



## Industry Event Highlights & Projects Promoting Healthy Diets



In an age of efficient internet communication, one might ask: Do offline meetings still make sense? We believe that nothing is more valuable than face-to-face interaction. In our opinion, events where people can meet in person offer significant social and economic value.

The social benefits of such meetings include the opportunity to engage with different points of view and individual needs, as well as the chance to simply spend time together. The economic advantage is also indisputable — direct

marketing remains a powerful tool. To build long-lasting allegiance, trust based on an emotional connection is invaluable. The combination of these aspects makes meetings at trade fairs and other industry events effective in driving change across the entire food industry.

#### **Upcoming Events in 2025:**

- [Anuga 2025](#) – October 4–8, 2025, Cologne, Germany
- [FoodFakty Summit – food4tomorrow](#) – November 5-6, 2025, Łódź, Poland
- [Natura FOOD & beECO](#) – November 14–16, 2025, Łódź, Poland
- [Food Tech Expo](#) – October 25–27, 2025, Warsaw, Poland

#### **Events Planned for 2026:**

- [Biofach](#) – Februar 10 – 13, 2026, Nuremberg, Germany
- [Alimentaria](#) –March 23-26, 2026, Barcelona, Spain

Françoise Barré-Sinoussi said, "We are not making science for science. We are making science for the benefit of humanity." Only projects that promote healthy lifestyles can make a real difference in global health issues. Raising awareness and expanding knowledge about healthy food and eating behaviors should be a critical mission for food researchers. We believe that merely providing information through publications and reports is insufficient; researchers must actively engage people in the process.



Chokeberries are an excellent example of how knowledge that fruit consumption has comprehensive health benefits may not sink into people's consciousness. In the HortiFoodTrends project, we aim to promote healthy eating by raising awareness of the health benefits of consuming chokeberries. Part of this process involves developing new products with consumer behavior at the center of our focus.

Below are examples of other excellent initiatives that promote a healthy diet based on scientific research.

- **FoodUnfolded®** – EIT Food
- **Junior Edu-Żywnienie JEŻ bis** – SGGW, Poland

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### **HortiFoodTrends**

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