

3rd International Conference and Exhibition on Food Processing & Technology

July 21-23, 2014 Hampton Inn Tropicana, Las Vegas, USA

Food and globalization: How trying to preserve food healthiness with an easy communication

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Death and hospitalization consequent to food poisoning represent a serious burden for all countries. Media are mainly focused on “well eating” but final consumer has no practical strategy to fight hazards due to food poisoning as pointed out by many recent surveys. Globalization imposes food travels all across the world. New food technology and processing make that possible using special additives, artificial food colorings and preservatives which might be potentially harmful. Although classification of these substances is well encoded it's not clear how media can easily read through it. Therefore we need a clear system to decode it and make food additives and preservatives classification easily readable and understandable by the final user. This is extremely important especially for YOPI classes (Young, Old, Pregnancy and Immunodeficiency) which are very sensitive to small contaminations from some additives and preservatives, especially those whom contain sodium benzoate and salicylates. Using a “friendly” and more understandable classification could actually reduce food poisoning and in turns decrease costs of health care. Media could be active part on it, educating the final user on food safety culture especially categories of high risk subjects.

Biography

Massimo Cecaro was born at Macerata, Italy, in 1980. After completing humanistic studies, he moved to the University of Camerino, where he achieved a master degree in veterinary medicine then in University of Teramo where he successfully specialized. He is a journalist from 2004 and national councilor of National Association of Medical Press (ASMI). He is a resident member of MJA “Medical Journalists' Association” in London. He is also editor in chief of JMCJ (Journal of Mass Communication & Journalism), and in the editorial board of “Occupational Medicine & Health Affairs”. He has been author of several scientific works in public health. He is actively involved in international projects to improve the role of mass-media in medical sciences.

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