



<b>PPP Project Annual Report 2017</b>	
	perspective to the table
Roadmap/Umbrella	Consument & Keten Voeding & Gezondheid
Executive knowledge institution(s)	Wageningen University and Research, Department Human Nutrition and Health
Research project leader (name + e-mail address)	Pieter van 't Veer Pietervantveer@wur.nl
Coordinator (on behalf of private parties)	Greet Van der Heyden, Expert Alpro
Start date	01-08-2018
End date	31-07-2021

<b>Approval coordinator/consortium</b>	
The coordinator has assessed the annual report on behalf of the consortium:	<input type="checkbox"/> approved The report was send to Greet vanderHeyden. We are still waiting for her response <input type="checkbox"/> rejected
Possible feedback on the annual report:	

<b>Short content description/aim PPS</b>
<p>Objectives of this project:</p> <ol style="list-style-type: none"> <li>1) To evaluate the sensory profiles (taste intensities, taste variety) of foods that fit into a Healthy &amp; Sustainable diets, based on a recent extensive sensory database including ~625 foods, from different food categories, such as meat, dairy and vegetable based products, covering about 90% of the energy consumed in the Dutch population</li> <li>2) Create insights into consumer's preferences, food choice behaviour and underlying motivations by studying consumers' explicit and implicit associations with healthy and sustainable diets.</li> <li>3) Ensure access and exploitation of high quality data for this project by creating a database using a Linked Open Data approach with methods (e.g. Rapid Ontology Creation +) and ontologies (e.g. OM and Food Taxonomy) which enables i) reuse of data on indicators of H&amp;S diets and ii) extend with novel indicators of H&amp;S diets such as sensory characteristics.</li> </ol>

<b>Planning and progress</b>	
Is the PPP going according to plan? <sup>1</sup>	Yes.
Have there been changes in the consortium/project partners?	No, but there is still a need to find additional partners. The Industrial Advisory Board of the "GroentenFruitHuis" decided not to become a partner (nov 2017). Since Jan 2018, partnership is being discussed with members of the Green Protein Alliance. In addition, another private party has shown potential interest to contribute to objective 3.

<sup>1</sup> If applicable, use the explanation from the financial project report

Is there a delay and/or deferred delivery date?	As the project started 1 <sup>st</sup> of August 2017, all deliverables will be rescheduled accordingly, i.e. by about 6 months.
Are there any substantive bottlenecks? Provide a brief description	-
Are there any deviations from the projected budget?	No. In case additional partners are not found, an option would be to skip objective 3; this would not seriously affect the scientific core-content of the project (objective 1 and 2).
Do you expect a patent application to arise from this PPP?	No

Current summary of the project for the website Kennisonline
<p>Shifting towards a more sustainable food consumption pattern could be an important strategy in reaching environmental goals. Reduced intakes of animal-based products may pose nutritional challenges for some key nutrients. To come to a better understanding of the synergies and trade-offs for healthy and sustainable (H&amp;S) diets for both sustainability and health factors, a more complete characterization of H&amp;S diets is needed. Hence, the concept of sustainable nutrition needs to be expanded by including consumer perspectives. The consumer perspective on H&amp;S diets is largely lacking and tends to focus on environmental and price factors, whereas knowledge on sensory characteristics, preferences and consumers' affinity with H&amp;S diets remains limited.</p> <p>Therefore, this project aims to develop new strategies to adopt more H&amp;S diets, while taking into account consumer's acceptability and preferences. This project will review existing literature on consumer attitudes towards H&amp;S diets, will give a description of sensory profiles of the current diet and a H&amp;S diet, and an assessment of the explicit and implicit associations consumers have with H&amp;S diets. Novel insights into consumer preferences and food choice behaviour and underlying motivations are key to develop new strategies to increase more sustainable and healthier food consumption patterns that are in line with consumer preferences and expectancies.</p>

<b>Highlights:</b>
<p>The project started in August 2017. In these initial period, the strategy for writing a review on psycho-social determinants of healthy and sustainable diets (D1) has been explored and discussed with private partners; the review has now been scheduled for Q4 2018. Second, a data analysis plan has been drafted to analyse the sensory profiles of dietary patterns (D3: Description of sensory characteristics of habitual and H&amp;S diets); this work is scheduled for 2018.</p>

<b>Number of delivered products in 2016</b>			
Academic articles	Reports	Articles in journals	Introductions/workshops
0	0	0	0