Key Issues and Knowledge Gaps

Dr Susan Jebb
MRC Human Nutrition Research, Cambridge, UK.
Structured discussion

• What is the final goal for satiety-enhancing products?

• How important is satiety for the specific benefit of weight management?

• What are the next steps for science to make this area more credible?

• How can we communicate the science to consumers in a way which motivates positive changes in behaviour?
How important is satiety for weight management?

- Appetite control is about more than satiety
- Eating behaviour is not just appetite control
- Weight management is not just about eating behaviour
Expanding the science

What do we know?
• Range of methods available (eg. eating ‘tests’, ‘functional’ metabolic measures, fMRI)
• Different foods have different impact on satiety

What are the known unknowns?
• Relationship of one marker to another and relative importance
• Maintenance of effects over time
• The relevance of inter-individual variability
Communication to consumers

• Satiety, weight management or weight loss?
• Specific impact of the product or boost to wilfull/cognitive control?
• Behavioural measure or ‘metabolic’ biomarker?

• What are the scientific questions we need to address and the experimental paradigms to do this?
General issues

• Nutrition criteria for satiety claims
• Balanced diet context
Different foods give rise to different satiety

**Scientists**
How can we measure this in a repeatable and meaningful way?

**Policymakers**
How can we boost consumer understanding of food?
How can we “reward” those foods with true added benefits?

**Industry**
How can we exploit this to develop new products which have meaningful benefits?

**Consumers**
How can we maximise the benefits of these foods within our wider diet?
The ambitions for satiety-enhancing foods ...

- Healthier consumers
- Reduced burden of disease
- Lower health-care costs, greater economic productivity