

VEGGIEAT NOTES 16-17 OCTOBER 2014

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, Aalborg 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
Dr Lucas P. J. J. Noldus	Managing Director, Noldus Information Technology BV, The Netherlands
Other Participants in Attendance	Institution
Dr David Morizet	Consumer Science, Bonduelle, France
Laurits Rohden Skov	PhD Fellow, Department of Development and Planning, Aalborg University, Denmark
Camila Masi	PhD Student, University of Firenze, Italy
Caterina Dinnella	PhD, University of Firenze, Italy
Danny Ciceri	PhD Student, University of Firenze, Italy
Isabella La Viola	MSc Student, University of Firenze, Italy
Carmen Martins	Project Administrator, Bournemouth University, UK

2.0 APOLOGIES FOR ABSENCE

No apologies for absence were received as all the partners and advisory board were represented at this meeting.

3.0 WELCOME AND INTRODUCTION

Professor Heather Hartwell (HH) from Bournemouth University (BU) and Professor Erminio Monteleone (EM) from University of Firenze (UF) welcomed everyone to Florence and said that both are pleased that all the partners and advisory board could attend. Further, HH presented all the participants of the meeting and welcome Carmen Martins (CM) as the new project administrator.

4.0 APPROVAL OF MINUTES FROM THE PREVIOUS MEETING

CM has sent an email with the meeting minutes, in June 2014. The partner's present at this meeting agreed with the minutes from last June, after HH went through all of the actions points. Lucas Noldus (LN) from the advisory board alerted to the fact that they should received the meeting minutes, in order to comment and advice in some particular points.

ACTION: CM to email the meeting minutes to the Advisory Board.

5.0 MATTERS ARISING

HH took the opportunity to share with the partners that the first year report was submitted and the annual report is now available on the website for further analysis (<http://microsites.bournemouth.ac.uk/veggieat/research/reports/>). HH further notice that the EU Project Officer will be present in Lyon for the mid-term review meeting in Institut Paul Bocuse.

Regarding the meeting in Lyon, HH invited the advisory board to join (20th- 21st of April 2015) highlighting that the project officer will be happy with the presence and collaboration of all.

ACTION: HH to share with the partners the results of the First Year Report. CM to send the details of the mid-term review meeting.

6.0 SECONDMENTS

The partners were advised regarding the secondments stage. Most partners followed the planned secondments chart for each Work Package (WP). It is very important for all the partners to follow the schedule secondments for each WP and keep the project administrator posted with all the agreements and timesheets. According to the available chart, Bournemouth Univeristy has completed all the secondments on time and is now managing the T3 secondments. AAU is missing 1 month. IPB is missing several secondments. Bonduelle and UF on track.

HH clarified the aim of the secondments, remembering that it is important to enhance research, learn new languages, to be integrated in a new team and research activities outside the university. To be on secondment is more than data collection - is teamwork and learning. A secondee on secondment should integrate a new team, mix and match activities and learn from them.

CM proceeded with a brief presentation of dropbox and how to organize and share the secondments documents. Some partners have concerns about their institutions policies and dropbox, although this will only be used to share timesheets and agreements, facilitating the communication between Bournemouth Univeristy and the partners.

HH shared some concerns regarding the management perspective of secondments. Bournemouth Univeristy as the management partner needs to have access to the secondments agreements, timesheets and to know where the secondees are and when are they on secondment. For that reason the VeggieEAT dropbox was created to facilitate the files sharing between secondees and BU.

LN from the Advisory Board, suggested that the partners and advisory board could have access to some files inside the website and that it should not be shared on dropbox due to security reasons. As CM does not have permission and access to programme the website, it was agreed to discuss this issue with the IT.

HH highlighted the importance of these documents, as they need to be submitted to the EU Office as legal proof document.

