



## UNIVERSITÀ DI PISA

### FOOD QUALITY MANAGEMENT AND COMMUNICATION

ANGELA TARABELLA

Anno accademico

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CdS

BANCA, FINANZA AZIENDALE E  
MERCATI FINANZIARI

Codice

488PP

CFU

3

Moduli

FOOD QUALITY  
MANAGEMENT AND  
COMMUNICATION

Settore/i

SECS-P/13

Tipo

LEZIONI

Ore

21

Docente/i

ANGELA TARABELLA

Obiettivi di apprendimento

#### Conoscenze

#### Course Objectives and Learning Outcomes

Man is the result of the long evolutionary process which has taken place in the relationship between available food, environment and genetic make-up; consequently, studies into nutrition prove to be highly complex and multi-disciplinary.

The present exam aims to describe the fundamental notions underlying the concepts of food and nutrition in the light of the systemic relations which link these two disciplines and to provide useful food for thought. In fact, eating is a mathematical equation: if daily intake exceeds an individual's daily requirement he will gradually increase in weight and vice versa in the case of a gradual reduction in energy intake. Obviously the aim of a correct diet is to provide all the substances necessary for the metabolism to function while maintaining an ideal body weight.

The exam would also describe the different category of foodstuffs in the market and the role of the different types of nutrition label in informing the consumer and assessing product quality. In particular, we are going to examine and highlight the main characteristics, differences and informational limitations of European and North American methods of labeling. Finally, in the light of recent developments suggested in the literature, we analyze new proposals for food labeling which aim to make the understanding of product quality simpler and more immediate.

#### Programma (contenuti dell'insegnamento)

Diet and Nutritional Requirements

The evolution of food choices

The meaning of the term Diet

From food to nutrition principles and nutrients

Factors influencing energy balance: estimation methods

Catabolic and Anabolic reactions

Energy requirements and a comparison between main estimation methods

Optimal Body Mass

Nutrition fundamentals

The macronutrients (glucides, protides and lipids)

The micronutrients (vitamins, mineral salts)

Water and some consideration about ethilic alcohol

Nutrition information and the evolution of nutrition labeling

An overview on nutrition labeling

The evolution of nutrition labeling in Europe

Comparison between EU Nutrition Declaration and USA Facts Panel

Claims and other Front of Package Information

Front of Package schemes to communicate nutrition information to consumers

Nutrition and health claims

Graphical nutrition labeling

#### Bibliografia e materiale didattico

Libro di testo: A. Tarabella – B. Burchi (2016), *Aware Food Choices: Bridging the Gap Between Consumer Knowledge About Nutritional Requirements and Nutritional Information*, Springer.

The slides of the course are available on the moodle page.

#### Modalità d'esame



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Test and oral session

Pagina web del corso

<https://elearning.ec.unipi.it/course/view.php?id=972>

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