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Personalised Nutrition & The Microbiome

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Nutrition is a major determinant for health and health is extremely important for all people. This means that there is value in making it possible that consumers can eat healthily with ease. The consumer of the future will have increased opportunities to choose according to their personal needs and demands by using self-generated data and technology via smart business models. Buzzwords to describe this development are the empowered consumer and information literacy. Healthy products and especially novel services that help consumers make the best choice will be a big part of this value chain. This is true both for healthy consumers and people that are under medical treatment because sometimes food is the best medicine. The evolving science of microbe-host interaction can be used to add value to consumers via novel products and services.