

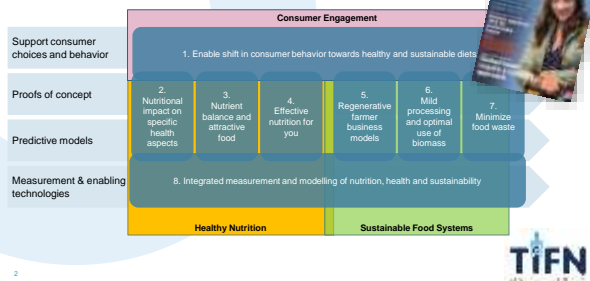


Emotie, sleutel naar de consument:
Hoe maken consumenten gezonde en duurzame keuzes

AgrifoodTop Symposium,
 6 juni 2018
 Dr. Ronald Visschers
 Managing Director



Eight innovation challenges for TiFN



“Free” Choice of Food is Not so Easy!

when you try to combine healthy and sustainable choices:



- Are E-numbered ingredients good or bad for you?
- Is eating more protein good for my health?
- Should I eat less salt and sugar?
- Are biologically grown veggies more sustainable than their green-house counterparts?
- Can I prevent a flu-infection with a good diet?
- Will there be enough food in 2050?



WHO DO YOU ASK FOR ADVICE?

- The Grocer?
- Your Parents?
- The Voedingscentrum?
- Your personal trainer?
- The food scientist?
- Your Neighbour?
- Your Doctor?
- A food-blogger?
- A reporter/journalist that writes a book about food?
- The teacher at school?



- The truth is: We don't know who to turn to for advice on healthy and sustainable food
- It's hard to combine good citizenship with day-to-day food choices
- This leads to confusion and indifference

Citizens ≠ Consumers

Continued in SFI Session



BACK TO EMOTION

How and when do emotions influence our feeding behavior?

- **The intention - Behaviour Gap?**
 - I want to start eating more fiber tomorrow
- **Indulgence**
 - I worked so hard, I deserve a nice treat....
- **Compensating behaviour?**
 - I already have 2 low fat items in my fridge, I can take a full fat version now...



Examples: How to measure and quantify emotions

The origin of Food Disgust (Walging)

- **Basic Emotion and Instinctual Reflex**
- **Lowering of Heart Rate**
- **Activity of Insula**
- **Gaping, Raising of the upper lip, tongue extension**



Jan Koch, Jan Willem Bolderdijk, Koert van Ittersum



Examples: How to evoke emotions in a relevant setting: Sessie Productontwikkeling met oog voor emotie



Mixed Feelings, Mixed Baskets: How Shopping Emotions Drive the Healthiness of Shopping Baskets
By *Julia Koch, RUG*

Measuring Temporal Dynamics of food-evoked emotions
By *Roelien van Bommel, RUG*

The subjective value of popularity: A neural account of how product popularity influences behaviour with a quality and social focus
By *Robert Goedegebure, WUR*



UP Next:

Food-evoked emotions: How to measure and model them and what do they add to liking?

dr. Gerry Jager
Wageningen University & Research

The role of context in consumers' responses

dr. Betina Piqueras Fiszman,
dr. Wageningen University & Research



in Parallel session



Mindless or Mindful Choices?

Healthy nutrition and sustainable food production need social innovation to be successful!

