An Integrative R&D Approach for Addressing Ever-Increasing Consumer Demands for Food Nutrition and Safety

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The terms "nutrition & health" and "food quality & safety" are constantly evolving due to changes in food resource production and utilization, food preparation and handling preferences, human lifestyles and eating behaviors. Modern consumers expect technological advances to deliver personalized nutrition and convenient eating experiences, while simultaneously seeking functional/wellness foods to counteract psychological and physical stresses caused by fast-paced modern lifestyle and environmental influences. This speech examines the shift of the global food industry from high-speed development to high-quality development, and emphasizes the inseparability of food safety and food nutrition. This speech also demonstrates how to ensure food nutrition and safety while satisfying both physical and emotional needs of consumers during the development of wellness/functional foods.