

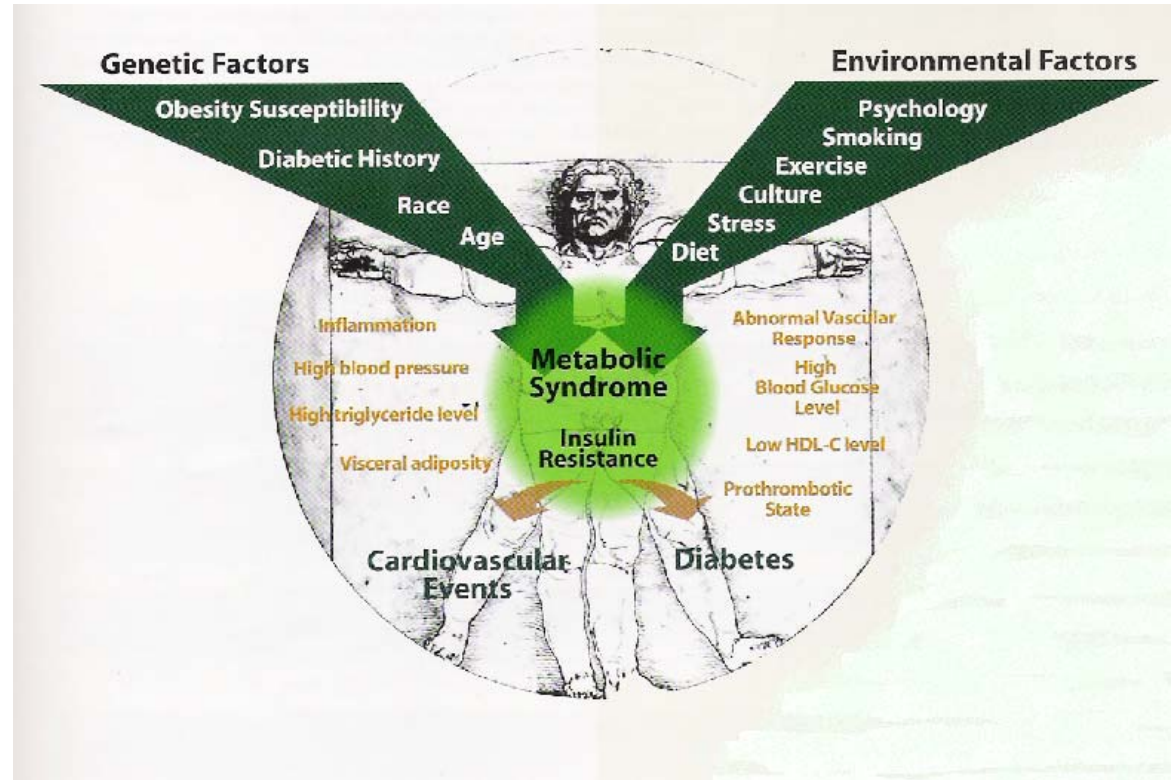


Healthy eating implications for rural development

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