EUROPEAN COMMISSION

Community Research

Collaborative project

THEME [KBBE.2010.2.2-02]

Deliverable 12.15

Press release

Project acronym:	**NU-AGE**
Project full title:	**New dietary strategies addressing the specific needs of elderly population for an healthy ageing in Europe**
Grant agreement no:	**KBBE–266486**
Project web site:	**www.nu-age.eu**

NU-AGE

Due date: 31.10.2011	**Submission date: 20.04.2012**
Start date of project: 01.05.2011	**Duration: 60 months**
Lead Beneficiary: EUFIC	

Nature: O	**Dissemination level: PU**
R = Report P = Prototype D = Demonstrator O = Other	PU = Public PP = Restricted to other programme participants (including the Commission Services) RE = Restricted to a group specified by the consortium (including the Commission Services) CO = Confidential, only for members of the consortium (including the Commission Services)

Executive Summary

The Description of Work foresees the production of two press releases in English and their translation and publication in several languages by EUFIC (deliverables 12.15 and 12.16).

This deliverable contains a brief description of the development of the first press release (section 1). It also mentions how the press release has been disseminated and by which partners (Section 2). The press release is attached to the document (attachment I), together with another press Release developed by UNIBO press Office (Attachment II).

1 Report on the production of the press release

A first press release announcing the NU-AGE project was produced by EUFIC on the occasion of the Kick-Off meeting which was held in Bologna on the 4th and 5th of May 2011 (Attachment I) and afterwards sent to all partners for dissemination in their countries and through their networks.

EUFIC decided to prepare the first press release only in English and to realize an additional press release in a following phase of the project when project results would be available; it will be translated in the national languages of project partners. The translated version of the additional press release together with a review of dissemination carried out, will be attached to deliverable 12.16 (foreseen in month 52).

The first press release has been translated by the partner SPES-GEIE, through its national federations, in Italian, French, Hungarian, Greek , Spanish, Czech and Portuguese. The federations also spread the press release through their networks (mainly involving SMEs and companies) at national level.

Furthermore, on the occasion of the kick-off meeting in Bologna the UNIBO press office prepared a press release in Italian (Attachment II) aiming at launching the project. In this occasion, a press conference to the national and local press was held (minutes in Attachment III).

2 Distribution

The press release was posted on Alphagalileo http://www.alphagalileo.org/ViewItem.aspx?ItemId=102215&CultureCode=en and sent out on a newswire.

AlphaGalileo is a service used by Research bodies to promote their research worldwide and hence to increase the media coverage significantly. By posting news onto the website, they can reach immediately more than 7,600 media professionals. Press releases, event or publication announcements, library items and broadcast media posted on AlphaGalileo are published online and disseminated via email alerts and/or RSS feeds to the journalists from all over the world.

The Press Release is also published on the EUFIC website, EU initiatives section.

3 Attachment I

Press Release

Not only living longer, but living healthier - a new EU-funded project on diet and healthy ageing

Bologna, 5 May 2011

People are living longer. Rising living standards, improved lifestyle and better education, as well as greater access to quality healthcare services has meant that we can expect to reach 78 years of age, an increase of six years compared to the 1980s. However, data also shows that Europeans live to just over 60 years without being limited in their day-to-day activities by ill-health or disabilities*. This is a challenge. What can we do to enable people to be healthier, for longer? And as a growing proportion of people in the European population are over 65 – predicted to reach 40% by 2030 – preventing age-related disease will also reduce associated medical and social costs.

This is the subject of a new European Commission-funded project called NU-AGE, that is looking at new dietary strategies addressing the specific needs of elderly population in Europe. Starting this month the project will explore how diet can help European seniors to live a healthier, longer life.

Diet and ageing

Many factors – both biological and environmental – play a role in ageing. Diet is one such factor and scientific opinion today is that by carefully selecting our diet we can affect the ageing process. But how does it work?

The influence of diet on age-related conditions is a relatively unexplored area of research and it is unclear as to what the optimal diet would be. What we do know, however, is that the food we eat can influence the development of inflammation. This is important because inflammation associated with ageing has been shown to be one factor in the development of age-related diseases such as atherosclerosis (thickening of artery walls and a risk factor for hearth disease), type 2 diabetes and neurodegeneration leading to cognitive decline.

