



## **Food4Me: Recruiting participants for European-wide study about personal diets**

Last Updated : 11 July 2013

In this podcast, [John Mathers](#), a professor of Human Nutrition at Newcastle University discusses the importance of personalised nutrition. John Mathers is the leader of the Proof of Principle (PoP) study, which has been designed in order to determine the scientific quality of web-based personalised nutrition advice.

In this podcast, John discusses the concept of personalised nutrition as a way of tailoring dietary advice to the individual. He also explains his role as one of the principal investigators in the Pan-European PoP study. He comments on the challenge of recruiting 1,300 participants from seven different countries for the study and discusses the individual health benefits for participants.

### **About John Mathers:**

John Mathers is a professor of Human Nutrition at Newcastle University, UK. He holds a PhD in Nutrition from the University of Cambridge and is a member of The Nutrition Society. He is the director of the Human Nutrition Research Centre (HNRC), which is based at the University of Newcastle and teaches several undergraduate and postgraduate degree programmes. His research interests include molecular nutrition and public health nutrition.

### **For more information:**

[www.food4me.org](http://www.food4me.org)