

Nutri-Food Chemistry 2019: The global food technology battle for mouths- Sima Hamadeh- Haigazian University

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Food isn't what it used to be in the competitive world of technology and marketing. The creativity and developments in food sciences, technology and marketing are powered by a number of phenomena. Besides its great applications and offered opportunities, food-technology is not without its challenges. Therefore, what we can do to overcome these challenges? The purposes of this study a providing basic knowledge and expertise on the effect of food technology on perceptions, dietary habits and the nutritional environment and 2) creating a responsible food technology marketing logic model.

Methodology & Theoretical Orientation: Our approach is based on evidence from a variety of disciplines. Developing a holistic theoretical framework to communicate responsibly sourced products, safety, reliability and wellbeing in food technology marketing. With primary objective of turning raw, often inedible and, in some cases, unsafe agricultural commodities into safe, nutritious, high-quality foods accepted and valued by buyers

Findings: The approach to social marketing has shown the rise of food technology startups and how digital marketing comes into play. Food industry is rapidly exploiting emerging technologies that Contribute to the production of new products and 2) leveraging the influence of digital food-tech marketing. This study reports on new marketing approaches and developments, equipment and manufacturing processes, emerging techniques, raw materials and additives, packaging systems and other relevant marketing and procurement topics. The results are based on many industry advances in the food technology sector and are complemented by real-world examples. More than a third of all food produced is unconsumed, an unsustainable loss of nutrients and calories at a time of increased global demand for food. Increased production of food animals would produce more greenhouse gas emissions and excess human waste to meet greater demand. The supply of US food is generally secure, but it is not immune to the costly and deadly shocks of continuing food-borne medical help Scientific advances have fuelled progress in U.S. agriculture to

enable American producers to deliver safe and abundant domestic food and provide a trade surplus for bulk and high-value agricultural products and food. The U.S. food and agricultural enterprise is facing formidable challenges today that will test its sustainability, competitive nature and resilience in the long term. On its present itinerary Healthy food choices and increased levels of physical activity are crucial to tackle the epidemic of obesity but initial preventive measures are equally warranted. Implementing the proper nutritional advice during the first 1000 days of life can ensure that the vision of ideal mycelial growth besides future generations is achieved nutritional status of preschool children. The aim of the study: was measuring the prevalence of zinc deficiency among the studied group and the effect of zinc supplementation on improving cognitive The study design was a facility based, cross-sectional concurrent validation design.

Its reliability assessed by cronbach's alpha. SPSS version 21 was used for analysis. Considering FNA as the gold standard, SGA's sensitivity and specificity was 98.3 percent, respectively, and 73.2 percent. The coefficient of agreement between SGA and FNA on Kappa was $k = 0.742$, $p > 0.05$. The internal consistency of SGA questionnaire measured using Cronbach's α coefficient value was $\alpha = 0.805$. From all the illness and the proper neurocognition comes in. Ayurveda is an age-old medicine, where food intake method, seasonal concept according to food, taste and disease was widely accepted. It says we should start our dietary intake with a sweet taste which in turn brings satiety and proper digestion is caused by the intake of ginger and salt before each meal. Though still a controversial subject, these small, noncoding RNAs that regulate gene expression that enter directly into the circulating miRNA population of exogenous dietary miRNAs. Thus, a relationship between glycans and miRNAs can be identified in food on the one hand, microbiota composition on the other, and the resulting health status of the host (immune system), on the third side. There seem to be a amount of phenomena driving the food sciences, technology and marketing. In addition to its application areas and benefits provided, processed food is not without difficulties.