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*HGF Webinar on Consumer Understanding on Dietary fibre and Proteins*

**Thursday, 20 May 2021**

**1:00 - 2:20 PM CEST**

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**Kyösti Pennanen** is a Senior Scientist at VTT Ltd (Technical Research Centre of Finland) and holds a Docent position at University of Vaasa, School of Marketing and Communication. He has over 15 years of experience in consumer research related to food. He is passionate about understanding food consumption and integrating consumers' voice with new food product and food technology development aimed at supporting healthy and sustainable life. Recently, he has been leading consumer research in projects dealing with consumer acceptance of sustainable food ingredients.

**Presentation title: "Consumers' understanding and views on dietary fibre"**



**Daniele Asioli** is Lecturer in Consumer Studies at the Department of Applied Economics and Marketing at the School of Agriculture, Policy and Development at the University of Reading (United Kingdom). His research spans a wide range of topics in domestic and global agrifood systems and focuses on understanding consumer preferences for new food products, and agribusiness decision-making to better inform agribusiness strategies, and food policies. He has research experience in Canada, United States, Italy, Norway, and United Kingdom. **Presentation title: "Consumer perspectives on sustainable ingredients"**

This HGF webinar is a free webinar! After registering, you will receive a confirmation email containing information about joining the webinar.

We are looking forward to welcoming you!

On behalf of Healthgrain Forum,

Nesli Sözer

Jan de Vries

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