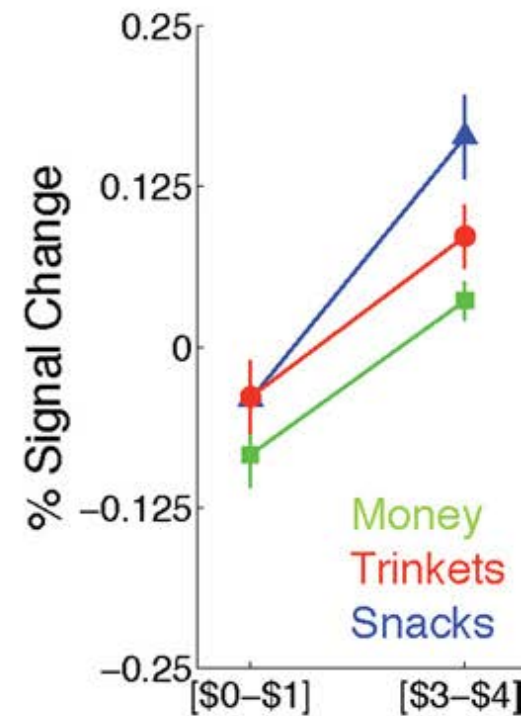
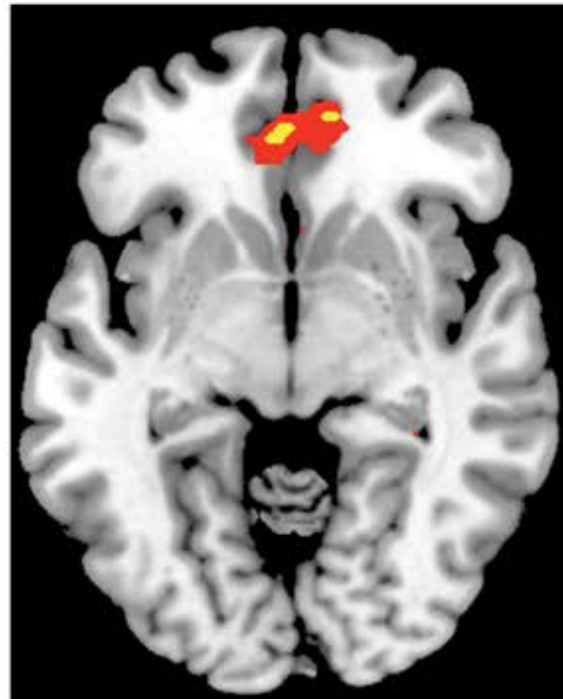
What is good for the brain?  
Healthy food