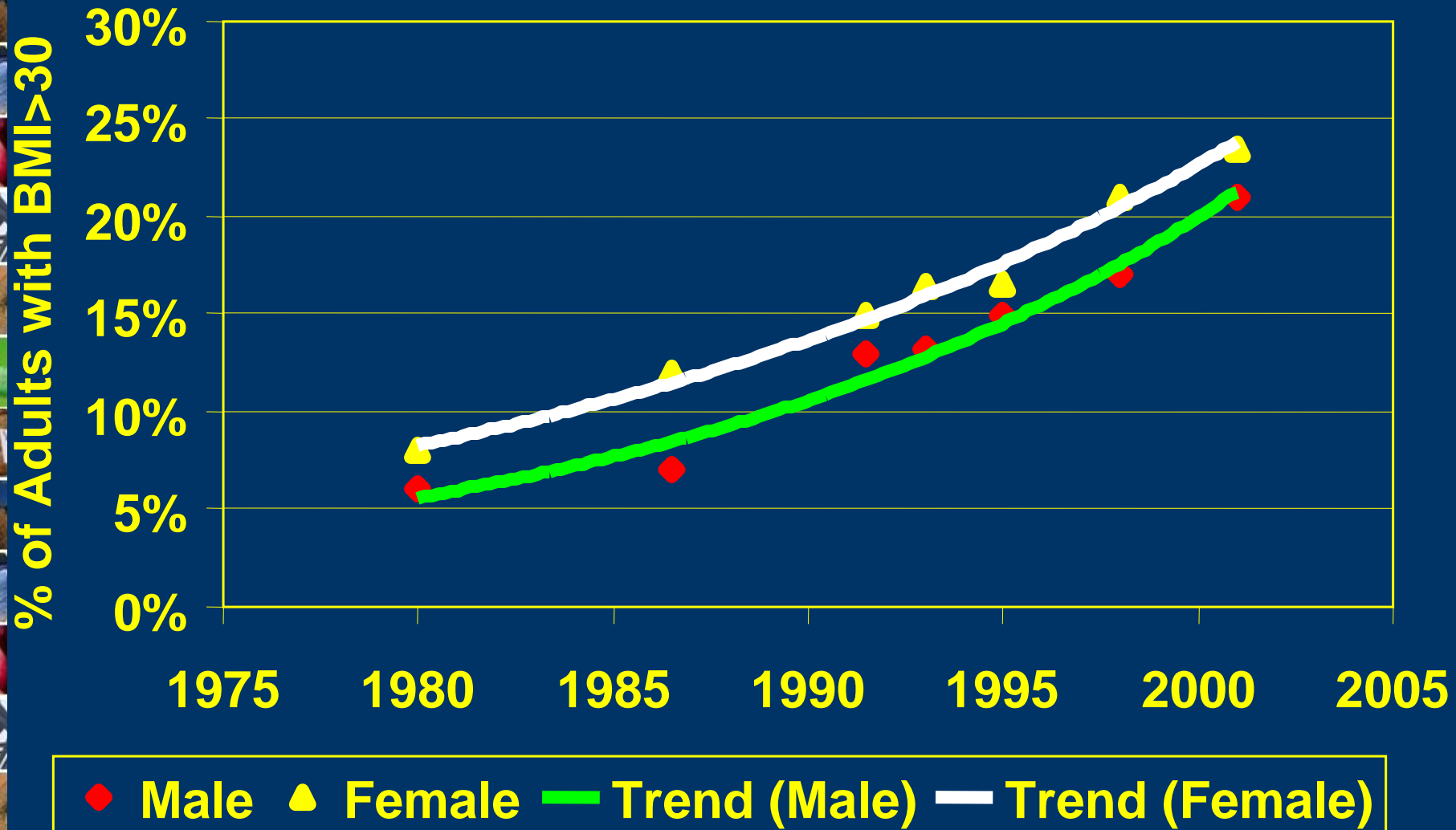
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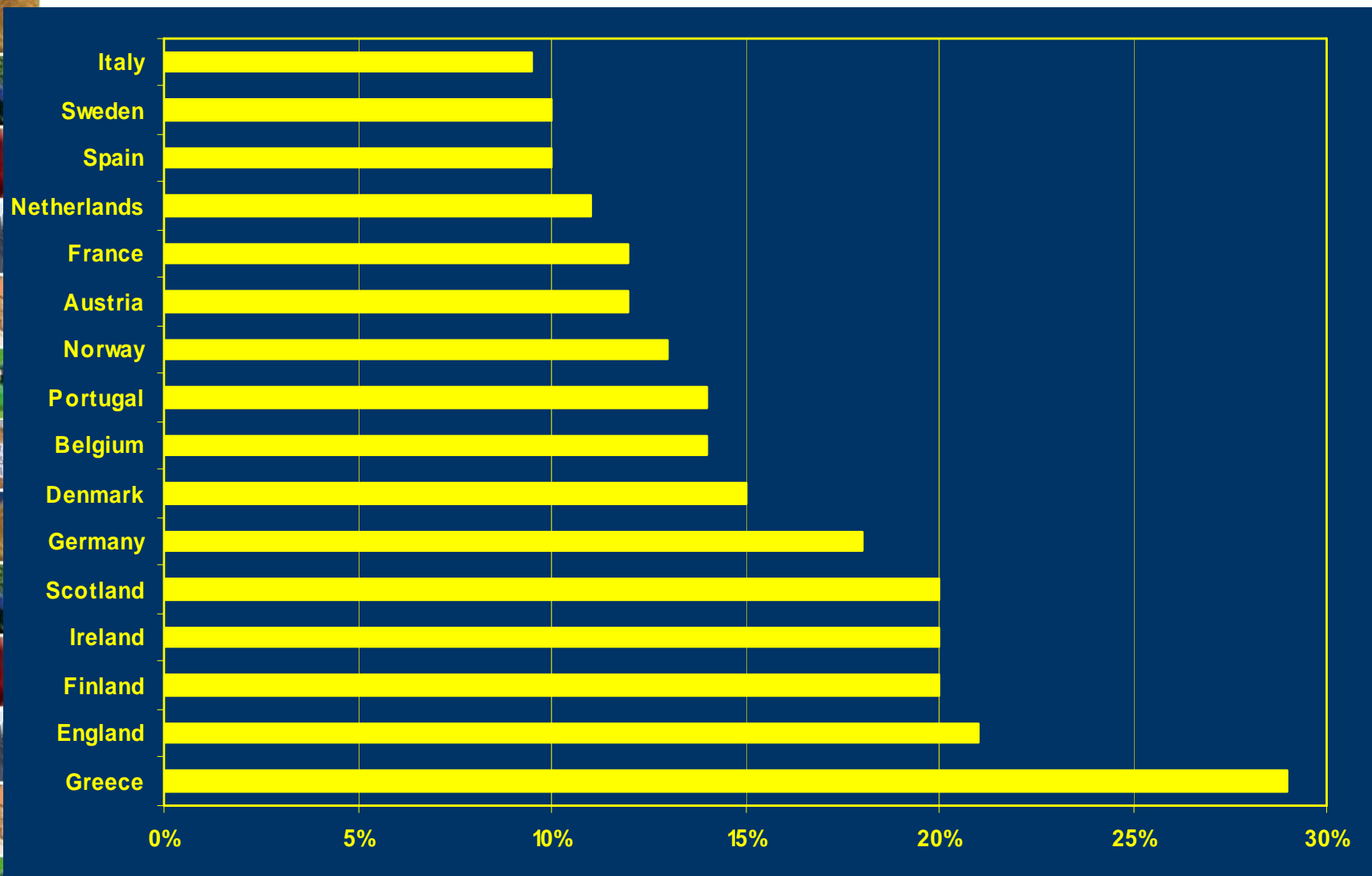
It is estimated that by 2010, some 31 million EU citizens will require treatment for the metabolic syndrome and its related complications



