

## The American University of Rome

Master in Food Studies and Center for Food Studies

With the scientific patronage of the European Society for Rural Development

### Conference

#### **Novel Foods and Novel Food Production: a Solution to Food Systems Sustainability?**

Rome, Friday, 10 March 2023

### PROGRAM

**The American University of Rome, Auriana Auditorium, Via Pietro Roselli 16**

9:00-9.45	Registration at the main garden gate of campus (Via Pietro Roselli 2)	
9.45-10.00	Auriana Auditorium (via P. Roselli 16)	
	Welcoming remarks	John Muccigrosso, Dean of Academic Affairs, The American University of Rome
	Introduction	Maria Grazia Quietì, Director Master in Food Studies
10.00-11.00	How Novel Foods Could Feed the World Without Devouring the Planet. Q&A	Chairs: Maria Grazia Quietì/ Maria Fonte Keynote speaker: George Monbiot, Zoologist, writer, Journalist
11.10-11.20	Controlled Environmental Agriculture (CEA): the State of the Art	Luca Nardi, Researcher, National Agency for New Technologies, Energy and Sustainable Economic Development (ENEA).

11:20-11.40	Novel Foods: a European Perspective	Andrea Germini, Team Leader Novel Foods, European Food Safety Authority (EFSA)
11.40-12.30	Challenges in Novel Foods and Novel Food Production: a Global Perspective	Keynote speaker: John Wilkinson, Professor, Federal Rural University of Rio De Janeiro
12.30-13.00	Q&A	
13:00-14.00	Lunch	Student Lounge, AUR Garden
14.00-16.20	Parallel Sessions	
	I. Novel Foods: Consumption and Nutrition	Classroom B306 Chair: Dalia Mattioni
	II. Novel Foods: Consumption and Place	Classroom B305 Chair: Alice Dal Gobbo
	III. Innovation, Regulation and Institutionalization	Classroom B206 Chair: Bálint Balázs
	IV. Social, Cultural and Ethical Implications	Classroom B304 Chair: Valentina Peveri
<b>Auditorium</b>		
16.30-17.15	Technically Food: Can We Keep Up With the Latest in Food-Tech? Q&A	Keynote speaker: Larissa Zimberoff, writer and journalist
17.15-17.45	Wrap up	Rapporteur: Colin Sage, Independent Scholar
17.45-19.00	Mix and mingle - Farewell drinks	

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## PARALLEL SESSIONS

The American University of Rome – Via Pietro Roselli 2

2.00-4.20 pm

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### I. Novel Foods: Consumption and Nutrition

Classroom B306

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Chair:	Dalia Mattioni
Student Assistants:	Stella Barackov, Alyssa Perez, Janet Yator
<b>Roberta Alessandrini</b> <sup>1</sup> , Mhairi K. Brown, Sonia Pombo-Rodrigues, Sheena Bhageerutty, Feng J. He and Graham A. MacGregor	The healthiness of plant-based meat products available in the UK
Cynthia Faviero Lopes <sup>*2</sup> , Xavier Gellynck, <b>Marcia De Barcellos</b>	Nudging The Consumption of Alternative Proteins in the Context of Circular Economy - A Qualitative Assessment
<b>Silvia Massa</b> *, Ombretta Presenti*, Gian Paolo Leone, Raffaella Tavazza, <b>Mariella Nocenzi</b> *, Arianna Calderamo	How acceptable is sustainability? First evidence from the project “Vegetable cells for manufacturing high nutritional value food! (VEG4FUN)
Cristina Maria Ostermann, Hans de Steur and <b>Marcia De Barcellos</b>	The effect of normative conflict on meat consumption behavior: a mixed-method study.
<b>Cinzia Piatti</b>	Hemp food – preliminary insights from the project “Tastino” – consumers’ acceptance?
<b>Ying Zhu</b> * Toritseju Begho*	Novel foods consumption: Chinese consumers’ perception, acceptance and influencing factors for purchase intentions

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<sup>1</sup> Presenters identified in bold print.

<sup>2</sup> Asterisk indicates online participation.

