



PARMA
SUMMER SCHOOL
26 – 28 SEPTEMBER 2023

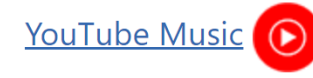
Innovative food products

Science on the menu podcasting from an EU institution

María Tejero, Mariya Dokova, Edward Bray



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SCIENCE on the MENU

PODCAST
by EFSA



A taste of "Science on the menu"



Why? Podcasts offer new possibilities to present complex content to wide audiences.



Audience: general public and interested public, including EFSA stakeholders.



Ten episodes so far and counting!



Topics: novel food, animal welfare, foodborne diseases, AMR...

A taste of 'Science on the menu' (II)

Innovative food products



Language: English.



Duration: 15-25 minutes.

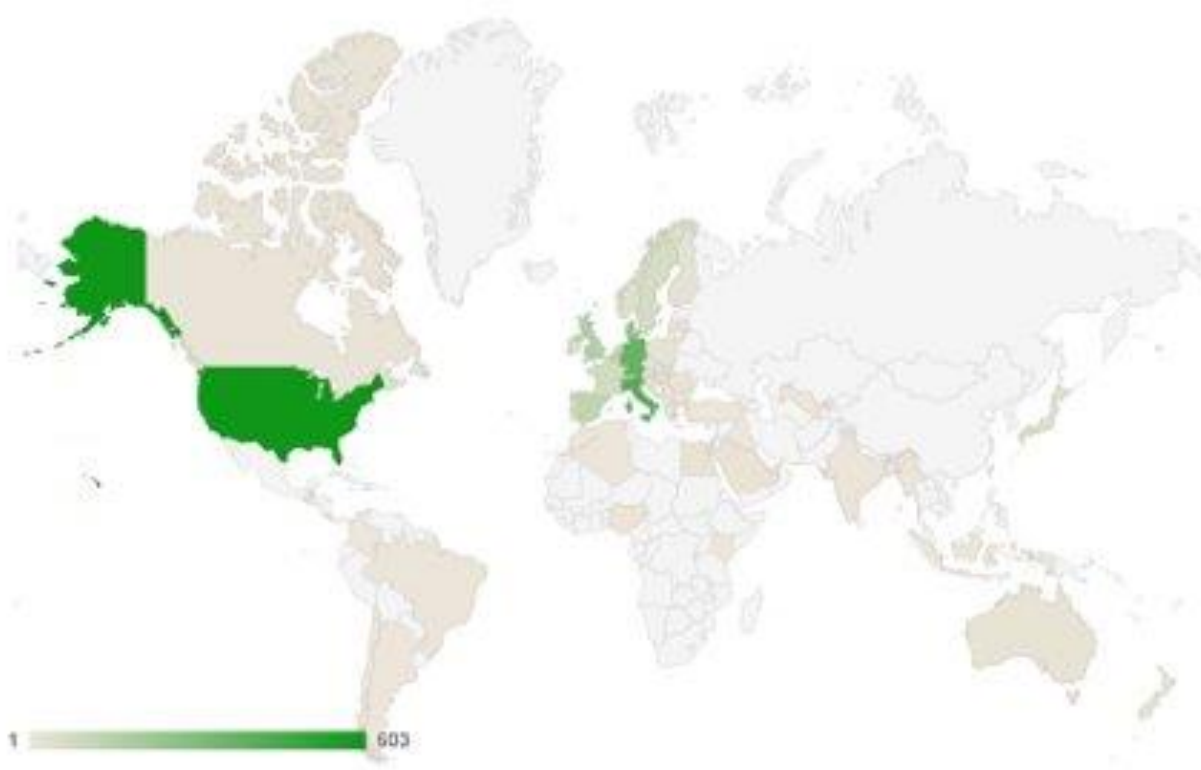


Team: anchors, experts, editorial coordinators, editors.



Challenges: no precedent at EFSA.