NU-AGE research

The 5-year NU-AGE project will start by designing a new food pyramid for those over 65 years old. This will be developed from food based dietary guidelines used in Europe, illustrating the proportions of different foods that should be included in a balanced diet. The NU-AGE 65+ food pyramid will be designed to meet the nutritional needs of the elderly by emphasising nutrient-density, water, dietary fibre, vitamin D and vitamin B12. To study the effects of the NU-AGE food pyramid on health and ageing factors, seniors across Europe will receive advice, fortified foods and other support to adjust their diets to match the pyramid. Food intake data, blood, urine and other samples will be collected and the results will be compared to those of elderly citizens not taking part in the dietary intervention. Alongside the dietary intervention, socio-economic determinants for food choice in the elderly will be investigated.

Based on the knowledge gained about influences of diet on ageing and its potential to prevent age-related disease, foods designed especially for elderly consumers will be developed and the best ways to communicate dietary recommendations to those over 65 will be explored.

Coordinator of the project, Professor Franceschi at the University of Bologna says: "Through its work, NU-AGE will seek to fill the current lack of knowledge on how the whole diet can impact on and counteract age-related disease and functional decline. This will contribute to improved health and quality of life in our ageing population in Europe.".

The results will be valuable to a wide range of stakeholders – from the scientific community and health professionals to industry and policy makers – and contribute to the work of the European Commission's recently launched Pilot European Innovation Partnership on Active and Healthy Ageing[**].

References:

[*]OECD (2010), Health at a Glance: Europe 2010, OECD Publishing. Available at: http://dx.doi.org/10.1787/health_glance-2010-en

[**]Pilot European Innovation Partnership on Active and Healthy Ageing website: http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing

Notes to editor:

NU-AGE is a multidisciplinary consortium consisting of 31 partners from 17 EU countries. Involved are research institutes across Europe, large food industries, traditional food companies, one biotech SME and associations of the European food and drink industry. Coordinator for the project is Prof. Claudio Franceschi at University of Bologna, Italy. Communications are managed by the European Food Information Council (EUFIC).

4 Attachment II

PRESS RELEASE UNIBO

RICERCA: DIETA SU MISURA PER OVER-65, OBIETTIVO DI NUOVO PROGETTO UE

DOVRÀ FARCI VIVERE PIU' A LUNGO IN SALUTE. FRONTE COMUNE ATENEI E AZIENDE

Bologna, 5 maggio 2011 - Over 65 a dieta per il futuro dell'Europa. Per un anno 1250 volontari di cinque paesi (Italia, Francia, Gran Bretagna, Paesi Bassi e Polonia) si affideranno ad un esercito di dietisti, cardiologi, geriatri, genetisti e biologi che ne esamineranno minuziosamente lo stato di salute e avranno l'ultima parola su ciò che metteranno sotto i denti. Nei quattro anni successivi un intenso lavoro di ricerca e sviluppo vedrà impegnati gomito a gomito scienziati e statistici, nutrizionisti ed esperti di marketing di 31 tra università, centri scientifici e aziende. Piccole e medie industrie ma anche marchi multinazionali come Nestlè, Kraft, Unilever, tutti impegnati a mettere a punto la dieta perfetta per la terza età. Cibi e ricette ideali per gli ultra-sessantacinquenni che nel 2030 saranno lievitati dall'attuale 25 al 40 per cento della popolazione del Vecchio continente. E' stato ufficialmente inaugurato oggi a Bologna il progetto Nu-Age: il più imponente programma di ricerca mai messo in campo dall'Unione europea per studiare gli effetti

dell'alimentazione sull'invecchiamento. Coordinato dall'immunologo Claudio Franceschi dell'Alma Mater, ormai riconosciuto profeta della longevità, Nu-Age scommette sulla possibilità di contrastare e rallentare il processo di invecchiamento, sia fisico che mentale, con un'alimentazione sana e completa. Dalla varietà delle competenze dispiegate e dal coinvolgimento dell'industria è evidente che in ballo, stavolta, non c'è tanto scoprire gli effetti più o meno benefici di questa o quella molecola. L'ambizioso obiettivo è gettare le basi di un'ampia conoscenza integrata per la sviluppo e la promozione di una vasta gamma di cibi e stili alimentari che favoriscano la salute in età avanzata. Il che significa tra l'altro meno malattie e disabilità, costi sociali e spesa sanitaria.