Increased prevalence of obesity 1980-2000

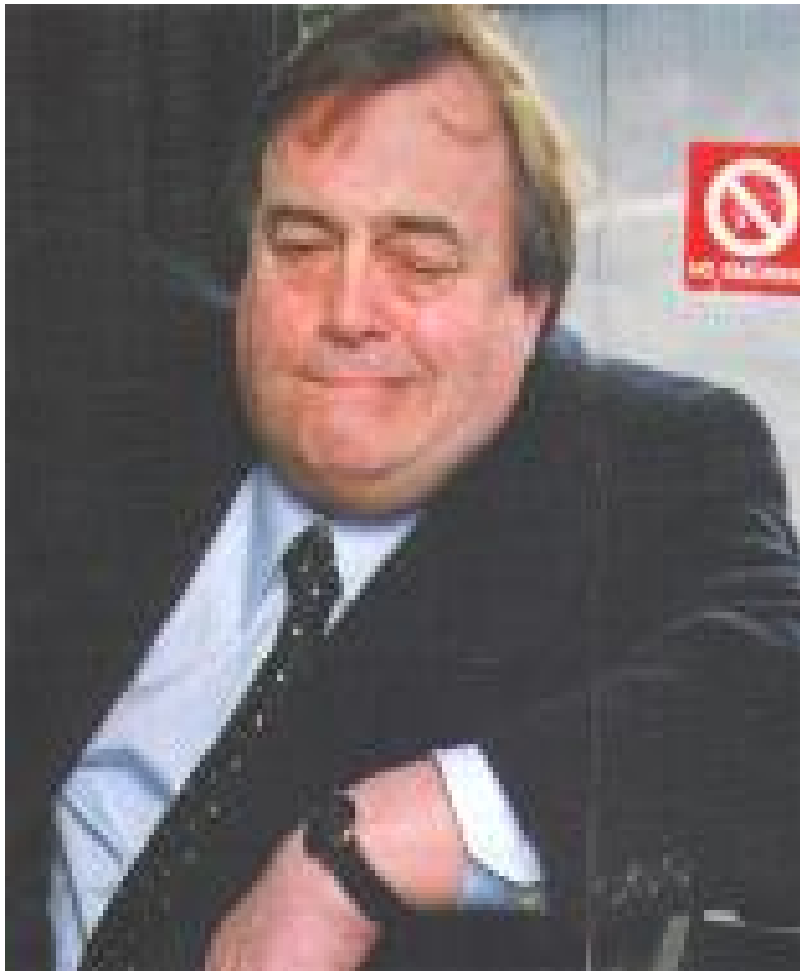


Obesity in Europe.....UK scores!





Major societal concern.....





What is a functional food?

A food which targets functions in the body, beyond adequate nutrition, in a way that improves health and well-being or reduces the risk of disease.



What is a functional food?

“These are marketed with a message of a benefit to health and sit in the murky territory between food and medicine” (The Lancet 1996. A Fat Little Earner. 347: 775-6).

Some FF examples

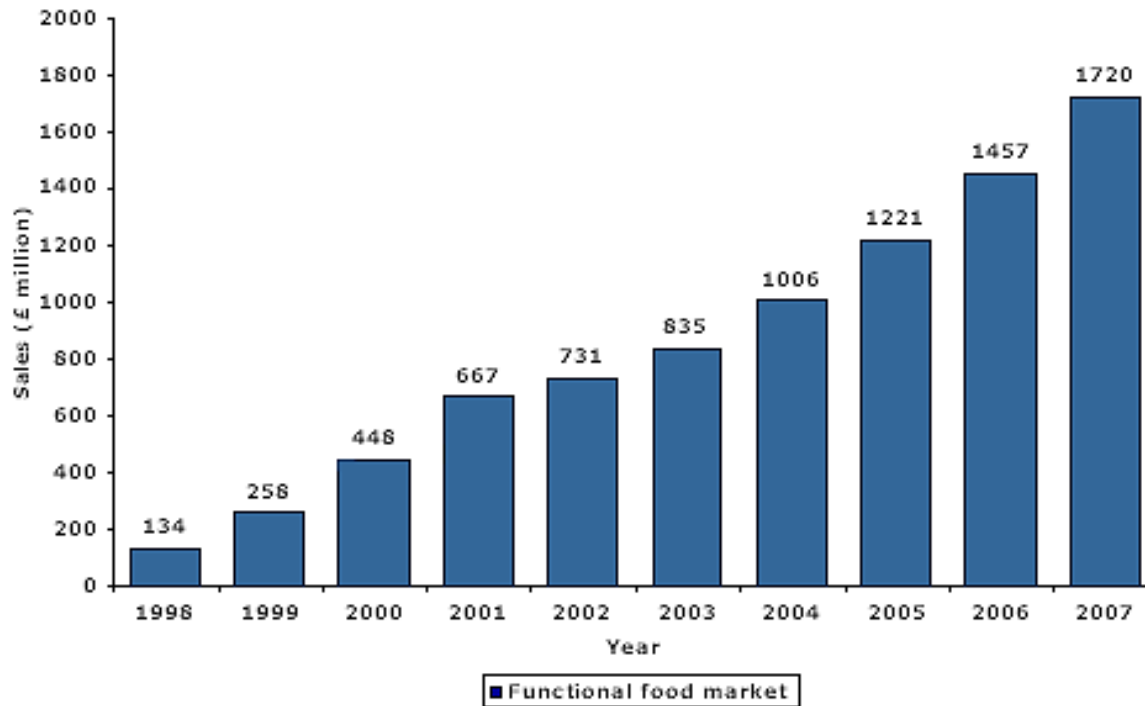


- ‘Cholesterol Busters’, ‘Immunity Boosters’
- ‘Hormone Balancers’, ‘Helps Menopause’,
- ‘Women-Only: Added Calcium ‘
- “Helps keep your gums healthy”
- “Cleans your blood”
- “Vitalises the brain”
- “Keeps your intestines fit”
- “Makes your tummy work”



Functional foods

Estimated and Forecast Market for UK Functional Food and Beverage Products 1998 to 2007 (data from IGD)





Future foodwill depend on primary producers

- High quality, health promoting foods
- Production - economic, environmental and social sustainability





What should government do?

