


Cross-National Research Collaboration

Dr Jeffery Bray jbray@bournemouth.ac.uk
Principal Academic in Consumer Behaviour
Faculty of Management
Bournemouth University

@EU_FoodSMART

@VegPlus_Project

- www.foodsmartproject.net
- @EU_FoodSMART 
- Eating out is growing across Europe (Orfanos et al. 2017)
- In the UK represents 1 in 6 of all meals consumed (Benelam 2009)
- Meals served out of the home tend to be higher in calories, fat, saturated fat and served in larger portions (Bohm and Quartuccio 2008)
- Link between increase in eating out and obesity and other non-communicable diseases such as Diabetes type 2.

- Cost of treating ill health caused by obesity globally £920bn every year from 2025
 - 28,231,516,851,200,004 Vietnamese Dong
- In the UK 34% obese in 2025, up from 27% in 2014
- Non-communicable diseases are the biggest killers in the modern world
- World Obesity Federation (2017)
- App based solution



Project FoodSMART Partners



INSTITUT
PAUL
BOCUSE

Ecole de Management
Hôtellerie
Restauration
& Arts Culinaires

CENTRE
DE
RECHERCHE

Cross National Collaboration



- Partners unique contributions
- Cross culturally relevant findings
- Wider impact

- Personal growth – broadened perspectives

Project Team





- www.vegplus.info
- @VegPlus_Project 
- Addressing Food and Nutrition Security, challenges of poor diet and sustainability in Brazil
- Building capacity in short food supply chains and foodservice systems.





Cross National Collaboration



- Partners unique contributions
- Cross culturally relevant findings
- Wider impact

- Global Experience triggers cross border learnings

- Personal growth – broadened perspectives

Cross-National Research Collaboration

Dr Jeffery Bray jbray@bournemouth.ac.uk
Principal Academic in Consumer Behaviour
Faculty of Management
Bournemouth University

@EU_FoodSMART

@VegPlus_Project



Veg+

- This work was supported by an Institutional Links grant, ID 332207684 under the Newton-Brazil Fund partnership. The grant is funded by the UK Department of Business, Energy and Industrial Strategy (BEIS) and the Foundation for Research and Innovation Support of Santa Catarina (FAPESC), and delivered by the British Council. For further information, please visit www.newtonfund.ac.uk

FoodSMART

- This project has been funded from the European Union's Horizon 2020 Programme under grant agreement no. 643999