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**II. Novel Foods: Consumption and Place****Classroom B305**

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Chair: Alice Dal Gobbo

Student Assistants: Aubrey Arnt, Patricia Cacho

**Juliana Ardenghi** and Rui M. Sá An Ethnographic Assessment of Two Brazilian Novel Foods in Portugal**Elena Azzini**, Lorenzo Barnaba, Ilaria Peluso, Federica Intorre, , Eugenia Venneria, Maria Stella Foddai, Donatella Ciarapica, Francesca Maiani, Anna Raguzzini and Angela Polito An Italian Picture on Total and Plant Protein Consumption and non-Communicable Disease Risk**Tom Bry-Chevalier\*** Comparing the potential of meat alternatives for a more sustainable food system**Nancy Chen** Functional Food Innovations for Sustenance and Sustainability across Asia**Alice Dal Gobbo** and Francesca Forno\* Good for thee and not for me. A pilot study into cultivated meat potential eaters.**Sarah Najera-Espinosa** Mapping the evidence of novel plant-based foods: A systematic literature review on its nutritional, health, and environmental impacts**Vitoria Lucia Silva de Moraes\*** Produtos “Plant-Based”: Discursos sobre Alimentacao e sustentabilidade no Brasil  
Camila Maranhã Paes de Carvalho; Luciene Burlandy

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**III. Innovation, Regulation and Institutionalization****Classroom B206**

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Chair: Bálint Balázs

Student Assistants: Julie Cheek, William Laumann, Mimi Veness

**Richard Campbell** and Samia Kirchner\* Geological Agriculture. New forms of intellectual property in food and implications for food security**Kamila Guimaraes Schneider\*** and Sergio Schneider New Foods, New Dilemmas: A study on the Typology of Foodtechs in BrazilPietro Iannetta, Marta W. Vasconcelos, **Bálint Balázs** Novel food development based on underutilised crops

<b>Helio Junqueira*</b>	The institutionalization of the plant-based products industry in Brazil: narrative disputes about the role of agribusiness in national food security
Jean Pierre Medaets*and <b>Sergio Schneider</b>	Governance in disruptive food transitions: the timeliness of participation
<b>Alessandra Narciso</b>	Food safety, food security, and proprietary rights: The EU legislative and policy framework
<b>Helen Rogers*</b> and Manoj Dora	Unravelling the green credentials of alternative protein product supply chains using the example of peas
<b>Ezgi Yildirim*</b>	The Relationship Between Efficiency and Sustainability in Agrofood: Soilless Agriculture

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#### **IV. Social, Cultural and Ethical Implications**

**Classroom B304**

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Chair:	Valentina Peveri
Student Assistants:	Isaiah Mack, Taylor Johnson, Mary Solomon
<b>Amy Bentley</b>	Food that acts like other food: a history
<b>Molly Bond*</b>	Un-earthing synthetic biology ‘natural products’. A global ethnography of stevia /ka’a he’ ê
Elena Bossini, <b>Fabio Bacchini</b> , Andrea Borghini	Meat Alternatives: The Ethics of Imitation
<b>Cliffton Cross*</b> and Maggie Mills*	Advancing First Nations’ Food Sovereignty: A Case Study from Frog Lake First Nations
<b>Flavio Lupia</b>	Rooftop rainwater harvesting: an option for sustainable irrigation in urban agriculture
Louise Manning, Michael K. Goodman*, Tom MacMillan*, Alex Sexton, Iltud Dunsford, John Dooley*, Lisa Morgans, David Rose	Contested farmers’ narratives on the opportunities and threats of the emergent technology of cultured meat
<b>Imam Mukhlis*</b> , Isnawati Hidayah, Diah Wahyuningsih, Nila Cahayani, Nabil Rafif	CEA (Controlled Environment Agriculture) as a novel way to produce sustainable food for people in peri-urban based on circular value chain

**Jennifer Harumi Tanaka\***

Food activism and social movements in Brazil: *Movimento do Trabalhadores Rurais Sem Terra (MST)* and *Movimento dos Pequenos Agricultores (MPA)* experiences

## **Keynote Speakers**

**George Monbiot** is an author, Guardian columnist and environmental activist. His research interests include environmental issues and the global food system. His best-selling books include *Feral: Rewilding the land, sea and human life*, *Heat: how to stop the planet burning*, and *Out of the Wreckage: a new politics for an age of crisis*. George cowrote the concept album *Breaking the Spell of Loneliness* with musician Ewan McLennan, and has made a number of viral videos. One of them, adapted from his 2013 TED Talk, *How Wolves Change Rivers*, has been viewed on YouTube over 40m times. Another, on Natural Climate Solutions, that he co-presented with Greta Thunberg, has been watched over 60m times. George was awarded the Orwell Prize for Journalism in 2022, and his latest book, *Regenesis: Feeding the World without Devouring the Planet*, was published in May 2022.

