

Summary



Food service



Food service

67 millions consumers / day

1 in 4 meals is eaten out of home

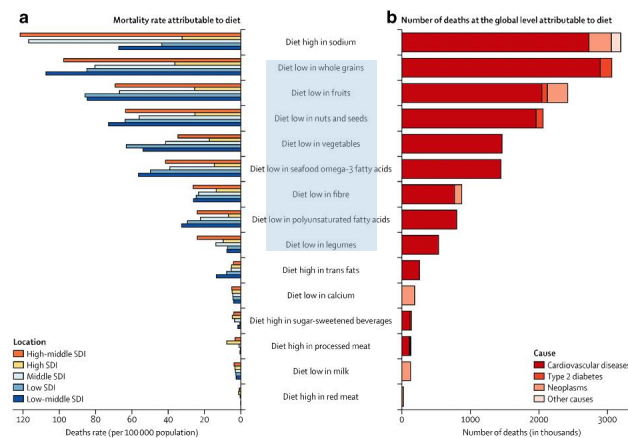
1 in 2 meals is eaten at the workplace

More than 1 in four 4 meals is eaten at school

More than 1 in four 10 is eaten at the social / health sector



Diet related health problems



Fanzo et al., 2019

Sustainable Development Goals



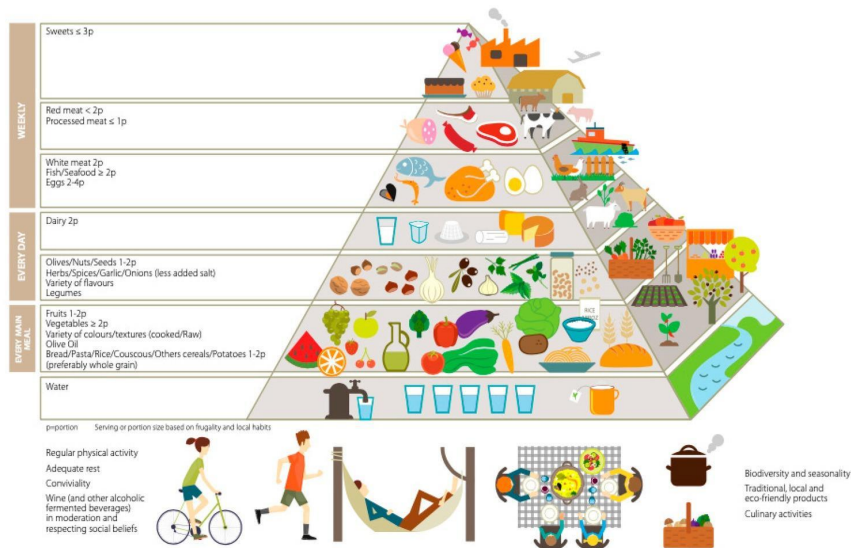
The required shift to healthy diets by 2050 will imply a **50% reduction** or more in the consumption of **unhealthy foods**, and a greater than **100% increase** in the consumption of **healthy foods**.

MEDDIET
- MENUS & COMPOS

Mediterranean Diet

Healthy lifestyle





Mediterranean Diet

Disease prevention and management



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MEDDIET

- MENUS 4 CAMPUS -



increase compliance of food service menus with the Mediterranean Diet (MD)



increase adherence to meals in canteen universities through Social Marketing strategies

How

1. Index to evaluate compliance of menus with the MD
2. Priority stakeholders / methodology for engagement
3. Evaluate perceptions, barriers and facilitators
4. Meal plan
5. New food concept "student bag"
6. Social marketing strategies



Stakeholders

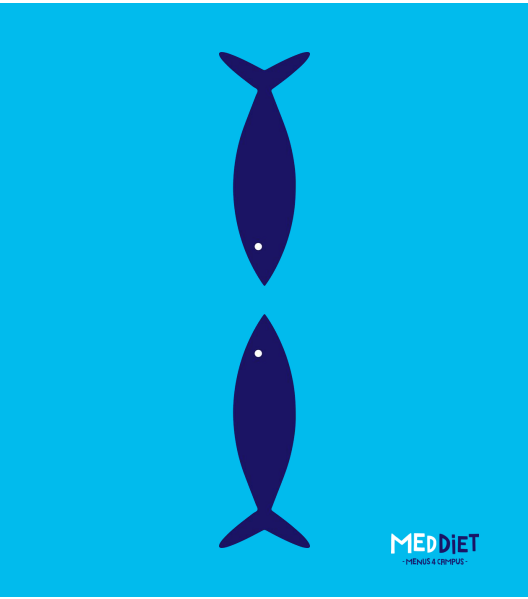


Social marketing strategies



New Healthy Sustainable

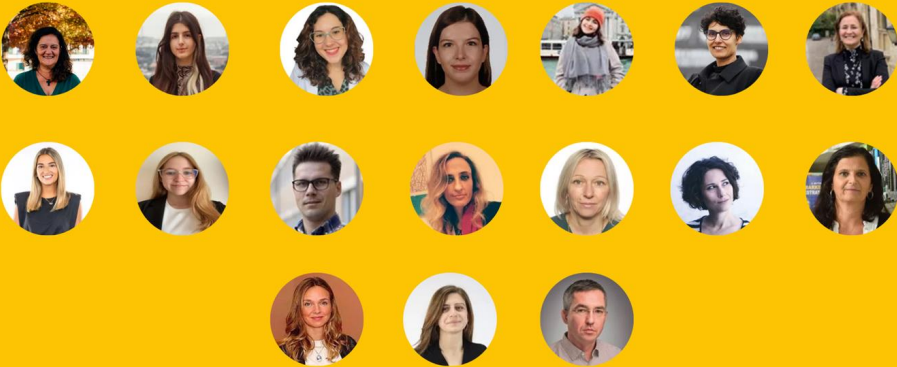
Food service concept



“Knowing is not enough,
we must apply
Willing is not enough,
we must do”



Our team



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