“The role of government is to ensure that all consumers are able to exercise the right to choose a healthy diet if they wish”

Strategy for Sustainable Farming and Food, p37, Defra, 2002.



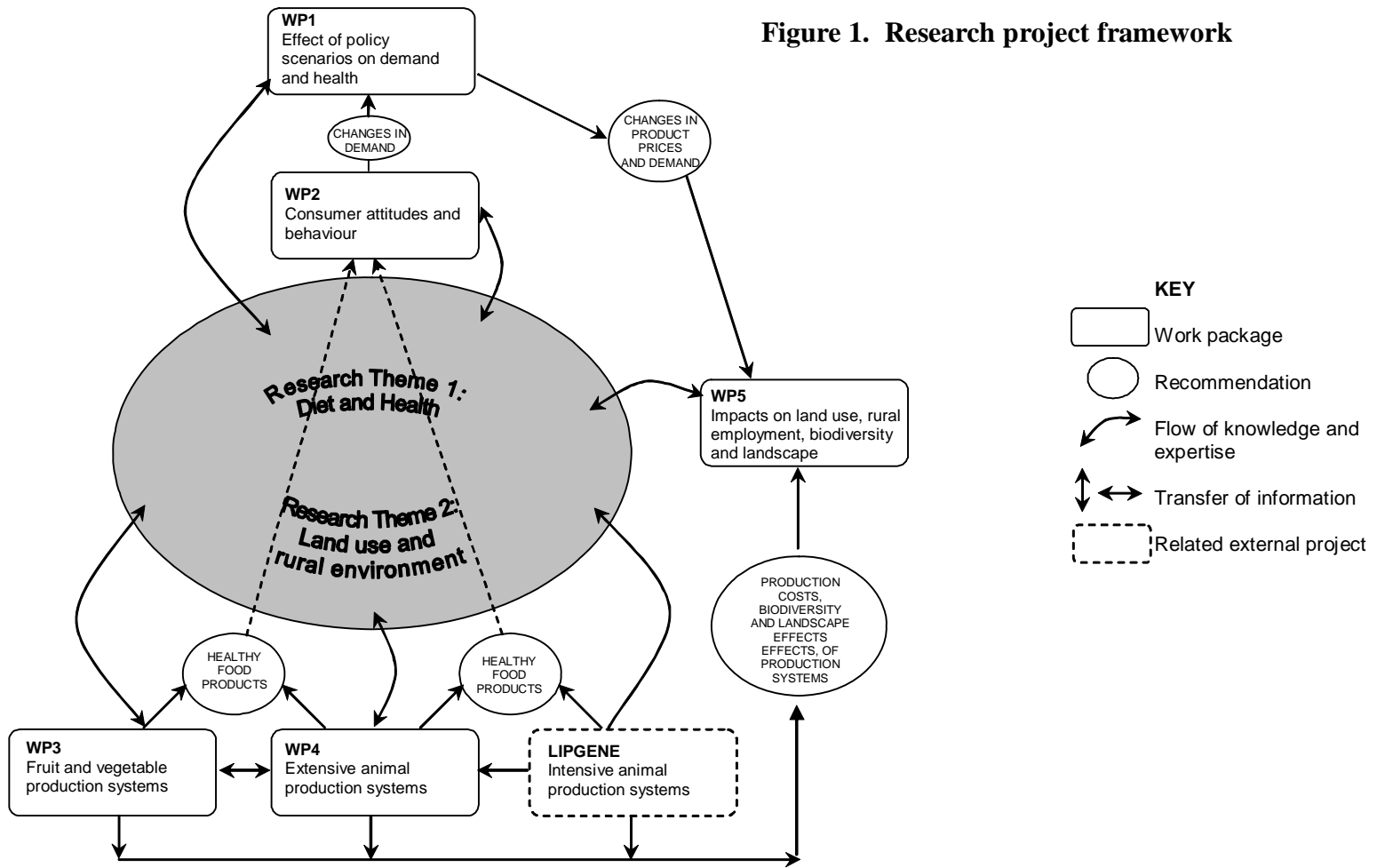
Reading RELU project motivation

- Concern about diet and health.
Need to increase fruit and vegetable consumption
- Need for reform of agriculture to produce healthy and competitive products
- Opportunity for policy reform - the ongoing decoupling of agricultural support from production incentives
- Recognition that reform will impact upon land use, biodiversity, rural employment



