

Smart Food Intake



In order to stimulate more healthy and sustainable food consumption, better insight in the what, where, when and why of food consumption is needed. The food industry has indicated the need for more advanced data collections methods for food intake and its determinants, to better collect the necessary insights.

The aim of SMART FOOD INTAKE is to improve the collection of reliable, accessible and up-to date food intake data and underlying food choice motivations as important determinants of food intake.

With these insights, food formulations, communication and interventions can be tailored towards various target groups better than before. Current methods on food intake and food choice motivations come with a range of drawbacks, including:

- a lack of linkage between food intake and its determinants,
- a lack of inclusion of contextual variability,
- high measurement errors,
- time-consuming data collection and
- a high burden for the consumer and the researcher.