

Satiety & Satisfaction

Wageningen University &
Researchcentre
PO Box 17, 6700 AA Wageningen
The Netherlands
Email: info@wur.nl
Internet: www.wur.nl

Satiating food products for healthy consumers

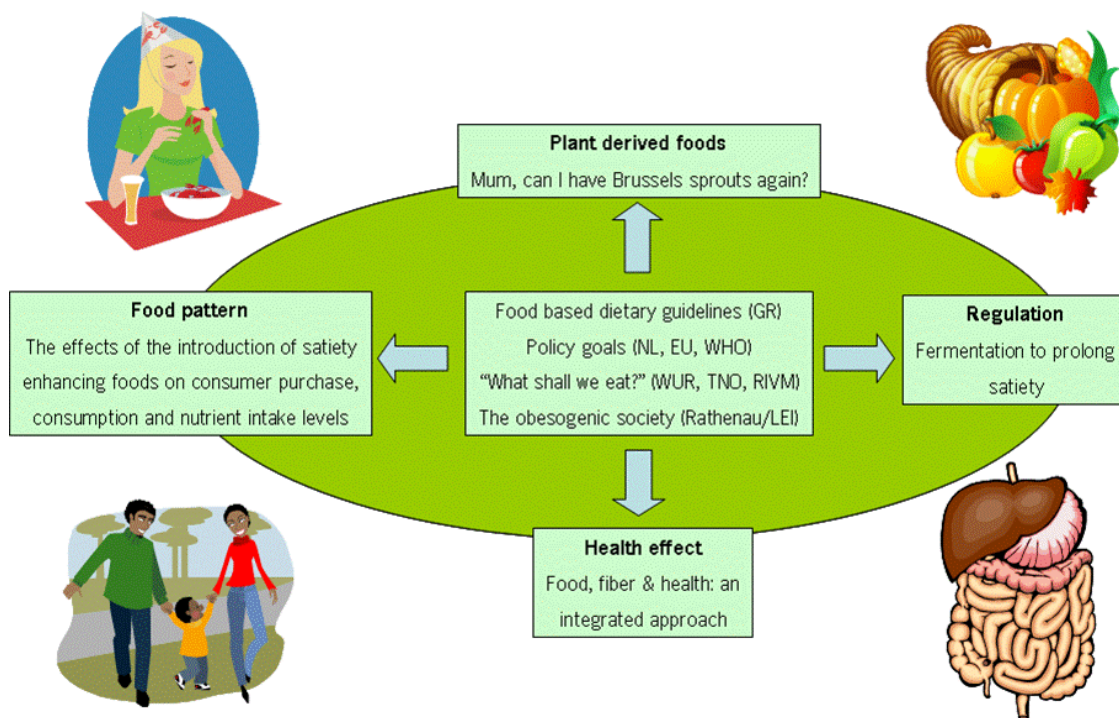
Combating obesity

Our primary goal is to combat obesity by changing the satiating properties of food products, while rewarding consumers in conscious and unconscious ways. "Satiety & satisfaction" helps food companies to deliver new food products with a solid evidence-base in a highly competitive food market. It helps policy makers to identify effective, evidence-based interventions. Possibly, we can create a Satiety Index as a communication tool towards consumers.

The program has started with four academic research projects that satisfy the highest scientific standards. In the period 2008-2001 other R&D projects and activities will be added to fully cover the area of "satiety & satisfaction" in terms of research, education and business.

Join our network

The research program contains an innovation network open to all (food) companies. The network offers benefits, such as first hand access to exciting information and knowledge, workshops and conferences, partnering, e-learning and a digital platform.



Research on Satiety & Satisfaction

The research on satiety and satisfaction is covered from a number of angles. Four projects have been started in the areas of "plant-derived foods", "regulation", "health effect" and "food pattern".

- **Design of products** with starch-based vegetable matrix to study development of vegetable preference in young children. Linking physico-chemical parameters to bioavailability of bioactives, but also to sensory properties.
- Specific focus is on **food fibers**; their effect on **health and metabolism** will be related to fine structure of common food fibers.
- The effect of interventions using satiating food products depends on the **consumers' decision** to purchase and consume the products.

Contact

Dr. Charon Zondervan
+31-317-480227
Charon.Zondervan@wur.nl
Prof. Pieter van 't Veer
+31-317-485105
Pieter.vantVeer@wur.nl

www.satiety.wur.nl