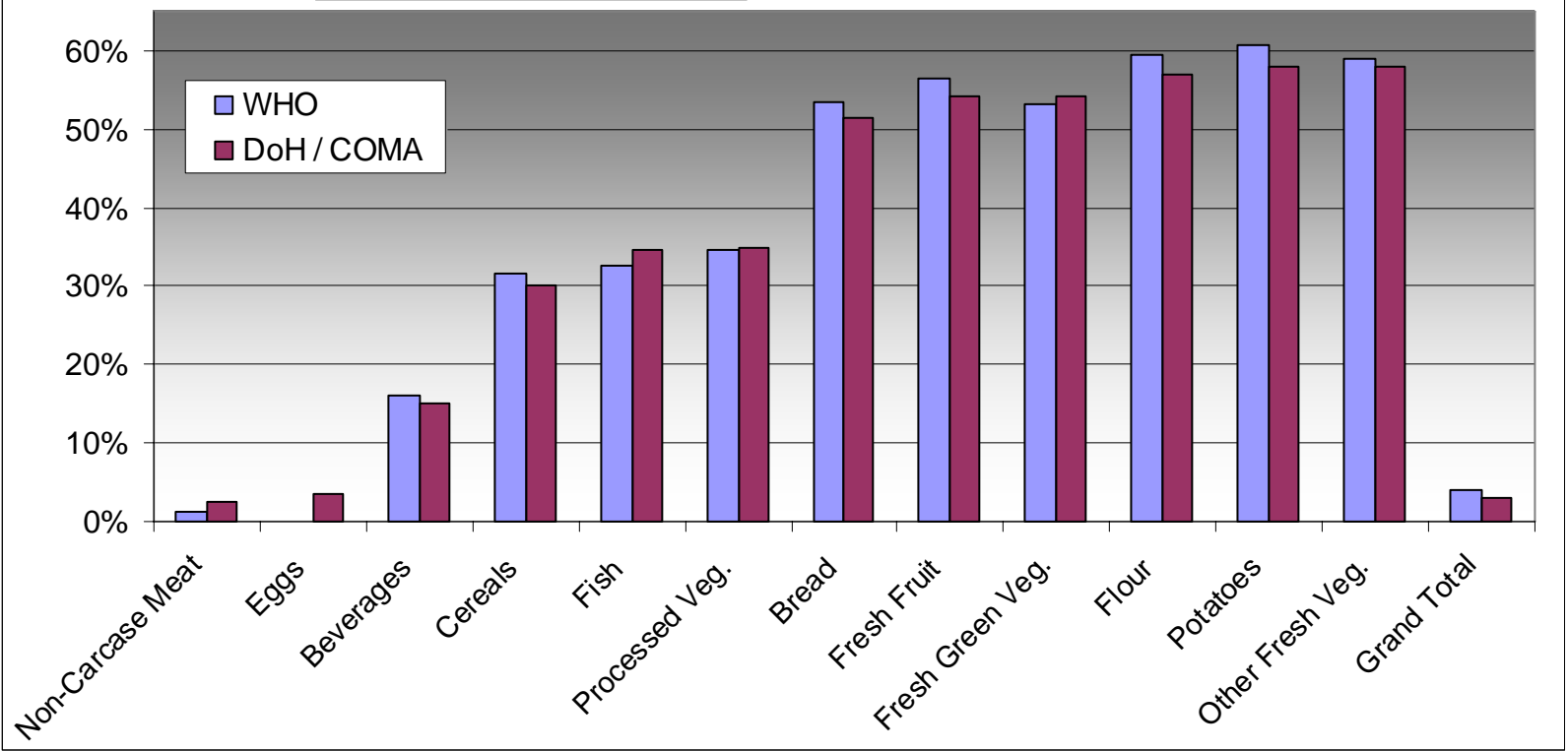


Figure 1. Research project framework



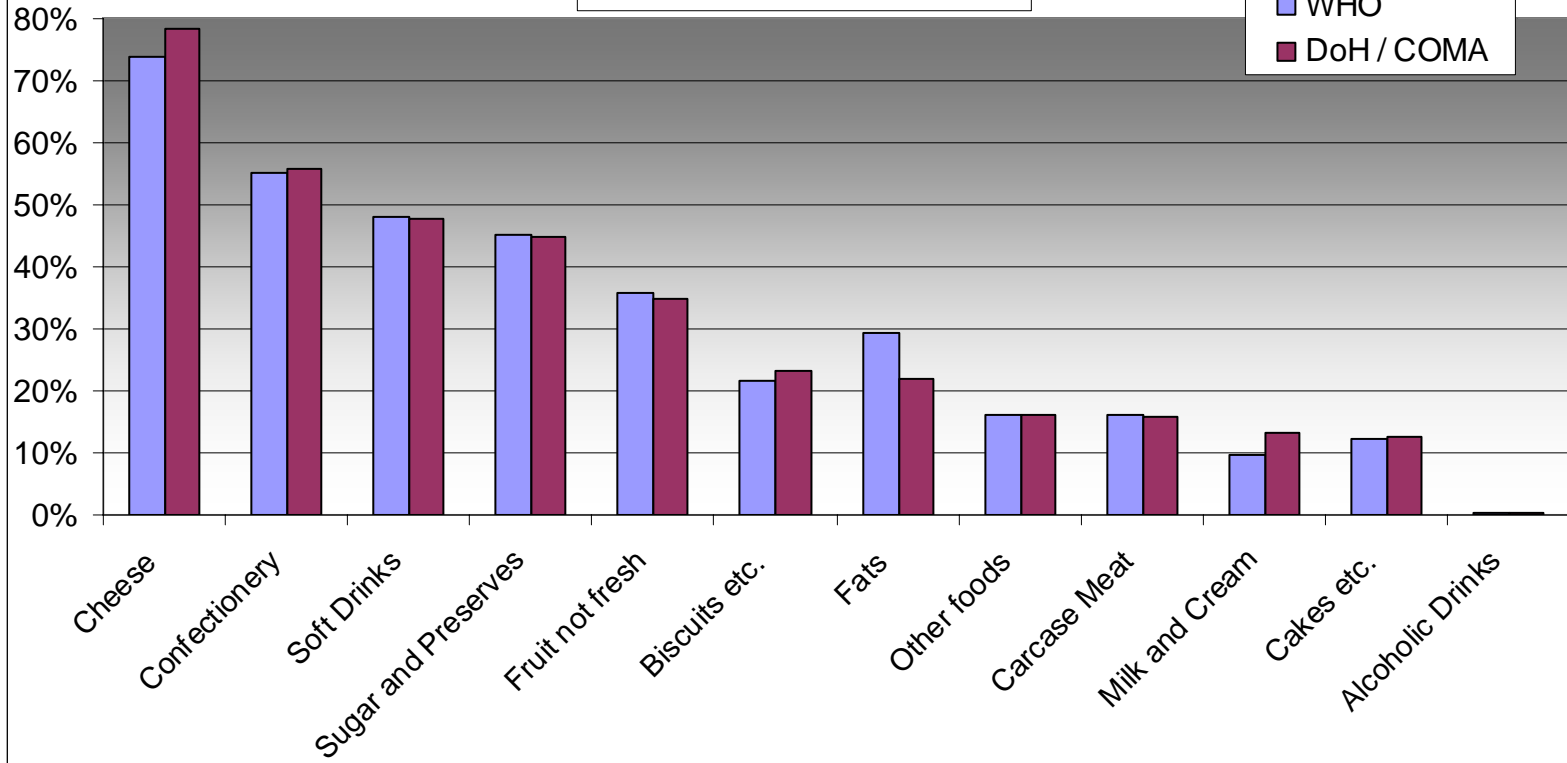


Consumption Increase

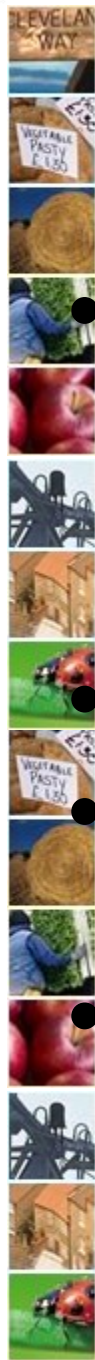




Consumption Decrease



To be done....



- Assess consumer attitudes and behaviour with respect to healthy eating and their willingness to pay for specific healthy food products
- Economic modelling of consumer demand
- Modelling the effects on land use and employment
- Assessing attitudes to landscape and biodiversity change



Outcome

Healthy people and a healthy rural economy

Thankyou!