"L'idea scientifica di fondo – spiega Franceschi - è che il principale fattore di rischio per tanti problemi quali diabete, aterosclerosi, Alzheimer è proprio l'invecchiamento che si caratterizza fisiologicamente con un'infiammazione cronica di fondo, a bassa intensità, che possiamo chiamare *inflammageing*. Se troviamo il modo di controllare questa infiammazione, possiamo sviluppare un approccio preventivo globale che contrasti simultaneamente tutte queste malattie, invece di affrontarle separatamente, una ad una. Il progetto Nu-Age che punta sul ruolo dell'alimentazione nel processo di invecchiamento – rivendica con orgoglio il professore - nasce dall'incontro tra due eccellenze della ricerca targata Unibo. Quella nel campo della longevità e quella nel campo dell'agroalimentare e della nutrizione".

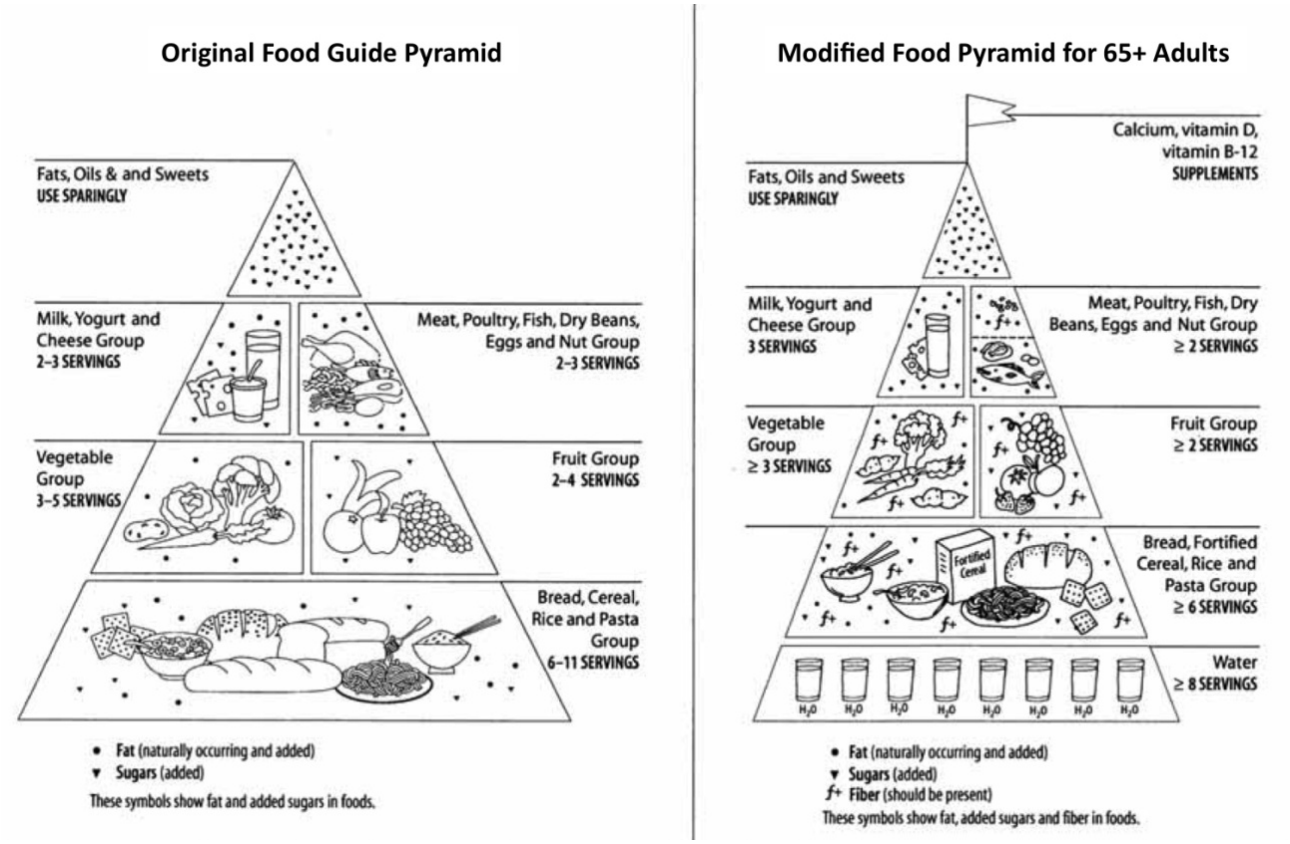
I test cui saranno sottoposti i volontari non si limiteranno però alle solite analisi di laboratorio tipiche dell'età avanzate. Le prestazioni fisiche (stretta del pugno, sollevamento da seduti, ecc.) saranno scrupolosamente misurate insieme a quelle mnemoniche e cognitive. Peso, altezza e circonferenza vita faranno da cornice ad esami sulla densità delle ossa e sulla massa muscolare. La pressione del sangue si affiancherà all'emocromo sulle quantità di globuli rossi, globuli bianchi ed emoglobina. Parametri sulla presenza di calcio e vitamina D si accompagneranno a test sulle caratteristiche genetiche. Un gruppo più ristretto di circa 125 soggetti sarà inoltre sottoposto ad un'ulteriore batteria di esami più complessi e costosi che esamineranno l'effetto dell'alimentazione sul funzionamento del Dna individuale. Gli esami saranno ovviamente condotti all'inizio della sperimentazione e a distanza di un anno, dopo la dieta speciale, per poterne valutare gli effetti.

