

VEGGIEAT NOTES Lyon, 21st April 2015

1.0 IN ATTENDANCE

Steering Committee Members in Attendance	Institution
Professor Heather Hartwell	Professor, Bournemouth University, UK
Professor F. J. Armando Perez-Cueto	Associate Professor of Public Health Nutrition, Department of Development and Planning, Copenhagen University, Denmark
Professor Erminio Monteleone	Sensory Food Science Professor and Head of the Sensory Unit at GESAAF, University of Firenze, Italy
Dr Agnes Giboreau	Research Director, Centre De Recherche, Institute Paul Bocuse, France
Dr Laurence Depezay	Bonduelle, France
Advisory Committee Members in Attendance	Institution
Professor John S. A. Edwards	Professor of Foodservice, Bournemouth University, UK
Professor Bent E Mikklesen	Head of the voluntary EU School Fruit Scheme, Aalborg University, Denmark
Dr Gitte Laub Hansen	Project Manager, Prevention and Documentation, Danish Cancer Society, Denmark
Other Participants in Attendance	Institution
Laura Serrão	EU Officer Coordinator
Dr Frederica Rossi	EU External Evaluator
Professor Ann Hemingway	Professor, Bournemouth University, UK
Dr Katherine Appleton	Associate Professor, Bournemouth University, UK
Dr Ann Bevan	Senior Lecture, Bournemouth University, UK
Ms Carmen Martins	Project Administrator, Bournemouth University, UK
Dr David Morizet	Consumer Science, Bonduelle, France
Dr Laure Saulais	Centre De Recherche, Institute Paul Bocuse, France
Ms Estelle Petit	Centre De Recherche, Institute Paul Bocuse, France
Ms Laura Guérin	Centre De Recherche, Institute Paul Bocuse, France
Ms Olga Melique	Administrator, Centre De Recherche, Institute Paul Bocuse, France
Dr Caterina Dinnella	University of Firenze, Italy
Ms Camila Masi	PhD Student, University of Firenze, Italy
Ms Serena Trapani	PhD Student, University of Firenze, Italy

2.0 APOLOGIES FOR ABSENCE

Apology for absence was received from Dr Lucas Noldus.

3.0 WELCOME AND INTRODUCTION

Professor Heather Hartwell (HH) from Bournemouth University (BU) welcomed the EU project officer and the EU Evaluator, to Lyon and shared that she's pleased that they could attend the mid-term review meeting. Further, HH presented the agenda items for this meeting and asked the partners and advisory board to introduce themselves around the table.

Laura Serrão from the Research Executive Agency proceeded with a short introduction of the agenda items, explaining the evaluation process and the importance of having all the secondees together to talk about their experience during secondments.

4.0 COORDINATORS REPORT

HH started the presentation by introducing the uniqueness of the project, thanking Bonduelle for bringing credibility and Institute Paul Bocuse (IPB) as a centre of excellence for food research, as both partners from industry. HH also thanked Dr Agnes Giboreau for the hospitality of hosting this mid-term review meeting.

HH explained to the coordinator that the project in the initiation stages was partner with Aalborg University, where Professor Armando Perez-Cueto (AP-C) was Associate Professor. Then, AP-C moved to Copenhagen University and because of his expertise is vital for the project; the partners decided that VeggiEAT could move to Copenhagen University.

HH then gave an outline of how the project started by explaining that it reflects a key EU policy objective, which is to look at the societal challenges that are affecting public health, e.g. obesity, diabetes, etc., and their association with food consumption. By focussing on the vegetable intake of school children and the elderly, the project would seek to identify how it may be possible to make a difference to public health, not just from a theoretical point of view, but also through the implementation of policies, food development and education. The **VeggiEAT** project addresses the scientific challenge in respect of three key themes: project sensory analysis and consumer perception; recipe development; and consumer behaviour. Sensory aspects of liking and acceptability are very important and this knowledge will then be used to develop recipes for young and old - and take the recipes to a real life situation, in order to understand if the setting influences consumers eating habits- from there the project will be able to make recommendations for practice and make a difference regarding the foodservice industry.

HH proceeded with an outline of the planned Work Packages and their PI's.

Introducing work package seven (WP7), HH explained the dissemination process of the project that started with the implementation of the website, a banner, social media and pens that are used as project promotion. Further as the project is running, BU and UniFi developed two videos uploaded to the YouTube Channel and later on the website. The project is also being disseminated during conferences and events, as well as research festivals. Further the evaluator complimented the efforts of the team regarding the dissemination activities and the impact of the project.

a) Scientific

HH invited Dr David Morizet (DM) and Professor Erminio Monteleone (EM) to present Work Package two (WP2). DM thanked the partners for their collaboration to WP2 regarding data collection. DM started the presentation by sharing the WP state of art. The objective of WP2 is to better understand consumer perception and liking for the vegetable sensory variations according to their characteristics. EM proceeded to present the descriptive analysis for peas and sweet corn as well as a perceptual map with results for free sorting. DM and EM continued the presentation explaining the data results from Italy and France and statistical techniques (free sorting, word cloud and principal component regression).

