

28 October 2013 - Press release

## Launch of a new European research project at Aalborg University in Copenhagen

**Aalborg University in Copenhagen welcomed the kick-off meeting for the VeggiEAT project, financed by the European Union, in accordance with the Marie Curie cooperation plan. The project will be conducted from October 2013 to October 2017.**

We are pleased to announce the launch of a European project, whose aim will be to promote the consumption of vegetables in teenagers and senior citizens in Denmark, France, Italy and the United Kingdom.

Suitable vegetable consumption greatly contributes to a balanced diet; however, in Europe, compliance with recommendations made in terms of vegetable consumption remains poor, and further action must be taken in order to find levers for improved vegetable consumption. VeggiEAT is a combination of industrial and academic research, overseen by the University of Bournemouth in England, with the universities of Aalborg and Florence as academic partners, and Bonduelle and the Paul Bocuse Institute Research Centre as industrial/SME partners. **VeggiEAT's purpose is to develop a European modelling platform for ready-to-eat vegetables both at home and in the catering business**, by trying to understand consumer preferences (sensory analysis); elaborating recipes for use in catering; comparing how the food offer is presented in school and retirement home cafeterias.

The project's results will have a positive impact on people working in the vegetable production sector (farmers, food processors, retailers, etc.), by providing enhanced knowledge about eating habits and vegetable preferences. This industrial-academic-SME collaboration will help develop the European vegetable production sector by putting forward a constructive method for reaching European Union population objectives in terms of food.

