

Precision nutrition or how to use hyper-personalized data to get healthier

Food 4 Future will discuss the impact of precision nutrition and personalized dietary guidelines to fit the diverse needs of individuals

The leading food innovation technology congress returns to Bilbao from May 17-19 to expose challenges and present cutting-edge foodtech solutions

Madrid, April 26, 2022 - [Food 4 Future - Expo Foodtech](#) is warming up for its second edition in **Bilbao from May 17 to 19**, which will bring together more than 7,000 professionals from the food industry with the aim of promoting three strategic axes: sustainability, innovation and technology for the food and beverage industry. Within the framework of F4F2022, **the Food 4 Future World Summit** will be organized, a congress that will bring together more than 380 speakers in vertical sessions and forums for each sector of the food industry (meat, beverages, fisheries, dairy, fruit and vegetable, cereals, canned food and oil) to analyze the challenges of the sector, as well as the latest trends in food technology and health, such as precision nutrition.

Precision nutrition is the personalization of dietary guidelines based on the needs, activity and lifestyle of each individual, being a relevant factor in any person and taking on special importance in the case, for example, of athletes. Under the concept of precision nutrition, hyper-personalized data are obtained that until now were not treated to provide the best dietary recommendations considering the multifactorial and social environment of each individual.

From athletes to seniors: personalized nutrition for healthier habits

It is said that food is gasoline for our body, and science shows that the adequate and balanced consumption of macro and micronutrients in a personalized dietary pattern impacts energy, sleep quality, skin texture, microbiota and a host of other aspects of our body. In the case of sportsmen and athletes, the type and quality of the food they eat can affect crucial aspects such as performance, fatigue and even recovery or injury prevention. That is why, through different techniques such as blood analysis, new markers are identified to know, for example, the behavior of fats within the body in order to better adapt the diet to each consumer.

However, the personalization of the diet is not only aimed at sportsmen and athletes, but it is also an issue that affects large sectors of the population, such as the elderly. A group of active people over the age of 50 is not the same as a group of elderly people with health problems or the segment of elderly people who are dependent. Thus, the food industry has to adapt to each of them in order to help their welfare, and that of society in general, and prevent or delay possible chronic diseases.

Experts such as **Jose M. Ordovás**, scientist and director of nutrition and genomics at Tufts University; **Szabi Péter**, medical director and principal investigator of human nutrition at DSM Nutritional Products; **Gary Frost**, professor of nutrition and dietetics at Imperial College London, or **Isabel García Perez**, professor of precision medicine and systems at Imperial College London,



will explain the keys to adjust the diet to the needs of each person in order to adopt healthier habits and have a more nutritious diet.

Healthy, accessible, affordable and sustainable food

The change to a hyper-personalized diet also involves the diversified consumption of nutrient-rich foods such as animal products, fruits, vegetables and legumes. However, the challenge we face today is how to follow this premise in a globalized world with 9 billion people without causing further resource depletion and damage to the planet. **Dipika Matthias**, deputy director of product and data innovations of the Bill & Melinda Gates Foundation; **Paul Newnham**, director of SDG2 Advocacy Hub; **Gerd Buta**, innovation advisor of World Food Programme; or **Itziar Tueros**, head of the food and health department of AZTI, among other professionals, will analyze the way to make the step to an accessible and affordable healthy food considering the climate emergency we are living.