Further advices regarding secondments:

- Individuals can decide when it is most convenient for them to go on secondment, within the requirements for each WP, the dates must be agreed with the host institution.
- A secondment is physically moving to a different country.
- A secondment is to give space to develop each secondee as a researcher - it's all about personal development.
- Secondments would be considered and planned one project year at a time.
- Synchronising the secondments will help the discussions regarding how the WPs will take shape.
- All activities should be described on the timesheet, as well as the hours.

ACTION: CM to talk with IT service at BU and find a solution to share the secondments documents. All partners to address Budget questions to Philip Leahy-Harland (pharland@bournemouth.ac.uk). CM to share the secondment spread sheet with the partners.

7.0 WORK PACKAGE 1,2,3,4 REVIEW

Each WP leader then made a presentation, firstly introducing their institution and then giving an outline of how they would achieve the deliverables of the project. This was followed by a question and answer session. Each WP leader should send copies of the PowerPoint presentations.

→ WP1: "Management" – BU

HH reported on the WP1 deliverables successful achievements. Regarding D.1.1. – the website is online for the past months; D.1.2. – Minutes from the kick off meeting were sent to partners and are now on the website; D.1.3. – Annual Project Report was submitted and is now online and available on the website for further analysis. In addition to this deliverables WP1 created a promotional brochure, a Twitter account (with the collaboration of Bonduelle), a YouTube account and a series of dissemination events, such as the Marie Curies Ambassadors day, the Festival of Learning and the ESRC – Festival of Social Sciences, day in school.

HH encouraged all partners to share press releases and news to be updated to the website, also as part of dissemination. HH also congratulated Laurence for her efforts on the dissemination process.

With no further questions the meeting proceeded to the WP2 Presentation.

→ WP2: "Consumer perception" – Bonduelle

Dr David Morizet (DM) started the presentation by sharing the WP2 results with the partners and advisory board. Bonduelle is in the last stage of the analysis and research, waiting for a machine to be available for the instrumental analysis.

After the presentation, DM updated all the partners on the data collection overview. In France it's progressing and it has been easy to collect the data. Italy and Denmark - the process regarding data collection is working very efficiently.

EM shared UF experiences with elderly people, suggesting recruiting more young elderly people, within the range of 65-75 years old and not older than 80. Regarding the children recruitment the challenge is all about recruiting the school.

Dr Agnes Giboreau (AG) suggested sending secondees from IPB to help BU with data collection. She highlighted that it's very important to collaborate to achieve data collection objectives.

Dr Laurence Depezay (LD) observed that in France they had some problem, recruiting people, so they paid an agency to help them to recruit.

HH advise that WP2 should be finish by the end of 2014 and report it in the mid-term review next April. The Report should be sent to the Project Officer in the beginning of March 2015.

DM concluded the WP2 presentation with the results of peas and sweet corn consumer perception – teenagers were able to discriminate the sensory properties variability for peas and in less extent for sweet corn.

→ **WP3: "Pilot testing" – IPB**

AG started the WP3 presentation explaining the three deliverables: D.3.1 Select the recipe; D3.2. Check the recipe acceptance; D.3.3 Pre-test the choice architecture factors.

IPB started to work on the first task in order to select recipes – these have been achieved with literature review and national enquires in the four countries – these has been done with the help of secondees from AAU and UF.

This November and December IPB will work with trainees that will come from Denmark and Firenze for the choice architecture factors. IPB will have some recommendation and the results from D3.3. by the end of December and beginning of January.

HH advised that the first idea was that the pilot test should be tested internationally. AG highlighted that should be risky – although she agreed to search for foreign people living in Lyon.

AG passed the presentation to Caterina Dinnella (CD), showing what UF did within the secondment in Lyon - concerning the first part of activities, developing a new recipe that should be suitable and accepted in all VeggiEAT countries.

