



BACKGROUND

As consumer interest in fine dining has grown, so too has their desire to know the origin and nutritional value of what they're eating. In response to this trend, chefs have become ubiquitous in the media and food books, magazines, shows, and consulting services have expanded under the theme of "health and pleasure." Education and awareness have emerged as key factors in promoting healthy eating habits, which are vital to maintaining health and preventing chronic disease.



Food, nutrition, and health research facility

Once established, the new facility will have three main components: *an experimental cooking lab* featuring a kitchen workshop with independent islands, a physical chemistry analysis room, and a sensory evaluation unit. *The eating behaviour study complex* will have a multipurpose room for observing groups as they taste food and eat meals as well as private meeting rooms—compliant with privacy standards—for one-on-one nutritional and psychological counselling. *A computer lab* specifically devoted to analyzing nutritional data and the quality and diversity of our food supply will provide government ministries and agencies, the industry, and consumers with new, strategic information. This research institute—unprecedented in Canada—will monitor the quality of our food supply in real time.

This \$6-million infrastructure project will require at least \$1.2 million in private funding, which will serve as leverage for obtaining public funds through the Québec government and a Canada Foundation for Innovation program. Work is slated to begin in early 2016.



By simultaneously enhancing the nutritional quality of our food and encouraging people to adopt healthy eating habits, the project will have an even greater impact on public health and socioeconomic well being.

INAF strives to be an agent of change with far more to offer than typical research institutes. By combining and optimizing research innovations and dedicated knowledge transfer resources aimed at the general public, INAF believes it can help bring about lasting change in consumer and industry behaviours, in particular by:

- Improving the nutritional value of food available on the market and in particular settings (hotels, restaurants, school and hospital cafeterias, etc.)
- Establishing innovation and knowledge transfer strategies encouraging the industry and people in general to embrace healthy eating
- Monitoring changes in nutritional food quality and consumer behaviours with regard to healthy eating.
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The multipurpose facility project will provide INAF with the platform it needs to organize the transdisciplinary collaborations such a broad and ambitious research program will entail. No fewer than fifty researchers from the fields of science and engineering, health science, and social science will be using this new infrastructure, which will also make it possible to welcome more graduate students. Food processors, food distributors and chefs will contribute directly to the research in a uniquely collaborative dynamic. Many public and private partners will also use the facility, including INSPQ, government ministries and agencies (MAPAQ and MSSS), and major culinary schools like ITHQ.



BUDGET

Total project cost: **\$ 6 million**

- Canada Foundation for Innovation: \$ 2.4 million
- Government of Québec: \$ 2.4 million
- Private funds required: \$ 1.2 million

0 Personal donations

2 Partnerships

\$ 1,2 million Total budget

IMPACT

The institute will be a great source of knowledge and innovation, simultaneously improving nutritional food quality and encouraging people to adopt healthy eating habits. The project will therefore greatly enhance public health and socioeconomic well-being in the short, medium, and long term.

- Hotels, restaurants, and public institutions will be able to provide healthier meals by adopting high quality and taste standards.
- Food industry decision makers and stakeholders will be better equipped to develop more effective policies and programs.
- An extensive knowledge transfer activity program intended for the general public will be established (MaBouffe.MaSanté).
- The new facility will attract first-rate international researchers and graduate students.
- INAF will assert its leadership in Canada and become a leading figure at the international level.
- Project partners will demonstrate their desire to take active roles in initiatives aimed at improving the health and well-being of their fellow citizens and will be integral to the success and leadership of INAF.