Nordic YoungHealth – WP4: Testing new and innovative food concepts in the out of home eating sector.
Project partners in WP4

• **Project leader:**
  Unit for Nutrition Research, Reykjavik, Iceland.

• **Project partner:**
  Nofima Mat AS, Ås, Norway

• **Potential reference groups:**
  Fast food companies in Norway and Iceland?
Unit of Nutrition Research (UNR)

Landspitali – University Hospital &
Faculty of Food Science and Nutrition, University of
Iceland
Eiriksgata 29
101 Reykjavik
Iceland
Phone Number: 00354-543-8410
Unit of Nutrition Research

- Established in September 1997
- Landspitali – University Hospital and the University of Iceland.
- UNR’s facilities are located at the Landspitali – University Hospital,
- Professor Inga Thorsdottir is the director of the Unit.
- International and Icelandic funding.
- Currently 1 professor, 1 associate prof, 1 researcher, 1 project leader and >10 master’s and PhD students
What we do...

• **Research**
  - **Nordic and international projects:** Pro Children, SEAFOODplus YOUNG, AVS, ProGreens, JobNut, Sysdiet, NordForsk’s Research Programme in Longitudinal Epidemiology, MARIFUNC, Weighty
  - **Icelandic projects:** Nutrition, nutritional problems and nutrition status during life cycle in Iceland
  - **Icelandic product development:** Children’s formula, healthier meat products, milk composition

• **Nutrient recommendations**

• **Teaching**
  - BSc, MSc and PhD students of food science, nutritional sciences, nursing, public health, physiotherapy and medicine.
Work package background

• From a health point of view high intakes of fat (SAFA), salt and sugar are not desirable.
• Are high contents in fat, salt and sugar as well as soft texture important determinants for the selection of fast food?
• Barriers included convenience, taste, unavailability and social factors (O'dea JA. 2003)
• We think fast food characteristics can be improved without decreasing taste or satisfaction.
Aims

• To identify some healthy food concepts in the out of home eating sector already on the market
• To test their acceptance in the specific user group aged 15-29 years.
• Innovative food concepts will make it easier for youth to make health conscious choices when eating outside the home.
Task 1 - preparation

• New and healthy food concepts in the out of home eating sector already on the market will be identified by investigating the Norwegian and Icelandic fast food and take-away market.

• Fast food companies will be contacted and asked for cooperation, e.g., providing prototypes for testing.
Task 2 - preparation

- Schools and universities will be approached and asked for allowance to recruit subjects for testing.
- Recruitment will be depend on inclusion criteria
- Final sample size will be based on power calculations and budget.
Task 3 - methods

- Appropriate methodology to measure subjects’ perception of taste, texture,.. and acceptance of the investigated food concepts will be selected.
- The used methodology will allow to make comparisons across countries possible, also outside the Nordic region.
- Questionnaires will be translated into Norwegian and Icelandic.
Task 4 - testing

• Acceptance of new and healthier food concepts in the specific user group aged 15-29 years will be tested and compared to the original fast food product.
  • Similar products with different composition
  • Different products
• Subjects from both Norway and Iceland will be included in the tests.
Task 5 – data work

- Data will be entered into computer software
- Statistical calculations
- Interpretation
- Discussion
- Writing
Task 6 - dissemination

• The results will be disseminated and communicated
  • communication with reference groups
  • posters
  • lectures at congresses and work shops,
  • teaching material
  • publication in a peer reviewed scientific journal
  • master thesis
  • web pages.
Deliverables and milestones

• Questionnaires in Norwegian and Icelandic, recruitment of study participants, master thesis, publication in peer reviewed scientific journal.

• **Training:** This work package gives an excellent opportunity for a student, e.g., in nutritional sciences, to do his/her Master thesis.
Thank you for your attention!