

MAPP Conference

Sustainability at Any Cost

Rethinking How We Communicate About Health and Sustainability

19 March 2026
Agro Food Park 15, Aarhus Denmark



Programme

9:00 - 09:30 Registration

Session 1: Integrating Sustainability and Health in Dietary Choices

09:30 - 9:35 *"Welcome"*, Jessica Aschemann-Witzel, Professor & Centre Director, MAPP Centre, Aarhus University

09:35 - 09:55 *"Sustainable Diets and Human Health"*, Christina Dahm, Professor, Department of Public Health, Aarhus University

09:55 - 10:15 *"Advantages and Challenges when Combining Health and Sustainability in Food Choices"*, Merete Myrup Christensen, Director of Dairy Nutrition, Danish Agriculture and Food Council

10:15 - 10:35 *"Food Choices for Health and Sustainability: Why Communication Matters"*, Susanne Pedersen, Associate Professor, MAPP Centre, Aarhus University

10:35 - 10:45 Debate

10:45 - 11:00 *Coffee Break*

Session 2: Health, Sustainability, and Food Labelling in the European Context

11:00 - 11:20 *"Promoting Healthy and Sustainable Consumer Behaviour with Sustainability Labelling"*, John Thøgersen, Professor, MAPP Centre, Aarhus University

11:20 - 11:40 *"How Do Turbo Plant Companies Communicate on Health and Sustainability"*, Gyda Bay, Team Leader, Turboplant & Food Organisation Denmark

11:40 - 12:00 *"Food-related Well-being: Can Sustainability and Health Coexist?"*, Sara R. Jaeger, Department of Food Science, Aarhus University

12:00 - 12:20 *"Status of European Food Ecolabels Based on Life Cycle Assessment"* Huayang Zhen, Post Doc, Department of Agroecology, Aarhus University

12:20 - 12:30 Debate

12:30 - 13:30 *Lunch*

Session 3: Round Table

13:30 - 15:00 *"Sustainability at Any Cost?"* Moderated by Brandi Morris, Assistant Professor, MAPP Centre, Aarhus University

PANEL MEMBERS

Christina Dahm,
Aarhus
University

Sara Jaeger,
Aarhus
University

Merete Myrup,
Danish Agriculture
and Food Council

Catalin Stancu,
Arla Foods