New dietary strategies addressing the specific needs of an elderly population for healthy ageing in Europe
Ageing in Europe

Life expectancy in Europe has risen significantly.

By 2030 elderly predicted to be 40% of the population.

Increased ill-health and disabilities → Improving health, reducing medical and social costs.

Diet plays a role in ageing by influencing the development of inflammation, a natural part of ageing.
Multidisciplinary consortium, pan-European approach

FP7 project NU-AGE coordinated by University of Bologna

May 2011 - April 2016

Multidisciplinary consortium, 29 partners from 17 EU countries
- Research institutes across Europe
- Food industry, including SME and national and European associations

This project is supported by the European Commission under the Food, Agriculture and Fisheries, and Biotechnology Theme of the 7th Framework Programme for Research and Technological Development.
Overall objectives

To improve health and quality of life in the EU ageing population

To get insight into how a whole diet approach may impact on and counteract age-related decline
Specific objectives

New FOOD PYRAMID for 65+ EU citizens “NU-AGE diet”

To contribute to dietary standards, recommendations and food-based guidelines for the EU elderly

To design industrially driven fortified foods specifically targeted to postpone ageing decline
Inflammageing: Chronic, low-grade inflammatory state of older age, contributing to age-related disease
Structure of the Project

This project is supported by the European Commission under the Food, Agriculture and Fisheries, and Biotechnology Theme of the 7th Framework Programme for Research and Technological Development.
Highlights of the research to be undertaken

A 1-year dietary intervention on 1250 elderly subjects across 5 countries.

- Based on the NU-AGE food pyramid for 65+
- Designed to meet the nutritional needs of the elderly
- Participants will receive advice, fortified foods and further support
- The effects of the diet will be determined via the collection of biochemical markers pre- and post-intervention.

Socio-economic determinants for food choice will be investigated

Best ways to communicate dietary recommendations to 65+ will be explored
EU Platform members involved in the NU-AGE project

- **EUFIC**
  - Dissemination
  - Consumer research (understanding of and attitudes towards foods with health/nutrition claims)

- **FoodDrinkEurope**
  - Legislative, economical and knowledge transfer aspects
FoodDrinkEurope’s participation

- Analysis of the EU Legislation on food related issues and draft of recommendations to EU Policy Makers

  Report on EU legislation related to diet and health, with special reference to Health Claims issues

  Special recommendations to Policy Makers on the impact of new evidences of research on health claims regulation
Innovation and Communication to Consumers

2) Incentive for Innovation

3) Reformulation

1) Legal framework allowing communication

WIDER AVAILABILITY OF PRODUCTS TARGETING SPECIFIC NEEDS