**John Wilkinson**, (Ph.D. in Sociology, University of Liverpool), is Full Professor at the Rural Federal University of Rio de Janeiro, Brazil. His research focuses on the major transformations in the global agrifood system and their impacts for small farming and rural development. He has been a consultant to the OECD, FAO, BID, CEPAL, the European Commission, together with Ministries and Financial Institutions in Brazil and the Southern Cone, and has also carried out research for international NGOs, OXFAM and ACTIONAID among others. He is the (co)author of several books, *From Farming to Biotechnology*; *Fair Trade: the challenges of transforming globalization*; and *O Sabor da Origem*, (The Taste of Origin), and many articles in internationally recognised Journals. He has spent periods as invited researcher to the National Institute for Agricultural Research, (INRA) in Paris, to the University of Santa Cruz, California and to the European Commission. He was the coordinator of the FAO/CFS Report, *Biofuels and Food Security* in 2013. His latest publication, *The World of Food in Transformation: same dishes, new ingredients, processes and actors* is currently in press in Brazil.

**Larissa Zimmeroff**, freelance journalist who covers the intersection of food, technology and business. She is the author of *Technically Food: Inside Silicon Valley's Mission to Change What We Eat* (Abrams Press, 2021). Her work has appeared in the *New York Times*, the *Wall Street Journal*, *Bloomberg Businessweek*, *Wired*, *The Atlantic* and many other publications. She lives in the San Francisco Bay Area and will gamely try any new food.

## Invited Speakers

**Andrea Germini** (Ph.D. in Food Science and Technologies, University of Parma) is a senior scientific officer at the European Food Safety Authority. He coordinates the EFSA team and the working group of external experts that assess the safety of novel foods seeking access to the EU market, in coordination with the European Commission. Food scientist by education and academic career, Andrea joined EFSA in 2008. Since then he has been working in the risk assessment of innovative food products, emerging risks and the development of crosscutting scientific guidelines.

**Luca Nardi** (Ph.D. in Tropical and Subtropical Agrobiotechnology, University of Florence) is a staff scientist at the Biotechnology Laboratory of the National Agency for New Technologies, Energy and Sustainable Economic Development (ENEA)“Casaccia” research center. He has over twenty years of experience in Controlled Environment Agriculture, cytogenetics, molecular biology, flow cytometry, in vitro plant cell culture. He is the facility manager of the experimental Biosafety Level 2 containment greenhouse, phytotrons and clean rooms for plant growth in sterile environment. In these facilities he has established rules of Good Agricultural Practices (GAP) and Good Laboratory Practices (GLP) for high-quality horticultural produce through soilless hydro-aeroponics systems. He has participated in “CHEF” (Container High-Density Ecological Farm) , “MIG” (Military Innovative Greenhouse - <https://www.m-i-g.it>) and IDROZAFF projects for the realization of three container farms, the first two for the production of high quality microgreens to support the diet of urban residents and military personnel for peace keeping and peace enforcing missions and the latest one for the high density hydroponic production of Repron® pharma grade saffron spice to support neuroprotective therapies. He has also participated in “Bioxtreme”, “Hortspace”, “Rebus”, “Greencube”, “Microx2” research projects , financed by the Italian Space Agency (ASI), aimed at the development of novel plant “ideotypes” and new cultivation systems able to support future space manned missions

## Rapporteur

**Colin Sage**, independent research scholar, previously at University College Cork and Wye College, University of London and founding Chair of the Cork Food Policy Council. Visiting research positions at the University of Tasmania and Bergamo, currently Affiliated Professor with the Faculty of Nutrition and Food Sciences at the University of Porto and Visiting Professor at the University of Gastronomic Sciences and The American University of Rome. He is the author of *Environment and Food* (Routledge, 2012); editor of *A Research Agenda for Food Systems* (Elgar, 2022), co-editor of *Metaphor, Sustainability, Transformation* (Routledge, 2021); Special Issue on Sustainable Diets of the *International Journal of Sociology of Food and Agriculture*, , *Food System Transformation* (Routledge, 2021), *Transdisciplinary Perspectives on Transitions to Sustainability* (Routledge, 2017) and *Food Transgressions: Making Sense of Contemporary Food Politics* (Routledge, 2016).