



<b>Module</b>	<b>Food Regulation and Consumer Perception</b>
<b>Code</b>	MSLS_FHN-2
<b>Degree Program</b>	Master of Science in Life Sciences (MSLS)
<b>ECTS Credits</b>	5
<b>Workload</b>	150 h: Contact 70 h; Group exercise (case study) 42 h; Self-study 38 h
<b>Module Coordinator</b>	<p><b>Name</b> Marie-Noëlle Falquet</p> <p><b>Phone</b> +41 31 910 21 78</p> <p><b>Email</b> marie-noelle.falquet@bfh.ch</p> <p><b>Address</b> Bern University of Applied Sciences, School of Agricultural, Forest and Food Sciences, Laenggasse 85, 3052 Zollikofen</p>
<b>Lecturers</b>	<ul style="list-style-type: none"> <li>• Marie-Noëlle Falquet (BFH-HAFL)</li> <li>• Ulrike Brämwig (BFH-HAFL)</li> <li>• Dr. Thomas Brunner (BFH-HAFL)</li> <li>• Dr. Helena Jenzer (BFH-Health)</li> <li>• Dr. Samuel Mettler (BFH-Health)</li> <li>• Julia Eisenblaetter (BFH-Health)</li> <li>• Dr. Bruno Schnyder (HES-SO Sion)</li> <li>• Guest lecturers: Nestlé Regulatory Affairs, BLV, Research UNI-Bern</li> </ul>
<b>Entry Requirements</b>	<p>General understanding of the following aspects is required: Basics of food and consumer laws in Switzerland.</p> <p>For more details, consult: <a href="https://www.blv.admin.ch/blv/fr/home/lebensmittel-und-ernaehrung/rechts-und-vollzugsgrundlagen/gesetzgebung-lme.html">https://www.blv.admin.ch/blv/fr/home/lebensmittel-und-ernaehrung/rechts-und-vollzugsgrundlagen/gesetzgebung-lme.html</a></p> <p>Text of reference (in English):  <a href="https://www.admin.ch/opc/en/classified-compilation/19920257/index.html">https://www.admin.ch/opc/en/classified-compilation/19920257/index.html</a></p>
<b>Learning Outcomes and Competences</b>	<p>After completing the module students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand global regulatory frameworks around food</li> <li>• Master legal aspects related to nutrition and health, such as labelling and usage of nutrition &amp; health claims (especially in relation with EU and Swiss regulations &amp; for a wide range of food products: food for standard population, food for special dietary uses, food for special medical purposes)</li> <li>• Apply knowledge about food regulations to answer a range of food sectors questions, such as food denomination, food labelling, food import/export, introduction of novel foods, GMO, allergens declaration</li> <li>• Understand the usage of regulations in the public health agenda (WHO, /country)</li> <li>• Estimate the importance of legal and nutritional environment in I&amp;R process of food</li> <li>• Build winning nutrition &amp; health communication through consumer understanding</li> <li>• Estimate how industry transforms legal barriers into marketing opportunities</li> </ul>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>• Food law – legal basis</li> <li>• Nutrition labelling</li> <li>• Winning nutrition &amp; health communication through consumer understanding</li> <li>• Claim</li> <li>• Nutrition and health in action</li> <li>• Scientific considerations behind health claims</li> </ul>

MSLS\_FNH-2 – Food Regulation and Consumer Perception

	<ul style="list-style-type: none"> <li>• Food for special dietary uses, interface food-medicine/drug</li> <li>• Genetically modified organisms and products</li> <li>• Novel food</li> <li>• Regulatory challenges</li> <li>• Are laws efficient?</li> <li>• Consumer behaviour</li> </ul>
<b>Teaching / Learning Methods</b>	<ul style="list-style-type: none"> <li>• Lectures and expert inputs (guest lectures)</li> <li>• Integrated exercises and activities</li> <li>• Self-study</li> <li>• Group work on case studies supported by coaching sessions</li> </ul>
<b>Assessment of Learning Outcome</b>	<ul style="list-style-type: none"> <li>• Oral presentation of a case study (group grade): 50%</li> <li>• Individual oral exam (individual grade): 50%</li> </ul>
<b>Bibliography</b>	<ul style="list-style-type: none"> <li>• Kirchsteiger-Meier E, 2014. Global food legislation. An overview. Wiley-VCH, Weinheim, 314 p.</li> <li>• Fortin ND, 2009. Food regulation. Law, science, policy, and practice. Wiley, Hoboken, 677 p.</li> <li>• Sadler MJ, 2014. Foods, Nutrients and Food Ingredients with Authorised EU Health claims, Volume 1. Woodhead Publishing Limited, Sawston, 410 p.</li> </ul>
<b>Language</b>	English
<b>Last Update</b>	24.03.2017 / Marie-Noëlle Falquet