Questo grande progetto interdisciplinare, con un budget di 9 milioni di euro, integrerà approcci complementari e prospettive in una base di conoscenza unica. I risultati saranno quindi trasferiti alle industrie per lo sviluppo di prodotti, strumenti e servizi di supporto agli anziani in materia di diete raccomandate, stili di vita e consigli per una longevità in salute.

"Per avere un impatto reale sulla vita delle persone, dobbiamo passare dalla scienza al piatto – dice Franceschi -. Qualche tempo fa un collega danese mi diceva che per mantenersi in salute lui prende omega-3 tutti i giorni. E come li prendi? Gli chiedo. Mangio un'aringa al giorno: a colazione. Ecco io non ci credo che da domattina gli italiani, in massa, inizino a mangiare aringhe a colazione. Trovato il mix giusto di nutrienti per stare bene il più a lungo possibile, dobbiamo riuscire a coniugarli con le abitudini, le tradizioni, i gusti alimentari di un popolo. In questo ci aiuteranno le aziende. Con la sola scienza, ci fermeremmo all'aringa".

Uff. stampa: Luigi Valeri, tel. +39 051 2099 232, cell. +39 335 310655, luigi.valeri@unibo.it

La piramide alimentare di NU-AGE



La dieta cui si sottoporranno i partecipanti a Nu-Age sarà definita da dietisti di fama internazionale sulla base della piramide alimentare illustrata sopra (figura di destra, con porzioni settimanali). Rispetto a quella standard di un'equilibrata alimentazione mediterarnea (a sinistra), la piramide Nu-Age pone l'accento su un sufficiente consumo di acqua (gli anziani tendono a berne poca), un generoso apporto di latticini ricchi di calcio e l'aggiunta di vitamine D e B12 di cui ad una certa età si è spesso carenti.

La dieta incoraggerà inoltre la sostituzione di pane, pasta e riso integrali a quelli abituali, il consumo di frutta fresca al posto dei succhi, l'assunzione di cereali con alto contenuto di fibre a colazione, un maggior consumo di verdure cotte, insalata fresca e pesce, poco sale e, almeno un paio di volte la settimana, legumi al posto della carne.

Tra gli alimenti direttamente offerti dalla aziende partner del progetto: margarina, zuppa, olio d'oliva, verdure e pesce congelati, tè, latticini magri con fermenti lattici, formaggio arricchito con vitamina D, biscotti integrali, caffè e cioccolato con alto tasso di flavonoidi.

Elenco partner del progetto Nu-Age

1. Alma Mater Studiorum Università Di Bologna, Italy
2. University of East Anglia,UK
3. Wageningen Universiteit, The Netherlands

