



UNIVERSITÀ DI PISA

FOOD QUALITY MANAGEMENT AND COMMUNICATION

ANGELA TARABELLA

Academic year 2019/20
Course STRATEGIA, MANAGEMENT E CONTROLLO
Code 488PP
Credits 3

Modules	Area	Type	Hours	Teacher(s)
FOOD QUALITY MANAGEMENT AND COMMUNICATION	SECS-P/13	LEZIONI	21	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
Food products evolution

Bibliografia e materiale didattico

A. Tarabella (2019) - Food Products Evolution: Innovation Drivers and Market Trends, Springer.
A. Tarabella – B. Burchi (2016), *Aware Food Choices: Bridging the Gap Between Consumer Knowledge About Nutritional Requirements and Nutritional Information*, Springer.



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

Modalità d'esame

Test and oral session

Pagina web del corso

<https://elearning.ec.unipi.it/course/view.php?id=1359>

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