CD talked about foodscape – the setting in which VeggiEAT want to make a change. The problem/criticism was that the foodscape is different from country to country. The model used was the marketing 4 p's and adapted to the specific aim – including an additional "P". Product (dish) – include the dish in a meal and a meal in a menu; Price; Physical Environment (where the food is available – with who and where); Promotion; People (users/pupils in school and elderly).

The methodology – the source of information was from the literature review and interviews with experts in different countries. The problem was to organize the data collected, for that reason a grid was built, describing each "P" and understanding if it was suitable for each country.

Based on this information the guidelines for developing recipes were created. According to CD putting together the information was easy in order to compare each country. For each country are

recommendations and nutritional balance that should be having into account. According to results this dish should be included on a meal costing 3€ to 5€.

Prof John Edwards (JE) raised some concerns regarding the UK point of view of these results. AG highlighted that the results are opened and they might change through the project. Professor Bent Mikklesen (BM) from the advisory board said that it is important to follow the guidelines - they should be clear and based on the pre assumptions.

HH compliment the work developed in the WP3, preparing the groundwork for the next stage.

Professor Armando Perez-Cueto (AP-C) highlighted that the work happens when the secondees come to the institutions and collaborate with the industry.

→ **WP4 - AAU**

AP-C introduced WP4 deliverables: D.4.1 Strategies for food choice architecture; D.4.2 Improve vegetables consumption.

AP-C started with a quick overview of the WP4 – develop the market and achieve a systematic intelligence of sustainable eating, contributing to the wellbeing of Europeans.

It is planned that WP2/3 will provide input to WP4, for that reason AAU can not know per se, the choice architecture factors, but some ideas have arisen. So, for data collection AAU has developed a questionnaire that is valid and reliable - it needs to be sent to the partners and translated. AAU made a first attempt to evaluate – doing some tests regarding choice architecture. There is a positive effect towards vegetables consumption - this study will promote the vegetables with a control set.

HH highlighted, once again, that all the information concerning the project and the meeting should be public shared within the website.

Lucas Noldus (LN) from the advisory board, had a question regarding the consumer behaviour food choice during the setting test – AP-C said that there were some findings in the younger people.

ACTION:

- Each WP leader to send meeting presentation.
- HH to email the brochure to the partners and advisory board.
- EM to email CM with the video produced in Firenze.
- All partners to share press releases, presentations, news and pictures with CM.
- Agnes to email HH about availability - to help with data collection.
- HH to send data for analysis by beginning of March 2015.
- Armando to start working on WP4.

8.0 PAPER DEVELOPMENT

In terms of paper development, the most important and first paper to be published is a rapid and/or systematic review of vegetables associated with health – that is the context and rationale for all VeggiEAT

project. HH alerted to the fact of an existing gap in this topic. HH told the partners that there is an available fund for open access publication.

Laurits Skov (LS) started putting together a rapid review based on vegetable consumption and it needs to be finished as soon as possible. HH asked LS if he has the capacity, energy and enthusiasm to proceed with that and finish the paper – that should be submitted by January. AP-C agreed with LS to work on the paper and finish it by January 2015.

LS explained to all partners and advisory board how the paper started and the next procedures of research, he highlighted that this is a needed paper for the academic society and it will be the first output of the project.

HH congratulate LS for the initial job done to enhance this paper.

AP-C highlighted that the main recommendation is that it is necessary to separate fruit from vegetables. The next paper should be based on work with regard to food service.

ACTION: Laurits to submit the paper by January 2015.

9.0 MID-TERM REVIEW AGENDA AND EXPECTATIONS PLUS LOGISTICS

HH started by introducing the next agenda item – the mid-term review - where the EU Project Officer will attend. The meeting will take place in Lyon on April 20th and 21st and the actual meeting day will be on Tuesday 21st. The aim is to the team to meet in the 20th afternoon to go through the agenda and understand what is to be expected from them. All the secondees and PI's should be present on the meeting. It is not a requirement to the advisory board to be present at this meeting, although they were formally invited by the project. BM and Gitte Hansen (GH) asked for some guidances regarding the mid-term review meeting, in order to be aware of the main topics. It was agreed that Professor John Edwards would be the chair of the advisory board at the mid-term review meeting.

