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Nutri -Food Technology and the making of modern consumer culture

Food issues have assumed a greater public profile in recent years and nutrition, alternative food networks and technologies encompassing everything from issues of taste and food freshness to environmental sustainability, are increasingly incorporated in reflexive negotiations of everyday life, mainstream public discourse, and policy formulation. In today's modern eating culture, food decisions are driven by availability, wants and whims, aspirations, health and ethics. They are strengthened by the rapid technological changes which affect both the producers and the consumers. These factors are taken into account by the food technology and molecular gastronomy sectors, which are at the highest peak of success nowadays affecting the activity of production, promoting and trading of food products. Our culture is changing, and so is how we eat. This study will address the importance of culture's impact on emerging alternative food networks and technologies that has not sufficiently recognized in the nutrition existing data. Besides, this research highlights the relation between the cultural and the political, and the food networks and

applications. Nutrition economics concepts, and the moral, aesthetic and ecological features of a food economy are also considered. Finally, these modern features of food technologies, alternative food networks and the dominant food culture derived from the global agro-food industry mark an attempt to build an alternative economy of food that grounds economic relations in particular social and cultural contexts, lived out through everyday practices.

Speaker Biography

Sima Hamadeh is an associate Professor of Public Health Nutrition and Program Coordinator of Nutrition and Dietetic Sciences at Haigazian University, and a senior lecturer in the Nutrition Master program at Saint Joseph University. She received her Master and PhD from University of Montreal-Canada, which were awarded respectively the "Emerald Literati Network Awards for Excellence" and the "Prix d'Excellence Scientifique Franco-Libanais" from the Société des Membres de la Légion d'Honneur au Liban & the French Embassy in Lebanon. She works closely with different ministries, organizations, and Intl institutions. She has several publications related to public health nutrition and policies, food marketing, and nutrition communication strategies. She has provided many talks in national and Intl scientific congress. She is also a former member of several executive Intl scientific committees and associations, and a reviewer for distinguished scientific peer-reviewed journals.

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