

Editorial: *The Real Need of Being Equipped with Food and Nutrition Education*

There is much to learn from inspirational and famous quotes by distinguished authors: *“Let food be thy medicine and medicine be thy food”* - Hippocrates; *“In health there is freedom. Health is the first of all liberties”* - Henri Frederic Amiel; *“The first wealth is health”* - Ralph Waldo Emerson; *“All food will be organically produced and any food that is not will carry a health warning”* - Organic Vision 2030, Online Consultation: Summary of Responses, IFOAM EU GROUP, September 2014.¹

The above mentioned Summary of Responses from 2014 included also other many responses such as: *“<< Health >> as main buying argument – if health benefits are not known, people will not buy organic”*; *“make it possible for people to see the difference between organic and conventional farming”*; *“Organic food and farming is the clearly leading food production movement when it comes to environmental-friendly, animal welfare promoting, economically sustainable farming and food chain solutions”*. More recently, in October 2018, we read an article entitled *“Benefits of Organic Food: What Research Tells Us”* in which were examined these benefits (organic foods being *“widely available in supermarkets as well as specialty health food stores and farmer’s markets”*), and where it was made reference, among other aspects, to an online consumer survey by the reputed Food Marketing Institute (FMI) whose results suggested the belief of about half of organic food Americans buyers that it offers health benefits.

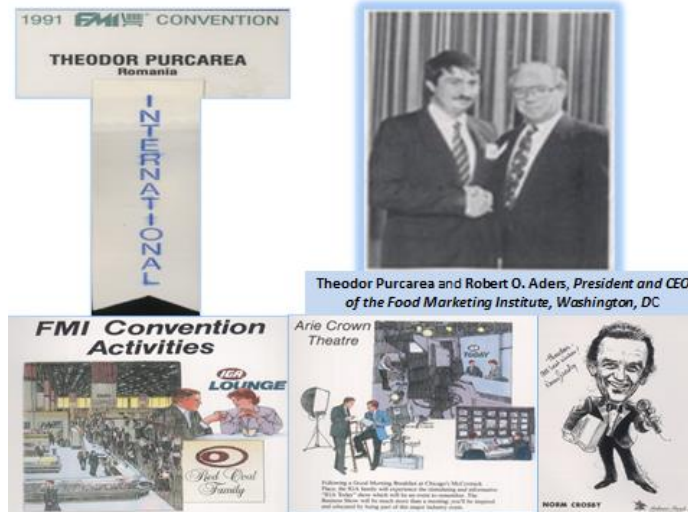
Allow us to cite from the beginning of the Introduction of this above mentioned FMI’s *“Shopping for Health 2011”*: *“... this national survey examines shoppers’ interests and attitudes regarding health and nutrition, consumers’ efforts to manage their health, and the ways in which health and nutritional concerns play out in purchase decisions at the grocery store. Rodale and FMI are committed to bringing a practical understanding of the relationship between food shopping and health”*.² That made us recall again:

- how 28 years ago we wrote a number of articles (published in the “Journal of Businesses”, Romanian National Research Institute “Virgil Madgearu”, Romanian Ministry of Commerce) on Food Marketing Institute, on the supermarket of the future “Smart Store 2000” (after visiting the “Store of the future” model in Chicago, in 1991, within the framework offered by a FMI/NAWGA Program) and on “Category Management” (following our participation at the Food Marketing Convention in Chicago, see pictures below).³

¹ *** Organic Vision 2030, Online Consultation: Summary of Responses, IFOAM EU GROUP, September 2014, p. 7. Retrieved from https://www.ifoam-eu.org/sites/default/files/ifoameu_comm_vision-2030-survey_201410.pdf

² *** FMI’s Shopping for Health 2011. Retrieved from <https://www.fmi.org/docs/health-wellness-research-downloads/shoppingforhealth2011.pdf?>

³ Purcarea, T. (2015). Expo Milano 2015, TUTTOFOOD 2015, and SHOP 2015, Romanian Distribution Committee Magazine, March 2015, Volume 6, Issue 1, pp. 18-35



Theodor Purcarea and the American Football Player Frank Gifford



FMI, May 1991
Supermarket Industry Convention,
Chicago, IL, USA

- the significant meeting in Köln, Germany, in February 2011, on the occasion of the working meeting of the European Retail Academy (ERA), with the distinguished Professors *Bernd Hallier* (Managing Director EHI Retail Institute, President of EuCVoT, President of ERA, Chairman of the Advisory Board of EuroShop, Member of the Advisory Board of “Transparent Food”, Chairman of the Board of the Orgainvent, Trustee of EHI Retail Institute at GLOBALG.A.P.) and *John L. Stanton*, Saint Joseph’s University Philadelphia (where he accepted the first endowed chair in food marketing in the USA), Department of Food Marketing, Founding Editor of the „Journal of Food Products Marketing” and Editor of the „Journal of International Food and Agribusiness Marketing”, who formed at Temple University in Philadelphia “The Institute for Food Nutrition and Health” and consulted for many of America’s

largest food companies (at Saint Joseph's University Dr. Stanton served two terms as chairman of the department and also directed a research center focusing on food and health; he has also worked as a food marketing practitioner, and he held other numerous different positions, served as an expert and expert witness to many food and beverage companies, being regularly quoted in the news media; he hosted an episode of the History Channel's Modern Marvels entitled "The History of the Supermarket," he was also among the first to author articles on health and nutrition advertising claims with articles in the Journal of Advertising Research as early as 1987). Professor John L. Stanton became Honored Personality 2016 of the European Retail Academy, being included in the ERA Hall of Fame.