4. Institut National de la Recherche Agronomique , France
5. Spread European Safety Geie, Italy
6. University College Cork, National University of Ireland, Cork, Ireland
7. Institute of Food Research, UK
8. Szkola Glowna Gospodarstwa Wiejskiego, Poland
9. Confederation des Industries Agro-Alimentaires de L'UE, Belgium
10. European Food Information Council Aisbl, Belgium
11. Maa Ja Elintarviketalouden Tutkimuskeskus, Finland
12. Ethniko Idryma Erevnon, Greece
13. Straticell Screening Technologies, Belgium
14. The University of Reading, UK
15. Karolinska Institutet, Sweden
16. Valio, Finland
17. Orebro University, Sweden
18. Lesieur, France
19. Villani S.p.A., Italy
20. Pancrazio S.p.A., Italy
21. Newsol, France
22. Wiesbauer Gourmet Gastro Gmbh, Austria
23. Kanizsa Pékség Zrt., Hungary
24. VIDRERES LLET, S.L., Spain
25. Zeelandia, Czech Republic
26. MEVGAL, Greece
27. Yoruk Sut Urunleri Hayvancılık Gıda San. Ve Tic. Ltd. Şti., Turkey
28. Kraft Foods R&D Inc., Zweigniederlassung München, Germany
29. Nederlandse Organisatie Voor Toegepast Natuurwetenschappelijk Nderzoe, The Netherlands
30. CRNH Auvergne, France
31. NESTEC SA, Switzerland

5 Attachment III

Minutes of the Press Conference UNIBO

List of Participants

NU-AGE members: Willem de Vos, Patrizia Brigidi, Claudio Franceschi, Daniele Rossi, Susan Fairweather-Tait

Journalists:

- Michela Suglia, Ansa-Bologna
- Matteo Bolondi, Info-BO
- Giorgia Ferro, Corriere di Bologna
- Ilaria Venturi, Repubblica Bologna
- Elisa Lorenzini, Dire
- Matteo Benni, Unibo Magazine,
- Gabriele Orsi and Stefano Bugamelli, Mondo del Gusto
- Livia Elena Laurentino, Gustando
- Barbara Paknazar, Telesanterno
- Emanuela Merlo, free-lance
- Clara Cremonini, free-lance

Addressed questions

1. **Which are the project guidelines? What is the general idea of NU-AGE?**

Claudio Franceschi, the coordinator, provides a general description of the project. Daniele Rossi focuses on the role of big industries and stakeholders, Patrizia Brigidi illustrates the role of the SMEs involved in NU-AGE and the opportunities offered by the project; finally, Susan Fairweather-Tait focuses on the consortium composition and on the integration among academic and industrial partners.

2. **Which is the budget of the project? Which is the NU-AGE diet?**

Claudio Franceschi says that EC funds for the NU-AGE project are 9 million Euros. As for the NU-AGE diet, Susan Fairweather-Tait explains that it is a specific diet for over 65 people, who has specific nutritional requirements (such as, for example, to drink more water and food rich in fibers), moreover it should be underlined the importance of micronutrients like vitamin D and B12. Finally, Willem de Vos underlines the importance of an healthy diet for the gut microbiota.

3. **How and when the volunteers will be selected? How the diet will be distinguished from the North to the South of Europe?**

Claudio Franceschi explains that volunteers will be selected by dissemination, media, etc. The recruitment will start in January 2012 and will last 2 years.

Susan Fairweather-Tait adds that the diet will be based on the national nutritional guidelines and food pyramids; it will have the same nutritional intake (carbohydrates, fibers, proteins) among the five different countries and at the same time will be representative of the people's food preferences.

4. **Did you plan to use fortified foods such as "Parmigiano Reggiano" and "Prosciutto di Parma"?**

Daniele Rossi answers that some foods will be fortified, for example spreadable cheese with the addition of vitamin D, but not these really traditional Italian food like Parmigiano and Prosciutto, because they are an especially protected food called "IGP" (Indication of Geographical Protection).

5. **Is it foreseen in NU-AGE the use of the biological food? Could it help? What are the differences with traditional food?**

Daniele Rossi explains that the NU-AGE diet does not indicate to volunteers the use of biological food, but they could choose that based on their habits and preferences.

Claudio Franceschi adds that assessing the possible effects of biological food it is not among the NU-AGE topics. Basically traditional food will be used, with the exception of some fortified foods like oil and cheese.

6. **Will typical Italian foods, like pasta, be considered in the NU-AGE diet?**

Susan Fairweather-Tait answers that some Italian foods will be considered, because the NU-AGE diet is mostly a Mediterranean diet. Olive oil, wine (modest consumption) and pasta will be used on the basis of cultural habits and preferences. People will be encouraged to use some foods because some industries will provide some of them for free. Participants will be also stimulated in having an healthy life style organizing some classes to exchange recipes.