Some numbers



Downloads & unique listeners

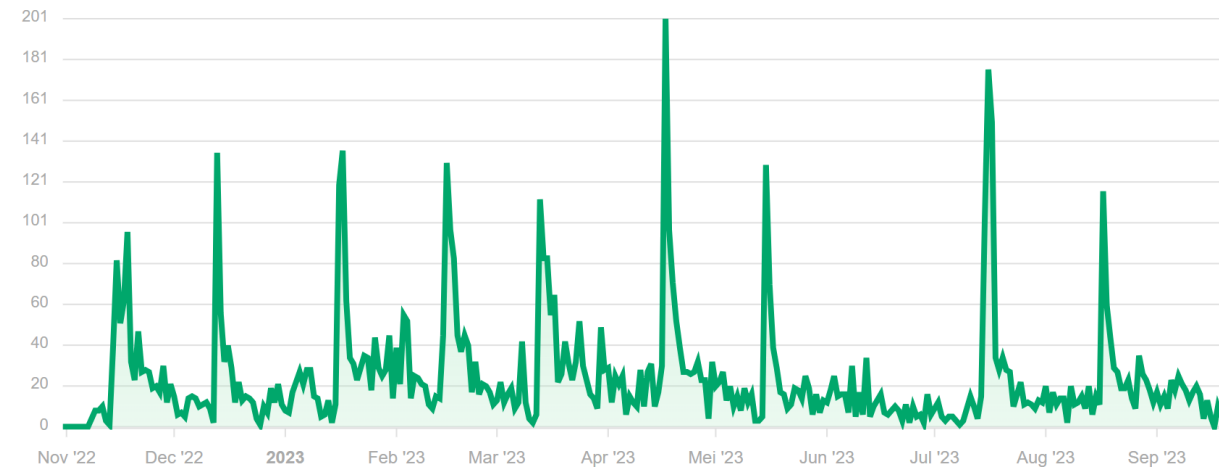
7884

Downloads

4567

Unique listeners

Downloads



The number of downloads for the selected period is: **7884**.

Recording 'Science on the menu'



1. Planning

- Topic discussed, speakers identified, time-plan set.



2. Production

- Drafting, approval, coordination speakers & technical details.



3. Recording

- a. At EFSA: Silent room.
- b. Hybrid / remote mode: via ZenCastr.



4. Editing

- Editing of the product, landing website, final verification.



5. Publication and promotion

- Publication in our landing page, Springcast, promotion.

Gear up!



Podcast mics

Headphones



Digital Audio Workstation (DAW)

Additional gadgets



Create the right environment

Add clothes or rugs to absorb extra noise

Turn off electronic devices to reduce unwanted noise

Speak directly into the mic at a consistent level

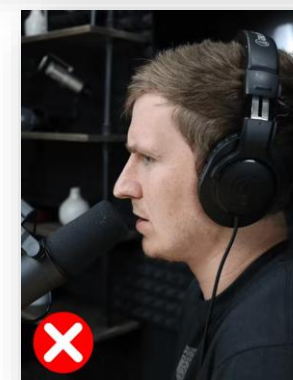
Warm up with a casual conversation and/or rehearsal

Move the position of the mic once it is set up

Change positions or move a lot

Put speakers/mics too close to one another

Forget to drink water and stay hydrated



Raw vs ripe



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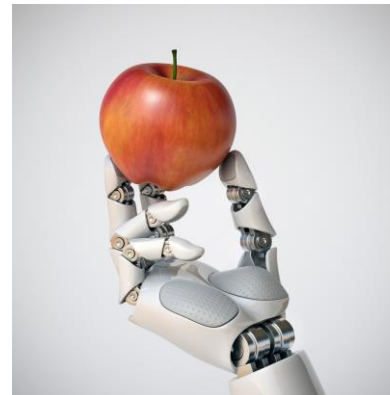
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INSECT FOODS – THE CONTEXT



Yuck factor



Neophobia vs curiosity

INSECT FOODS – THE CONTEXT (II)



Food culture

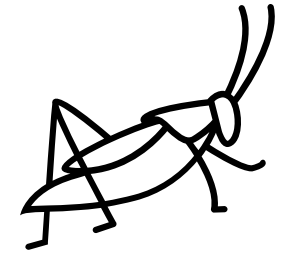
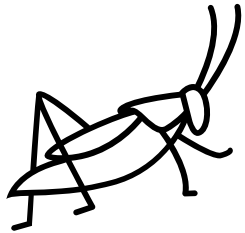


EU approval process

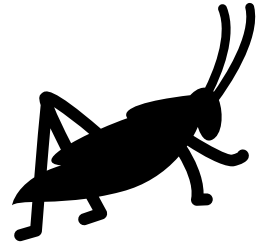
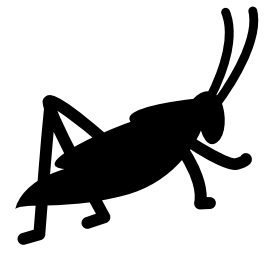
INSECT FOODS – HISTORY AND CULTURE

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Putting the novel into PRACTICE



Q&A

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Any questions
or comments?

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