John L. Stanton, Theodor Purcarea and Bernd Hallier

- how at the First International Congress "Health-Nutrition-Wellbeing" (SANABUNA Congress), which took place at Aro Palace Hotel, Brasov, Romania, 15-17 October, 2011, we were honored to welcome distinguished guest speakers such as the ones you can see in the picture below:



Theodor Purcarea, Gabriela Radulian, Bernd Hallier, Florian Pope, Eliot Sorel, John Stanton, Alexandru Viad Ciurea

- how 4 years ago we wrote that: TUTTOFOOD, the International Food and Agriculture Show (which started two days after the official opening of "Expo Milano 2015") offered a generous framework for the works of "SHOP 2015" Conference that invited to reflect, among other aspects, on the retail space as a crucial factor influencing the customer's feelings, not forgetting

that the foundation of retailing is understanding what customers want and need; our old friend Riccardo Garosci, President MIUR School and Food Committee EXPO 2015, was arguing on that special occasion that *today's children are the consumers of tomorrow who will change the market, and they need to be equipped with food and nutrition education as a result of the collaboratively working with organizations and institutions.*⁴



It is also worth remembering that the distinguished Professors Bernd Hallier and John L. Stanton were special invitees of the Romanian American University (RAU), RAU's Diplomas for Special Academic Merit being awarded to both personalities in recognition of their well-known outstanding contributions.



⁴ Purcarea, T. (2015). Road Map for the Store of the Future, World Premiere, May 4, 2015, at SHOP 2015, Expo Milano 2015, Romanian Distribution Committee Magazine, Volume 6, Issue 2, pp. 36-45



Let us remember and understand the wise words of Professor John L. Stanton during his presentation at the First International Congress “Health-Nutrition-Wellbeing” (SANABUNA Congress 2011): << *When considering what is health food we have many different “faces to solve.” We have the medical community telling us what is good and bad for our health. We have nutritionists telling us what not to eat and what to eat. We have food companies putting all sorts of things in advertising and on the packaging. We have academic researchers employing PR firms to broadcast their most recent conclusions. We have the media a willing partner to give any headline to any story that might garner readers’ attention. We have public interest groups attacking anyone that does not promote brown beans and rice. And of course the government, which tries to stand above the fray an act like the unbiased interpreter of all the above. But in most cases the information is misleading, wrong, or incomplete. My personal opinion is no one is actually trying to mislead but none the less all this advice from all these groups is not working... What must we do? To begin if we expect the global community to be healthier we must: provide guidelines that are consistent with communities; have messages that are consistent and based on replicated science. Then: Insist on Multi-disciplinary research teams. Food companies must: invest in new science... provide firms incentives to conduct this research (a la patents); help monitor false claims – whistleblowers; reformulate foods to meet healthier standards. Nutritionist must: learn about science; recognize what we don’t know; not declare as fact relationships still uncertain. Governments must: clarify (internationally) well understood links between diets and health, be clear what messages are allowed and act against those firms violating these messages; educate children how to cook, eat and farm; subsidize healthy behavior (fruits and veg, gym membership) rather than penalize unhealthy (fat/sugar taxes). Medical Community: Learn Nutrition. Media must: develop guidelines to report on nutrition and health; use the same fact checking as other types of stories; try to present all sides of the*

research. >> A year after that, on the occasion of the Second International Congress “Health, Nutrition, Fitness and Wellbeing for Central & Southeast Europe”, SANABUNA 2012, the distinguished *Professor Léon F. Wegnez*, Member of the Scientific Committee of this Congress, sent a significant message about *Food, Nutrition and Health*.⁵

According to the 21st President of Harvard University, Charles W. Eliot who explored the role of education (understanding the interdependence of education and enterprise): “Books are the quietest and most constant of friends; they are the most accessible and wisest of counselors, and the most patient of teachers.” Within this framework, allow us to say some words about two books published in 2008:

- “In Defense of Foods. An Eater’s Manifesto” (The Penguin Press, New York, 2008) by *Michael Pollan*. According to the author: “*Eat food. Not too much. Mostly plants... From Food Culture to Food Science... It is a large community to nourish and be nourished by. The cook in the kitchen preparing a meal from plants and animals at the end of this shortest of food chains has a great many things to worry about, but “health” is simply not one of them, because it is a given*”. (pp. 5, 154, 201)
- “Dr. A’s Habits of Health. The Path to Permanent Weight Control and Optimal Health”, 2008, by *Dr. Wayne Scott Andersen*. According to the author: “*It’s our choice to be free and healthy... I hope that you too have decided that optimal health is your fundamental choice... Organize the primary choices that will produce optimal health. Outline the secondary choices, or action steps, that will support those primary goals*”. (pp. 28-29)

And as an interesting coincidence, in the same year, 2008, we wrote that: “We are all consumers and we respond to communication messages, consumption including, in addition to tangible objects, intangible experiences, ideas and services.”⁶

Theodor Valentin Purcărea

Editor-in-Chief

⁵ *** <http://www.sanabuna.ro/wp-content/uploads/2012/10/Leon-F.-Wegnez-MESSAGE-SANABUNA.pdf>

⁶ Purcărea, T., Purcărea, A. (2008). Distribution in Romania at the shelf supremacy’s moment of truth: competition and cooperation, *Amfiteatru Economic*, Volume 10, No. 24, June 2008, p. 24