Further the project is expected to be disseminated at the following conferences: ICCAS 2015 USA; PangBorn 2015; Goteborg, FENS 2015, Berlin; and Eurosense, 2016 Dijon.

HH thanked both DM and EM for their brief presentation regarding WP2 and for the efforts analysing the results. Dr Laure Saulais (LS) proceeded to present the results already achieved for WP3 by IPB and all the secondees.

LS presented the major differences and challenges between countries in terms of settings and the composition of the meal, including all the criteria during the development of recipes and dishes suitable for all four countries. LS explained the process that IPB used to develop the recipes with input from the secondees: AP-C and EM – during a co-creation workshop with the students.

The students developed recipes based on the target group and the criteria, with the advice of the leading chef of IPB. Then thirteen recipes were evaluated by a panel of experts, leading to a final sample:

- Pea and Pesto Pie;
- Vegetable steak;
- Corn soup;

After the tasting, the second year students suggested improvements into new directions: nutrition, acceptability and practical implementation in food service. From there they prepared a questionnaire on consumption habits perception; they prepared the recipes and tested them. Next stage is to take the three recipes to be tested in a cultural perspective - cross county characteristics - before it goes to the field.

HH thanked LS and IPB for their input into WP3.

b) Transfer of Knowledge and Networking

Regarding the coordination point of view, HH explained the vision of the secondment as an important factor for transfer of knowledge and networking, especially with regard to early career researchers. The BU coordination team is dealing with the organization of the secondments, implementation and record keeping. Recently, the management decided to introduce the use of a professional development plan, which should be used by early career researchers to plan their secondment, encouraging them to sit with the PI's and understand what they want to achieve in a specific secondment.

Further, HH highlighted the transfer of knowledge involving all partners and researchers, explained that as part of their secondment, each researcher is gaining new knowledge – as for HH, for example, is improving professional research skills regarding sensory, thanks to the Italian team.

c) Management

As regard to the management, HH thanked the advisory board for their comments, time, effort and inputs into the project management. Regarding dissemination, the website in online, as well as the twitter and YouTube channel – the team is trying to update the website with the latest news regarding the project activity, events and conferences. Partners are participating in different kind of conferences that involve the dissemination of the project.

With regard to the financial perspective there are no major concerns.

d) Impact

HH reinforced that this project is a tight team which work well together. The secondees are working together to achieve results and collaboration is being very fruitful and very active. Secondees are developing new skills and network as much as possible to achieve major results for the project.

Collaboration between partners is achieving the expected results and PI's are managing to involve students and early career researchers into the different stages of the project.

Further, Laura Serrão asked the PI's how do they involve the students and early career researchers. EM explained that at UniFi they ask the PhD. students if they want to be involved in the project and in which stage do they want to participate. HH also explained that undergraduate students at BU wanted to get involved specifically as part of data collection. At the IPB, AG explained that they want to involve all researchers and staff equally, giving the opportunity to PhDs to be involved as secondees in the project, upgrading their career and being able to discuss their research with different academics and young researchers.

Another question also raised by the EU officer, was with regard to the recruitment of the post-doc. HH explained that the advertisement will be online on the Marie-Curie website. When it comes with selection - there will be two partners as part of the recruitment panel at Bournemouth University and Copenhagen University.

Further the EU officer asked for an update version of the Gant Chart from the secondments, which was later presented.

5.0 TOUR DE TABLE

During the tour de table, each coordinator was responsible to introduce their secondee team.

6.0 SECONDEE FEEDBACK

HH asked the secondees to talk about their experience and share their feedback while on secondment.

Bournemouth University

- Professor Ann Hemingway (AH) talked about her expertise and usefulness for the project, exploring her background in the health perspective. AH refer to her cultural and professional experience, building trust and relationship for a successful project. The language improvement it's a plus and personally is improving day by day.
- Dr Ann Bevan (AB) refers to her different background as part of the project - as a nurse. AB Interest is around preventing obesity in children, as it was one of the drivers to be part of VeggiEAT. AB says that the secondment is improving her language skills and making her see the food industry in a different perspective. She is excited to be learning from food research and taking it to public health and healthy eating in young children.
- Dr Katherine Appleton (KA) introduced herself as an established researcher that is benefiting in a personal and cultural level from her secondments, improving language skills, especially French and meeting different research colleagues in different institutions and disciplines.

Institute Paul Bocuse

- Laura Guerin (LG) a PhD student talked about her secondment experience at Bournemouth University, where she improved language skills and enjoyed the cultural research, enjoying the local food. During this period she discussed her methodology with other researchers and improved her

skills and expertise. LG enjoyed the cultural diversity and engaging with EU project dissemination, other PhD Students and attending workshops.

