

Dr. Bergmann Food Relations Company communications & scientific PR

- Agency Profile -

Preface

Since 1998, Food Relations has been promoting dialogue on the subjects of foodstuffs, consumer behaviour, eating culture and corporate action. Founded by the accredited home economist Dr Karin Bergmann as an owner-managed enterprise, its beginnings lay in international corporate consultancy.

Today, Food Relations provides professional - often interdisciplinary - consultation on nutrition sciences for its clients and partners, through a network of colleagues of diverse specialities working freelance and in the institutional and commercial sectors. Welcome to our small, select world of nutrition sciences services.

Services

① Professional information service

The volume of scientific knowledge grows daily. The range of new publications is bewilderingly great, from the national to the international, from the revelatory to the less original, from publications either unobtainable or costly to obtain to others readily accessible on every virtual 'corner'. Yet corporate communication about good products sinks or swims depending on the availability of up-to-date, reliable specialist information. Not individual pieces of information, which often have rather short half-lives, but enduring, well-founded knowledge on important specialist issues.

On behalf of corporations and other institutions, we carry out professional research with the aim of separating well-founded knowledge from issues that remain unresolved in research. Resulting from this, we collate coherent, reliable information from high-value sources and deliver it in the form of surveys of literature, evaluative texts or presentations.

If you wish to place your professional research work on foodstuffs, nutrition and health in external hands, we would be delighted to present you with an offer for collaboration.

② Authoring service

Corporations offer information on nutrition and health. Where health statements link to products, they are legally regulated, for instance by the EU Health Claims Regulation and the *Heilmittelgesetz* (German Federal Therapeutic Products Act). We have been preparing and publishing information secured on behalf of our clients regarding foodstuffs, nutrition and health for more than ten years. We reach consumers and professional circles by various routes: texts for printed or online publication, radio or TV articles, expert interviews, lectures and much more besides. For many years, Food Relations has been making good on its claims in respect of commercial information, and we continue to do so: our texts are scientifically correct, honest, socially relevant and accessible to consumers in their everyday lives.

If you wish to place your professional authoring services in the fields of foodstuffs, health and prevention in external hands, we would be delighted to present you with an offer for collaboration.

③ Moderation service

Whether an expert or a consumer, no one wants to be robbed of time. Much can be assimilated more quickly, easily and enduringly in direct conversation. For instance, the fundamentals of a healthy life generally sound simple. Practical everyday life, meanwhile, raises many issues. So the aim of our

moderation and training work is to collate empirical knowledge and pass on suitable tips for healthy everyday living to diverse target groups. Our aim is to provide events that bring clear results. And we achieve this through a moderation style that works as efficiently as possible towards the goal of the event, while at the same time enabling participants' potential to come as much as possible to the fore.

If you are looking for external, specialist moderation for your events in the fields of foodstuffs, health and prevention, we would be delighted to present you with an offer for collaboration.

Competencies

Dr Karin Bergmann read Home Economics at the Technische Universität Weihenstephan, Bavaria, Germany (1989-1994). She then went on to complete a three-year scholarship at the Dr Rainer Wild Foundation in Heidelberg. Through this period, she pursued a distinguished piece of market research work on the image of industrially-produced foodstuffs as a doctoral thesis. Prof. Ingrid-Ute Leonhäuser supervised this dissertation, which was completed in 1995 at the Justus Liebig University of Gießen. The thesis describes models and causes of consumer resistance to convenience food, and deduces consequences for corporate public relations. Several books resulted from this work, published jointly with the Dr Rainer Wild Foundation. Together with more than ten years' experience of public relations work in various corporations, this thesis continues to this day to provide the basis for good communication ideas for corporations and non-commercial institutions.

Ever since the foundation of Food Relations in 1998, regular further training on the scientific facts of foodstuff production has always been a matter of course. Most recently, and maintaining links with the Technische Universität Munich, this entailed the TUM Academy's entire further training programme at the Central Institute for Nutrition and Foodstuffs Research (*Zentralinstitut für Ernährungs- und Lebensmittelforschung*).

Membership of specialist organisations:

- Verband der Oecotrophologen e.V. (German Home Economists' Association), Bonn
- Deutscher Fachjournalisten Verband (German Journalists' Association), Berlin
- Internationaler Arbeitskreis für Kulturforschung des Essens e.V.
(International Work Group for Research into the Culture of Eating), Heidelberg
- Gesellschaft zur Förderung der Verbrauchsforschung e.V. Freising
- International Life Science Institute Europe
(*Consumer science expert group on risk perception of food choice, Brüssel*)

© 2009 Dr. Karin Bergmann;

Dr. Bergmann Food Relations ® Unternehmenskommunikation und Wissenschafts-PR