NuGO Short Course in Personalised Nutrition – 5-6 July 2016 in Newcastle

Abstract – Wednesday 6th July 09:00 – 10:00 Keynote Lecture

Technology for personalized nutrition

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Like in many other sectors, product diversification and individualization is also driving the food markets and services. Currently this is mainly based on food/taste preferences and enjoyment in sectors such as coffee, chocolate or beverages. The highest level of personalization is currently achieved by internet offers to compose your “own” food item such as a breakfast cereal or chocolate.

HEALTH is considered as a key market driver. When taken into the food and nutrition sector, the key question is, how health-promotion can be achieved at the level of the individual and the foods consumed. What can be predicted is that a wide range of web-based health services will become available and those will also employ numerous electronic devices that allow assessment of food intake and measurements of a variety of lifestyle parameters (exercise, sleep, leisure time) and health indicators (blood pressure and glucose, metabolite profiles etc). Whether genetics should/will be included is to be seen, but is very likely. Based on these parameters individualized dietary recommendations but also menu plans can be generated and those customized menus may be preordered in a restaurant or for home-delivery. Electronic devises will also be available as shopping guides. It can be foreseen that the entire supply of foods becomes personalized as consumers outsource this to a health and food service provider. Health insurances may be part of such services and measures of compliance may be used in adjusting individual health insurance plans. Such a system of course challenges some fundamental principles of liberal societies and it remains to be seen how societies scope with this. Personalization can not only be the highest level of possible services but will clearly also be the highest level of personal responsibility.