- Dr Laure Saulais (LS) said that VeggiEAT was the first EU project that she participated in from a management perspective and she is still learning about coordination and management, that improved while on secondment at BU. LS also learnt a lot about the importance about communication and dissemination of the project. Regarding professional skills LS revealed that the core of her research has improved, especially in choice architecture and publication skills – leadership workshops, exchange with BU researchers and the opportunity to access many data bases that are not available in France. On a personal level, travelling with all the family was a challenge in terms of organization.
- Estelle Petit (EP) talked about her two secondments experience (UniFi and BU) where she had the opportunity to develop personal and professional skills. In Italy, EP worked for WP2 during the experimentation in the sensory lab, meeting Italian consumers. While in BU, EP discussed the recipe development for WP3, exploring the students food environment and discussed with chefs English culinary recipes. Regarding personal objectives, EP improved her English skills, returned back home with more self-confidence and general it was a rich experience to improve gastronomy knowledge and lifestyle (sightseeing).

Bonduelle

- Dr David Morizet (DM) thanked for the opportunity of doing research in different countries. While in Lille he experienced receiving secondees coming from academia into industry, revealing that was a big and interesting challenge, pushing the people to think more internationally and feeling that it was a well done job. After receiving the BU team, DM went to UniFi for his secondment period where he was very well received and that revealed to have a strong impact also for the quality of the project. During the secondment period DM improved his research skills.

University of Firenze

- Camilla Masi (CM) talked about her secondment experience that revealed to be a personal opportunity to improve French and English skills. On a professional point of view, as a PhD. student, CM referred to the project as a big opportunity to improve research skills and share experience with industry on a sensory and public health perspective.
- Serena Trapani (SM) referred to her secondee experience as a good opportunity to improve professional skills, exchanging knowledge with industry, meeting other colleagues and expanding research fields. On a personal level, improving languages skills, sightseeing and cultural exchange. SM thanked the partners and EM for involving her in this research opportunity.
- Dr Caterina Dinella (CD) talked about her secondment at Bonduelle that revealed to be the perfect experience – as she was expecting a close mind and close doors from an industry point of view – and it was the opposite. CD had the opportunity to share her experience with industry and participate in a pilot testing for VeggiEAT with French young people and the opportunity to go to the industrial sensory lab, very different from the University. While in Lyon at the IPB the opportunity to work on WP3 was very good and she experienced team work.

HH thanked to all the secondees for sharing their secondment experience. Further, the EU officer, Laura Serrão conducted a private discussion session with each secondee.

7.0 OUTPUT

With regard to output, all Work packages and deliverables are in line with the timeline. Work Package two (WP2) is finished and the work project three (WP3) is three quarters of the way to finish.. Next work

package (WP) the team is going to approach is WP4. The pilot studies for WP3 will be conducted during the summer and autumn 2015 – ready to start WP4 beginning of 2016.

Dissemination will continue through events, conferences and paper submission.

Next in the agenda will be the recruitment of the post-docs for WP4 and WP5.

8.0 OPEN DISCUSSION WITH ADVISORY BOARD

Professor John Edwards (JE) introduced the advisory members, explaining the absence of Dr Lucas Noldus. From the advisory board perspective the approach is to comment, critique, suggest and advise as the project has been progressing. Last comments, from the past meeting in Florence, regarding the progress have been taken into account and the project has been developing ever since. All comments have been incorporated in a constructive way, making partners think about the aim of the research from each work package (WP). Looking at the research point of view, JE said that the amount of data produced by WP2 is absolutely superb.

Regarding the secondments, JE reflected about the knowledge transfer between academics, that should also be included as part of the secondment – as academics are not allowed to go to other academic institutions. JE advised that the knowledge exchange between academics is important for the project and for the development of further research.

JE congratulated the team and partnership for the collaboration and the work taking place from totally different groups working together. JE also thanked Professor Heather Hartwell for her magnificent management efforts.

Dr Gitte Hansen (GH) also had a small remark concerning WP3, which should be very specific when interventions are being done, making use of a theoretical framework.

Professor Bent Mikklesen (BM) agreed with all the inputs and congratulated the team for the choice architecture and choice dynamics leading to a good theoretical contribution.

Regarding JE comments about academia knowledge exchange, the EU Officer, Laura Serrão advised that this scheme doesn't provide intra sectorial secondment, although there are other funds that can provide this kind of exchange. The EU officer further suggested that there are other forms of knowledge exchange, as workshops, management meetings, internal meetings and joint discussion for publications.

HH explained that from now on, the secondments would be previously organized taking into account the activities in each organization, teamwork and face to face conversation.

9.0 AOB

As part of the meeting the partners, advisory board, EU officer and Evaluator were given the opportunity to talk about any other business (AOB).

The EU officer, Laura Serrão advised HH to add a list of publications to the report.

The evaluator, Dr Frederica Rossi thanked HH and the partners for making her part of the VeggieEAT community. The mid-term evaluation is an opportunity to access the work that has been done, focus on the main outcomes. She is pleased by the presentations, for the work developed until now and for the diversity

of the project and the personal feedback - what secondees have learned and the secondment opportunity, from a professional and personal point of view.

10.0 CONCLUSION

HH thanked all the partners, advisory board, EU officer and evaluator for their contribution and efforts and for their participation in the mid-term review.

ACTION: HH to upload ethics on the EU project platform as an attachment.
HH to add a list of publications to the report.

