<table>
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<tr>
<th><strong>Module</strong></th>
<th><strong>Food Regulation and Consumer Perception</strong></th>
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<tbody>
<tr>
<td><strong>Code</strong></td>
<td>MSLS_FNH-2</td>
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<tr>
<td><strong>Degree Program</strong></td>
<td>Master of Science in Life Sciences (MSLS)</td>
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<td><strong>ECTS Credits</strong></td>
<td>5</td>
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<tr>
<td><strong>Workload</strong></td>
<td>150 h: Contact 70 h; Group exercise (case study) 42 h; Self-study 38 h</td>
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| **Module Coordinator** | **Name**: Marie-Noëlle Falquet  
 **Phone**: +41 31 910 21 78  
 **Email**: marie-noelle.falquet@bfh.ch  
 **Address**: Bern University of Applied Sciences, School of Agricultural, Forest and Food Sciences, Laenggasse 85, 3052 Zollikofen |
| **Lecturers** | • Marie-Noëlle Falquet (BFH-HAFL)  
 • Ulrike Brämswig (BFH-HAFL)  
 • Dr. Thomas Brunner (BFH-HAFL)  
 • Dr. Samuel Mettler (BFH-Health)  
 • Julia Eisenblaetter (BFH-Health)  
 • Dr. Bruno Schnyder (HES-SO Sion)  
 • Guest lecturers: Nestlé Regulatory Affairs, Swiss Federal Food Safety and Veterinary Office |
| **Entry Requirements** | General understanding of the following aspects is required: Basics of food and consumer laws in Switzerland. For more details, consult: [https://www.blv.admin.ch/blv/fr/home/lebensmittel-und-ernaehrung/rechts-und-vollzugsgrundlagen/gesetzgebung-lme.html](https://www.blv.admin.ch/blv/fr/home/lebensmittel-und-ernaehrung/rechts-und-vollzugsgrundlagen/gesetzgebung-lme.html)  
| **Learning Outcomes and Competences** | After completing the module students will be able to:  
 • Understand global regulatory frameworks around food  
 • Master legal aspects related to nutrition and health, such as labelling and usage of nutrition & health claims (especially in relation with EU and Swiss regulations & for a wide range of food products: food for standard population, food for special dietary uses, food for special medical purposes)  
 • Apply knowledge about food regulations to answer a range of food sectors questions, such as food denomination, food labelling, food import/export, introduction of novel foods, GMO, allergens declaration  
 • Understand the usage of regulations in the public health agenda (WHO, /country)  
 • Estimate the importance of legal and nutritional environment in I&R process of food  
 • Build winning nutrition & health communication through consumer understanding  
 • Estimate how industry transforms legal barriers into marketing opportunities |
| **Module Content** | • Food law – legal basis  
 • Nutrition labelling  
 • Winning nutrition & health communication through consumer understanding  
 • Claim  
 • Nutrition and health in action  
 • Scientific considerations behind health claims |
### Food Regulation and Consumer Perception

<table>
<thead>
<tr>
<th>Topic</th>
<th>Details</th>
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<tbody>
<tr>
<td>Food for special dietary uses, interface food-medicine/drug</td>
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<td>Genetically modified organisms and products</td>
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<td>Novel food</td>
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<td>Regulatory challenges</td>
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<td>Are laws efficient?</td>
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<tr>
<td>Consumer behaviour</td>
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#### Teaching / Learning Methods

- Lectures and expert inputs (guest lectures)
- Integrated exercises and activities
- Self-study
- Group work on case studies supported by coaching sessions

#### Assessment of Learning Outcome

- Oral presentation of a case study (group grade): 50%
- Individual oral exam (individual grade): 50%

#### Bibliography


#### Language

English

#### Last Update

28.01.2020 / Marie-Noëlle Falquet