

18<sup>th</sup> World Congress on

# Nutrition and Food Chemistry

September 25-26, 2019 | Copenhagen, Denmark



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### The global food technology battle for mouths, minds and markets

**S**tatement of the Problem: In the dynamic realm of technology and marketing, food isn't what it used to be. A variety of phenomena is driving the innovation and trends in food sciences, technology and marketing. Besides its great applications and offered opportunities, food-technology is not without its challenges. Therefore, what we can do to overcome these challenges? The purposes of this study are 1) to provide basic knowledge and skills about the impact of food-tech on attitudes, dietary behaviors and nutrition economy and 2) to develop a logic model for responsible food-tech marketing. Methodology & Theoretical Orientation: Our approach draws on evidence from a range of disciplines (food technology, socio-psychology, marketing, communication, nutrition economics and public health nutrition) to develop a holistic theoretical framework to communicate responsibly sourced, safety, reliability trustworthiness and well-being in food-tech marketing. Findings: Social marketing approach showed the rise of food-tech startups and how digital marketing comes into play. Food industry is: 1) increasingly taking advantage of new technologies leading to the creation of new products and 2) leveraging the power of digital marketing in the food-tech industry. This study reports on new marketing strategies and trends, equipment and processing methods, innovative technologies, raw materials and additives, packaging systems and other important topics of selling and purchasing marketing. Findings are based on many marketed innovations in the food-tech field and are supplemented with real-world examples and studies. Conclusion & Significance: Innovation at the intersection of food, technology, behaviors and designs created the need for comprehensive and up-to-date tools to educate public, professionals and executives on food technology opportunities, challenges and pitfalls.

### Biography

Dr. Sima Hamadeh is an Associate Professor and program Coordinator of Nutrition & Dietetics Sciences at Haigazian University-Lebanon. Her interests lie in such areas as the dietary motivations and behaviors in communities; the evolution of nutrition; the epidemiology of obesity especially among youth; the health promotion and nutrition communication and the nutrition and food marketing policies. Her Master and Doctoral studies were awarded respectively, the "Emerald Literati Network Awards for Excellence 2009" - as Highly Commended Award Winner and the "Prix d'Excellence Scientifique Franco-Libanais 2015" for the outstanding research project. She has several publications in scientific refereed journals and book. She has also many oral communications on public health nutrition in international and national congresses. She works closely with different national ministries and organizations and international institutions in projects, seminars, researches and community programs. Dr. Hamadeh is also former member of several executive international Scientific Committees and Associations.