

BASF joins personalised nutrition and health consortium

28 March 2018 | News

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The consortium takes an integrated approach that involves partners across the value chain working closely together to arrive at tailored, scientifically grounded marketable solutions. Personalized nutrition and health advice helps people make optimized choices that suit their body's needs, personality and social environment. Newtrition is continuously expanding its footprint with ecosystems that can drive the growth of the market and deliver the right nutrients to the right people at the right time.

"This collaboration is a key milestone in our commitment to shape the future with ecosystems that foster the progress of personalized nutrition and health." said François Scheffler, Head of BASF Global Human Nutrition. "We are passionate about developing innovations that can enable each one of us to reach our full potential with science-based choices underpinned by personal needs."

Over the coming years the consortium aims to place in the hands of its members the technology, knowledge and insights that can guide the development of ground-breaking, personalized products and services. Newtrition is keen to collaborate in projects that advance research on personalized nutrition and aims to bring science-driven solutions to the commercial markets. The consortium is the ideal platform for translating expertise in diagnostics, digital health advice and physical product intervention into compelling products for consumers.

"We welcome BASF to our international research consortium," says Dr. Peter van Dijken, Managing Director TNO "Healthy Living". "Their worldwide presence and focus on science based advice suits us very well."

Dr. Raoul Bino, Managing Director, Agrotechnology & Food Science Groups, Wageningen University & Research added "We believe that personalized nutrition can guide people towards healthy behavioral patterns. It has enormous potential for preventing and possibly even curing non-communicable diseases and other lifestyle disorders."

BASF, one of the market leaders in the human nutrition industry, offers a broad portfolio of essential nutrients for disease prevention under the Newtrition brand, e.g. vitamins, beta-carotenoids and highly concentrated omega-3 fatty acids.