

# SEEF REPORT 2023



by **Veronica Jaramillo & Priscilla Leftakis**



# ABOUT THE FOUNDERS OF THIS PROJECT



***Priscilla Leftakis*** is a Macdonald Campus 2023 alumni, majoring in Food Science. She is currently working as a quality technician at Yourbarfactory in Montreal and plans to further her career in food safety in the upcoming years, while focusing on debunking current myths about food to younger generations.

***Veronica Jaramillo*** is currently majoring in Food Science with her upcoming graduation in 2024 and plans to acquire her Master's in Food Safety in the coming years. She has vast experience as an entrepreneur and has a great interest in discussing topics such as food safety, diet culture and targeting misinformation online surrounding food.



# What is the Food Truth Project?

As we were completing our bachelors degree in Food Science, we saw a large contradiction between what we we were learning in class and what we were witnessing on social media. Claims surrounding topics such as food processing, food additives, artificial vs natural, and many more were being portrayed as negative and dangerous online without any evidence to support. We noticed this trend for several months and both saw the need for food scientists and others professionals to step in and clarify.

With the use of social media, students of all ages are exposed to false narrative surrounding food and nutrition, while it also propagates health claims with little to no supporting evidence. These narratives surrounding food & health can negatively impact short-term and long-term views on eating habits, food ingredients and general wellness of the person.

Both of us have been personally affected by diet culture & nutrition fads, which allowed us to see first hand how misinformation can impact young people and shape their perception on food and nutrition for years to come. Knowing simultaneously how dangerous misinformation is and how important forming good food and nutrition habits is for the future, this motivated us to do something about this ever growing epidemic of false information online.



Due to this epidemic, we created The Food Truth Project: a series of educational workshops aimed at identifying, debunking and clarifying misinformation surrounding food and nutrition seen online. Through our workshops, students can further their critical thinking skills when using social media while simultaneously enhancing their general food knowledge.

Our workshops are interactive, fun, and informative as we cover topics such as the concept of foods being 'good for you' or 'bad for you', the micro and macromolecule composition of all foods, repercussions of misinformation, genetically modified organisms (GMO) foods, seed oils, synthetic vs natural food colorants, processed food, how to read a nutrition label, food safety, food chemistry, and much more.

We show videos propelling false information, analyze them, and debunk them in real time. This method allows for the students to learn how to critically analyze their personal experiences on social media. The feedback and questions received from students were overall positive and impactful. It was felt that the students were very interested in the topics at hand and interested in further discussion.

A secondary goal of these workshops was to inform students about the potential academic and career path that is Food Science.



# EDUCATIONAL WORKSHOPS: A SUCCESSFUL JOURNEY!

**Our goal was to target younger generations such as high school and Cégep students.**

**We successfully spoke to over 200 students in the Greater Montreal area!**

- Science Week at Vanier College
- Cégep Chemistry course at Vanier College
- Workshop at John Abbott College
- Secondary science course at St-Thomas High School



# BUDGET

## Spring 2023



<b>Gas</b>	<b>\$200</b>
<b>Branded promotional merchandise</b>	<b>\$250</b>
<b>Canva subscription / software</b>	<b>\$150</b>
<b>Domain name</b>	<b>\$400</b>
<b>Presentation gift incentives</b>	<b>\$400</b>
<b>McGill merchandise</b>	<b>\$300</b>
<b>Food products for presentations</b>	<b>\$200</b>
<b>Podcast microphone</b>	<b>\$83</b>
<b>Shopify yearly membership</b>	<b>\$540</b>
<b>Graphic designer</b>	<b>\$250</b>
<b>Total</b>	<b>\$2773</b>



The remaining of the total amount invested by SEEF will serve to reward us for our time and fund some of the upcoming workshops in Fall 2023!

# FUTURE PLANS FOR 2023-2024



Workshops are already being planned for the 2023-2024 school year where over 5 organizations have accepted the workshop. Most notably, the Food Truth Project will be presenting at the Women in Science week at Vanier College and the Zen Den Conference at Concordia University. The Food Truth Project is also set to give a presentation to the Intro to Food Science course in the Fall 2023 semester to the incoming Food Science students of McGill University.



A landing page website is currently being designed to launch in October 2023, with reviews from past teachers & students



A social media page on Instagram and Tiktok is uploaded and videos will be posted across the 2023-2024 season of workshops



A podcast has been an interest of ours for the past year, with discussing topics in food science, nutrition and wellness. We believe that the target demographic will be the general population and mostly women between 18 and 30.

We wish to express our profound gratitude to the Student Experience Enhancement Fund of McGill University Macdonald Campus for their unwavering and invaluable support that has accompanied us throughout this transformative journey. It is with a deep sense of appreciation that we acknowledge the pivotal role played by the fund in enabling us to not only conceive but also in making this project a reality.

We would also like to thank Mackenzie Edge for her beautiful work in creating our logo as well as the Food Science Association of McGill University for their support in promoting our workshops.

Thank you,  
**Veronica Jaramillo & Priscilla Leftakis**