



Healthy Eating out

The eating-out market is expanding rapidly in Europe for two main reasons: reduction in the number of lunches eaten at home, and an overall decline in cooking skills

OBJECTIVE

Hector aimed to understand the observed eating out behaviours and to formulate concrete action plans promoting healthful out-of-home food choices among the European consumers.

Data collection in order to understand eating out behaviours

Supported by the European Commission under the Sixth Framework Programme, Hector has successfully created an active network of experts in nutrition research (nutritionists, epidemiologists, public health specialists, food technologists), representatives from catering and catering-related enterprises, including SMEs, and representatives from national Consumers' Association and Consumer Research Institutes, located in various EU Member States, Candidate and EFTA countries.

In the Hector project individual-based food consumption data collected in several European countries was analysed in order to:

- describe out-of-home food consumption ;
- compare dietary intake within and out-of-home, at national and regional levels, where possible ;
- evaluate the effect of socio-demographic, lifestyle, and anthropometric determinants on food choices when eating out ;
- compare the out-of-home dietary intake with national and international recommendations and estimate, through an innovative approach, optimal out-of-home dietary patterns. In the light of limitations encountered when individual-based dietary data were analysed, the Hector consortium has developed and pre-tested a short questionnaire to supplement dietary data collection. The Hector Eating Out data collection Questionnaire is designed to capture habits and attitudes when eating out and follow secular trends.

From data collection to promotion of healthy eating out

The findings after the evaluation of both food supply and demand have



been translated to common materials and tools aiming to increase awareness and knowledge on "healthy eating" of Europeans. Within Hector, partners collaborated towards the development of a credible, reliable and useful set of materials, including a calendar (for caterers, aiming at increasing the supply of healthy food) and Practical Tips Cards (for consumers, aiming at increasing the demand for healthy food). Lastly, Hector has exploited the use of data on out-of-home food expenditures, regularly collected through the national household budget surveys, so as to develop a methodological framework which could conceptually allow monitor out-of-home food choices in Europe.

THE PARTNERS IN THE PROJECT Eating out: Habits, determinants and recommendations for consumers and the European catering sector (Hector) - 2006/2009: National and Kapodistrian University of Athens Medical School, AUA, Consumers Association New Inka, Galaxy Catering S.I.A O.E., Kobatsiari Bros S.A. - Αφοι Κομπαστιάρη (Greece) ; Associazione Iblea per la Ricerca Epidemiologica, Istituto Nazionale di Ricerca per gli Alimenti e la Nutrizione (Italy) ; Coca-Cola European Union Group ; Croatian National Institute of Public Health, LTC Zagreb, School of Public Health Andrija Štampar, Medical School University of Zagreb (Croatia) ; De Appelier BVBA, Il Mezzogiorno-cucina siciliana, Gent, NutriFOODchem, Research group Food Chemistry and Human Nutrition, Universiteit Gent, Faculty of Bioscience Engineering (Belgium) ; Department for Environment, Food and Rural Affairs (UK) ; Department of Nutritional Sciences, University of Vienna (Austria) ; DIFE, Division of Cancer Epidemiology, Nutritional Epidemiology, German Cancer Research Centre, TUM (Germany) ; FCNAUP, University of Porto and FMUP-Department of Hygiene and Epidemiology, University of Porto Medical School, UNISELF, Sociedade de Restaurantes Públicos e Privados, SA (Portugal) ; Gastropol Group Sp.z o.o., National Food and Nutrition Institute (Poland) ; Institute of Community Medicine, University of Tromsø, Studentsamskipnaden in Tromsø (Norway) ; IARC-WHO ; Institute of Statistics (Albania) ; McDonald's Europe Ltd. ; Ministry of Health, Department of Medical and Public Health Services (Cyprus) ; National Consumer Research Centre (Finland) ; National Institute for Food and Nutritional Sciences (Hungary) ; Très Tempos, BV, The Netherlands ; ZHAW Zurich University of Applied Sciences (Switzerland) ; Past contributing