Further discussion regarding the advisory board role was conducted.

Regarding the annual report - it has been submitted to the EU online platform and before the mid-term review HH needs to send a new report to the EU Office, with the results of WP2 and the plan for WP3. The secondments from October 2014 to April 2015 need to be submitted as well as all the activities regarding PhD courses and other workshops. It also needs to be reported that BU is running the Marie Curie ambassador day as part of ESRC festival of social sciences, on November 3rd - it is featured on the ESRC and VeggiEAT website and will be covered by UK media.

HH shared the agenda with the partners and advisory board and asked the team to look through it for the mid-term review. The project officer (Laura) will start with a 10 minute presentation, following HH with the report regarding the WP's, and what the project have achieved until this point. It is also important and necessary to talk about the secondments and their transfer of knowledge, dissemination and management.

After this report, each PI will introduce their secondees within the project. Each secondee will have 5 minutes to talk about their experiences, their work and role on the project but most important how is this project helping the secondees develop their career and their network.

Further discussion about the time for presentations was conducted. HH emphasized that this is a Marie Curie project and is about people and the secondees are very important for this project, helping early career researchers to develop. It was agreed that, regarding the number of people, each secondee would have 5-10 minutes for a small presentation.

After the presentations, the Project Officer will proceed with questions and to finalize the meeting open discussion.

ACTION: Agnes to organize the meeting facilities in Lyon. HH to send the mid-term review agenda to the advisory board. CM to send the details of the mid-term review meeting. All partners to refresh their knowledge on the BID documentation.

10.0 PRESS CAPTURE

The press capture is a very important item for dissemination. By the end of each year the report needs to contain a press capture from each country, for dissemination purposes. The UK and France have already captured some press. Information regarding Italy and Denmark is still missing.

ACTION: All partners to email CM with press capture. CM to build a spread sheet with press capture in each country.

11.0 WEBSITE REVIEW

Regarding the website, HH advised the partners to send all kind of news, presentations and pictures related to the project, to help with dissemination. The website needs to be updated and used by all the partners with news and fresh content.

EM was concerned regarding the password access to partner's only page on the website. It was agreed that CM would email all the partners with the password. Once again, the topic regarding the files sharing was discussed.

LS and AP-C are happy to collaborate regarding new contents for the website, with news and pictures – from external lectures and presentations related to VeggiEAT. AG will be happy to collaborate with some news. HH thanked all for the comments.

ACTION: All partners to share news, pictures with CM to be uploaded to the website and twitter feed. CM to do an annual report regarding SEO. CM to email the password to the "Partner's only" page. All partners to email CM with Bio's to the website.

12.0 CONFERENCE FEEDBACK

HH introduced the agenda item, reflecting the two last conferences where VeggiEAT was presented.

a. Eurosense

DM shared is experience in Eurosense with more than 600 people. Most academics were very interested in the presentation and overall it was a good experience.

b. EuroChrie

HH shared her experience in Dubai, during EuroChrie, where VeggiEAT work reached the hospitality academic community – HH goal for the next few years is to take VeggiEAT to this community. EuroChrie, as the biggest hospitality conference in Europe and will help with dissemination. Further, HH shared with the team that she was asked to run a food theme through EuroChrie, next

October – as it will be a good opportunity to talk about the development of the project. The next event will take place in Manchester in 2015.

c. ICCAS

The International Conference for Culinary Arts and Sciences – this conference started in BU by Professor John Edwards in 1998. This is a unique conference that joins foodservice, culinary arts and science. It's run every two years around the globe and this June 2015 will take place in Montclair, USA. VeggiEAT will be shown quite strongly in June 2015. HH extended the invitation to all partners to come to Montclair and present their work on VeggiEAT. JE highlighted that the aim of this conference is to make people from different industries to network and exchange ideas. AP-C reflected that with the results from WP2 and some findings from WP4 it is possible to submit an abstract by January. Gitte highlighted that it's a great opportunity for the secondees to talk about their research and how they are progressing within the project.

d. Nutrition 2014

AP-C will be presenting at the 3rd World Congress of Public Health Nutrition in Las Palmas, Gran Canaria, Spain – with the support of LN, Noldus company – between the 9th and 12th of November 2014.

