Food Matters Live

› Putting true personalised dietary advice into practice
  › London, 18th of November, 2015

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Presentation overview

- TNO in one slide
- Health and healthy nutrition
- Personalized nutrition in practice; Convergences
  1. Nutritional sciences, technology, behavioral sciences
  2. Stakeholders in the value chain

- Conclusions
TNO’s position in innovation

- Demand or Opportunity
- Production preparation → Trials Tests → Production Sales

Aspects:
- Technical aspects
- Regulatory aspects
- Commercial aspects

TNO

Universities

Company and/or manufacturer
Is X healthy?

‘It depends...’
Why is it so difficult to show a health effect in nutrition intervention trials?

- Subtle and long-term effects
- Target population is healthy
- Interactions between ingredients/nutrients
- Multiple target tissues
- Multiple mechanisms
- Interindindividual variation
- Choice of reference/what is healthy?
Trends and developments

› Many ways to get good information(!) on a healthy diet

› Ample opportunities to buy (healthy) foods

› More and more personal health and food intake data
  › Do-it-yourself and wearables
Get things moving in the right direction

▸ Data → Information → Knowledge → Wisdom → Action

Direction:

▸ Combine technology with nutritional sciences and behavioral sciences!
Smart personal technology to enable short feedback loops to aid in behavioral change

Iterative process
From data to willingness to operate

- Lack of information is not(!) the problem

- How to use all that information is
  - Example: temporal discounting

- Short feedback loop, iterative individual process, small steps
Combining all actors in the whole value chain
Food Intake
I monitor what I eat quickly and easily in a non-intrusive way

Health Measurement
I measure my health status easily in a non invasive and unobtrusive manner
Big data & modeling
My data and other relevant information is securely processed to develop in-depth insights
Connected Coaching
I choose when and how to receive scientifically proven dietary and lifestyle coaching
Empowerment
I am empowered to adapt my lifestyle to feel good
Buy

I find products and services that fit my needs during each and every moment
Eat & Drink
I eat healthy tasty food tailored to my needs.
How should we play this game?

› Consumer centered
› Use the power of information
  › Do-it-yourself measurements
  › Big data
› Combine scientific disciplines and do research together!
› Think services, new value chains and business models
Conclusions

1. Personalized measurements of health and food intake will empower consumers
2. Combining nutritional sciences with technology and behavioral sciences is a good idea
3. Combining all the actors in the whole value chain will lead to new ways to interact with the consumer
   • New services will arise

Healthy products do not exist, helping consumers find their healthiest diet is the holy grail
END

Questions, feedback?