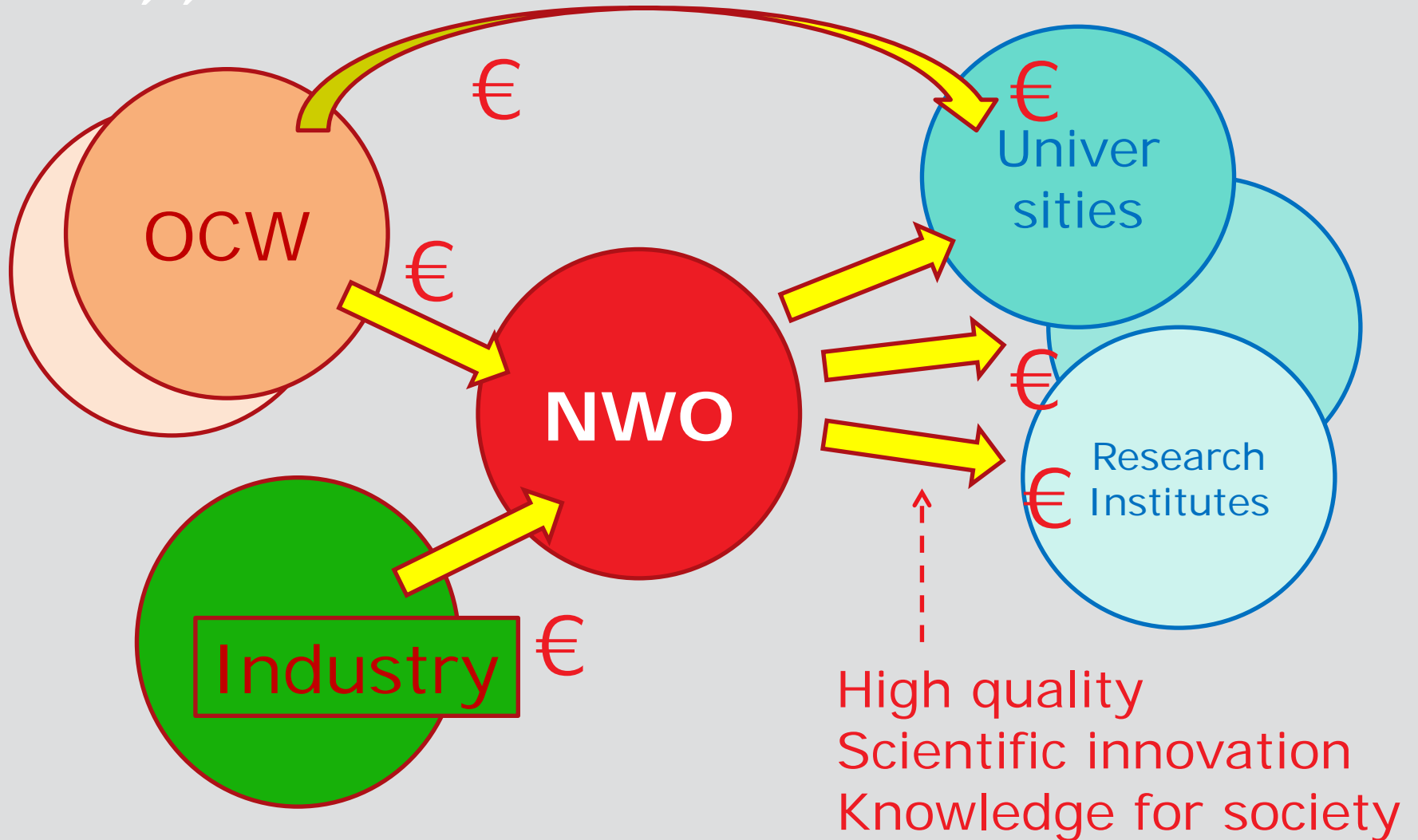
# NWO

Its about cognition and behaviour, but may also including brain measures



■  $p < 0.01$   
■  $p < 0.001$





High quality  
Scientific innovation  
Knowledge for society

**POSITION OF NWO IN FINANCING SCIENTIFIC RESEARCH**



## NWO joins scientific disciplines

Food, Cognition and Behaviour

technology

biology, ...

sociology,  
psychology ...

health



## Programme Food, Cognition and Behavior

- NWO can build research programmes with industry
- Context of FCB: Topsector Agri&Food KIA 2012-2015
- Financial means are combined (industrial matching)
- Content is determined together
- Added value of the knowledge



## Research programma FCB



**Theme 1**

**Healthy choices?\***

Underlying

Mechanisms



**Theme 2**

**Healthy brain food?#**

Precompetitive

Fundamental

*\* Social, psychological, biological and (neuro)cognitive processes involved in food choice and eating behaviour*

*# Short- and long-term effects of diet (composition, food ingredients, feeding) on cognitive development, ageing and neurodegeneration*



## Calls for proposals 2013, 2014

(30-50% matching in kind but also cash required)

→ 14 granted proposals

5 small projects 100-200 K€ (max 2 years)

9 large projects 400-1500 K€ (max 5 years)

**NWO** made 5,1 M€ available

**NWO + Matching** → total : 8,5 M €





## A few of the 14 project:

- NUDGIS: Novel understanding of nudging
- **Food2Learn: krill oil intervention**
- Nutrition & brain changes with ageing
- Emotional eating, gene by cognition influences
- **Gut microbiome and human behavior**
- Vegetable acceptance in infants and toddlers



# Partners:





## **Efforts to match industry with university**

About half a year to build consortia and apply for a grant

Call 2013: (25)13 applications – 5 grants

Call 2014: (50)22 applications – 9 grants

*Project ideas openly presented on website*

*Help offered in trying to find suitable partner*



## **Efforts to match industry with university**

*What did we experience?*

- Academia usual the one searching (lack of experience, underestimate the proces)
- Companies often have preferred partner(s) in academia
- Cash requirements difficult for SME
- Calls may lead to new combinations of industrial partners (opportunity for SME?)



## Continuation of FCB Topic

### JPI Healthy Diet for a Healthy Life (HDHL)

2015 Call 'Nutrition and Cognitive Functioning'

2016 Call 'Biomarkers for Nutrition and Health'

### Partnership NWO-TIFN-TKI Agri&Food

2016 'Unravelling the biology behind perceivable consumer benefits'

### NWO programmes on lifestyle coaching

including monitoring en feedback on eating behaviour

## Innovation Themes KIA 2016-2019



Consumer & Supply chain

Food & Health



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From Science to Business

## Two running projects from FCB:

*Food2Learn lessons learnt: a krill oil intervention study in healthy adolescents*

Renate H.M. De Groot  
Open University, Heerlen

Trygve Bergeland  
Akerbiomarine

*Gut microbiome and human behavior*

Alejandro Arias Vásquez  
Donders Institute for Brain, Cognition and Behaviour, Nijmegen