ACTION: HH to send the ICCAS organizer (cc the PIs), suggesting having a session of VeggiEAT, with a panel discussion.

13.0 RECRUITMENT POST-DOCS

Within this project it is possible to recruit two full-time post-docs for one-year role. One of the post-docs will be attached to BU and the other one to AAU. According to the Bid, BU will need help from the post-doc regarding WP4 data collection. Also AP-C, in AAU will need help with WP4. The question that arises is: when do the PI's feel that these post-docs should be recruited.

The role should be posted on the Marie Curie website and it will take 2 months for applications and interviews. For timing point of view it is necessary to think when the advertisement should be published. BU will need the post-doc for the beginning of WP4 and AAU towards the end. From a BU perspective, the fieldwork should start late 2015, when the pilot finishes – December 2015.

The post-doc does not go on secondments; they are employed by the each university to work as a post-doc on a project. Regarding AAU, the post-doc will work with WP4 and WP5.

The dates for post-doc recruitment were agreed with all the partners:

- BU – September 2015 – September 2016
- AAU – March 2016 – March 2017

AG revealed her concerns about both post-docs roles within the project and WPs. HH explained that post-docs will be based in UK and Denmark as their recruiters, but they will exchange knowledge with the partners.

AG asked if the post-doc will be attached scientifically to BU and AAU; HH explained that the post-docs "belong" to the project and they will come to the management meetings and the WP leader will manage them.

If WP4 will start earlier 2016, the post-doc will be able to help with WP3 and WP4.

ACTION: HH to send the post-doc job description.

14.0 AOB (ANY OTHER BUSINESS)

Regarding the AOB, AP-C raised the concern about moving the project to a new institution. HH congratulated Professor Armando on his new position and agreed to move the project to Copenhagen University. As for the EU it's needed to have an agreement from the partners, the VeggiEAT Pls Board agreed to move the project from Aalborg University to Copenhagen University, alongside with AP-C.

Now the process of moving the money and agreements needs to start and AAU needs to release the project to Copenhagen University. Also a new collaboration agreement needs to be signed by all the partners, once again.

AP-C gave CM a hard copy of the actual collaboration agreement and sent an electronic copy to all the partners, on the 30th of September.

ACTION: Armando to facilitate the moving between the two parties. CM to give Paul Lynch the collaboration agreement.

Professor John Edwards:

Kindly gave regards to the progression of the specific WPs. JE highlighted that the secondments are going on the right path and the amount of discussion is impressive as they are working extremely well. JE referred to a specific weakness of the system regarding the exchange between universities. If universities could go to universities that would help each other out and could be very helpful for the progress of the project.

What it comes to the project itself, JE advised that the priority of this project is not only the secondments but also the research and the results of the research. Regarding WP2 it's important for partners to act and reach the subject numbers. WP3 and WP4 is impressive with the progress that has been made and the ideas that came out.

To finalize JE highlighted the importance of paper publications – as peer review it's very important to get this accepted by academia.

AG started her comments regarding the research that needs to be done, in order to improve the project – giving regards on the actual results from WP2.

DM said that he look forward to see all the data collected and achieve the final results on 4 different countries. He highlighted that this project also benefits Bonduelle products and services, developing further research. DM further recommended to the receiving organizations to prepare and organize the secondment, putting a timetable together, identifying any workshops and send all the necessary information to all secondees.

