



Dissemination platform Satiety & Satisfaction

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Tackling obesity

Obesity has become a major threat to the health and wellbeing of people world wide. Obesity poses enormous challenges on the provision of health care. The term 'obesogenic society' has been coined to describe the pervading complex nature of the obesity pandemic, both in terms of multifactorial causes and effects. In the absence of magic bullets, companies throughout the entire food production chain can find their own market share if they are up to the challenge.

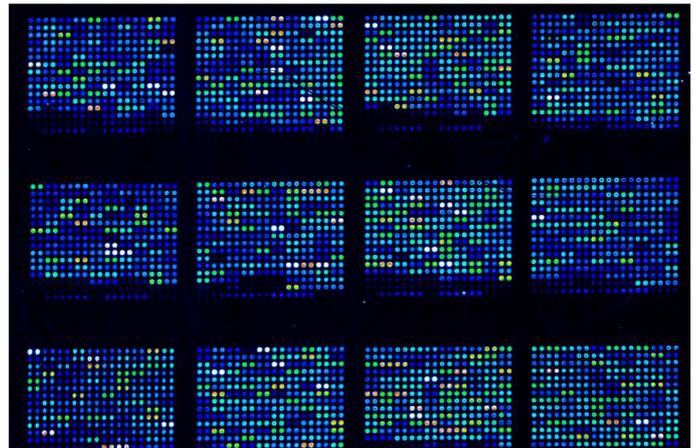


Vegetables contribute significantly to fibre intake.

Our program

Wageningen UR (University & Research centre) has started a research programme on satiety and satisfaction in 2007. We believe that decreasing hunger sensations between meals is key to helping people maintain their weight, for instance after a weight loss program. To do so, food products across the board should be adapted to convey a higher degree of satiation to the consumer while maintaining their palatability. This approach offers entrepreneurial companies many possibilities to obtain a competitive edge based on reformulated food products.

Our program is expanding from plant-based ingredients to other food ingredients and is always dedicated to the effect on humans. The effects are studied in terms of marketing, behavior, epidemiology and physiology.



Microarray technology gives insight in regulation of gene activity as a result of exposure of food ingredients to cells.

Dissemination platform

In order to share existing and new knowledge in the area of food, nutrition & behavior and capitalize on that, we are creating a dissemination platform. Members of the platform (companies in the agro-food industry, health care organisations, foundations, branch associations) contribute € 12.500 annually for a minimum of two years. Wageningen UR exclusively offers the platform members access to knowledge via virtual and physical tools:

- A biannual seminar and masterclass hosted by internationally renowned experts;
- Publication database via secure content pages;
- Updates on product introductions worldwide;
- A two-monthly newsletter;
- Networking possibilities to find partners for joint business and R&D;
- Direct access to a large knowledge base from claim verbalisation to validating physiological effects.

Join our platform, if you need access to a large knowledge base to step up your product innovation cycle or if you want to stay informed on the latest scientific insights and business news regarding satiety and weight management.

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