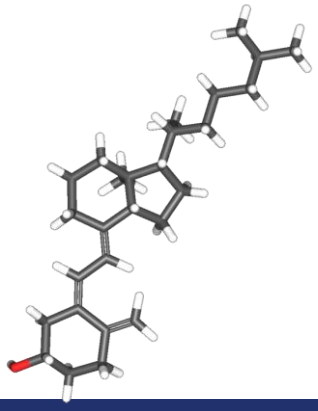
Media Kit



DIN | FOOD-BASED SOLUTIONS FOR OPTIMAL VITAMIN D NUTRITION AND HEALTH THROUGH THE LIFE CYCLE

About ODIN

ODIN is a four-year FP7-KBBE-funded Collaborative (Research) Project aimed to prevent vitamin D deficiency of European citizens, with 31 Beneficiaries including 4 SMEs and 5 Industry companies from 19 countries (including non-European partner from USA), led by the University College Cork (UCC, Ireland).

The scientific contribution of ODIN is to bring high quality research approaches in the area of public health. The major challenge of the project is to clarify the optimal way of eradication of vit. D deficiency in Europe by consuming of novel foods (D- enriched meat, fish, eggs, cheese, mushrooms and bakery yeasts) obtained via innovative fortifications processes.

What are the main tasks of the project?

To prevent vitamin D deficiency in Europe **we need** to develop the standardized **tools to measure** vitamin D levels based on strong theoretical and experimental bases and to propose (provide, demonstrate, reveal, introduce) the novel **food-based solutions** in order to improve nutrition of **people** affected by vitamin D deficiency.

Why do we focus on the problem of Vitamin D deficiency?

Vitamin D deficiency is a real problem, because levels of vitamin D in the blood of European inhabitants are low in 50% to 70% of the population.
The recommended dose of vitamin D is still under discussion. How much do we need it? We need to take into account also geographical location, age, gender or ethnicity to calculate correct individual dose.
Vitamin D has its implications during our whole life, from our healthy growth to successful aging, modulating the quality of our life and longevity. Fundamental knowledge gaps are barriers for successful implementation of safe and effective public health strategy for prevention of vitamin D deficiency.

How do we work in ODIN?

The primary task of the ODIN project is to create 25OHD (25-hydroxyvitamin D) unified analytical platform and Vitamin D Standardization Program (VDSP).
Thus meta-analyzes and individual subject-level meta-regression analyzes to integrate standardized data on vitamin D status will be conducted.

Propose innovative food-based solutions to increase vitamin D in the food supply chain via combination of bio-fortification of the meat, fish, eggs, cheese, mushrooms and bakery yeast will be developed on strong evidence bases. The efficacy and safety of novel foods will be proved within requirements of food policy and regulatory bodies (EFSA). Four Randomised Clinical Trials in pregnant women, children, teenagers and ethnic immigrant groups will be carried out.

Briefly about vitamin D:

Vitamin D is one of the most important vitamins. It controls various processes in the body and its primary role is to participate in the regulation of metabolism of calcium and phosphorus. Vitamin D has the potential to regulate - directly or indirectly - more than 200 different genes responsible for many biological processes of the human body.

Its main effects are:

- It participates in the management of bone density and health of teeth
- It strengthens the immune system
- During pregnancy it ensures proper skeletal development of the fetus and prevent low birth weight
- It contributes on increasing production of breast milk during breastfeeding

Who we are?

The project includes 31 Beneficiaries from 19 countries (including non-European partner from USA). The actual consortium is composed of 22 scientific institutions, 4 SMEs and 5 Industry companies. The project coordinator is University College Cork, Ireland.

For more information about ODIN participants visit: www.ODIN-vitD.eu/science/16-consortium/

Key aspects of the ODIN:

- to develop the standardized tools to measure vitamin D levels based on strong theoretical and experimental bases
- to propose the novel food-based solutions to improve nutrition of people affected by vitamin D deficiency.

Expected outcomes:

- The primary task of the ODIN project is to create 25OHD (25-hydroxyvitamin D) unified analytical platform and Vitamin D Standardization Program (VDSP).
- Meta-analyzes and individual subject-level meta-regression analyzes to integrate standardized data on vitamin D status will be conducted.
- Proposed innovative food-based solutions to increase vitamin D in the food supply chain via the combination of bio-fortification of model foods will be developed on strong evidence bases. Four Randomised Clinical Trials in pregnant women, children, teenagers and ethnic immigrant groups will be carried out.
- Dietary modelling and novel foods in the same time might be able to meet all the expectation of consumers, clinicians and industry.

Key People in ODIN

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Social Media Profiles

LinkedIn:
http://www.linkedin.com/groups/ODIN-Finding-optimal-way-eradicate-6546298?trk=my_groups-b-grp-v

Twitter:
https://twitter.com/Vitamin_D_ODIN

Slideshare:
http://www.slideshare.net/ODINvitaminD/newsfeed

Facebook:
https://www.facebook.com/pages/Cardiovascular-benefits-from-food-bioactives-Bacchus/535313429899188

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