To finalize, DM thanked the Italian team and HH for the organization.

BM, thanked HH and UF for the invitation and added some comments regarding the research infrastructure, agreeing with JE with the exchange between universities, as the purpose of the project is to facilitate mobility and exchange to further develop of research. BM also advised that the documents should be shared with the advisory board and needs/questions should be arising for further feedback.

GH thanked HH for the invitation and also to clarify the role of the Advisory Board within the project. GH also agreed with the comments made by JE and she will further address her comments of each WP to the respective PI's.

This project is about developing junior researchers, for that reason, GM suggested to have an emphasis regarding competencies that need to be developed – this will give the secondees an opportunity to reflect on their learning development – maybe a blog or a forum where the secondees from different countries could share and reflect their work. In order for this to be shared with the EU commission there is a need to have a process on the reflections of being a secondee and situation where all individuals address this knowledge.

HH thanked GH for the comments and suggestions and agreed with all the points mentioned. Further HH asked secondees if they were happy with this situation. GM added that they also need to communicate with each other and with their PI's.

To finalize, GH commented on the variety of competencies from the partners and how they can migrate within the secondees and the partners involved. The good progress of the project was also a point of discussion, congratulating all the WP leaders.

LN was impressed by the project evolution and the way that HH is coordinating it. There are some challenges - as the recruitment of volunteers for data collection – although LN was convinced that these challenges will be solved. Furthermore, LN also highlighted that it would be nice to know more about the experiences of the secondees and have their feedback.

LN expressed that he is also happy with the progress from a scientific point of view – both WP2 and WP3 - being available to provide more support whenever needed, providing tools and equipment used by his company. LN also highlighted that he is very happy with the dissemination and the website. Further recommendations are related to the Advisory Board access to documents.

To finalize LN thanked EM to host the meeting and for the excellent facilities.

EM thanked all the partners and advisory board for coming, emphasizing that UF is very committed to accomplish their WP tasks. EM highlighted that this project is very useful to link people and create new opportunities.

CM expressed her gratitude for getting to meet all the VeggieEAT team, also taking HH for giving her the opportunity to be involved on this project. Further, she advised the partners to email her regarding any support related to secondments, timesheets, agreements and social media.

CD thanked for the opportunity to have this meeting in UF, also to meet some of the partners personally. She highlighted that this meeting was very useful from a professional point of view.

LD thanked UF for hosting these two meeting days and for coordination. According to LD research, results and secondments are the most important points to retain.

LD agreed with David's point of view from Bonduelle's evolution of research and collaboration. This project is an opportunity for Bonduelle to have new collaborations and at the moment it was decided to have Isabella La Viola, from UF, as an intern. The internship will start next year in France and she will work with another project.

LD agreed that it would be nice that exchanges could also happen between companies. It should be great to have more time for operational and scientific purposes within the advisory board - if possible in another place outside the partners meeting, to improve methodologies.

The objective for academics is publication in high impact factor journals and for companies is to sell products and the added value is when companies have profit, so with that it is important to remind that with research companies will also improve and sell more products. LD finalized saying that she is pleased to be in UF, also on secondment with the Italian team and it's very interesting to learn and work together.

Isabella La Viola thanked all the team for the participation on the meeting and for the development of this project. She also thanked DM and LD for giving her the opportunity to do an internship - a wonderful outcome, according to HH that also congratulated Isabella on her achievement.

Camilla Masi thanked all the team that came to UF and for the opportunity to be part of the project, also from a PhD student point of view, to network with different people from different countries and also from different research fields.

Danny Clicerì thanked all the partners for their visit to Florence. Regarding the project he highlighted his young researcher point of view, as he is very happy for this opportunity to do research and enhance the future of research.

15.0 CONCLUSION

HH thanked all the partners and advisory board for their time and contribution to the two days and for their participation in the project and wished everyone a safe journey home.

