

## Co-evolution of nutrigenomics and society: Ethical considerations

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In order to embed fruitfully food and nutrition sciences in society and to make them more trustful and accountable research priorities and research trajectories should take into account the practices and opinions of society, in particular regarding its ideas on pleasure and social and identity aspects of food, and not only focus on health as is currently the case in nutrigenomics.

A model of fair representation of food styles is introduced to organize this process of embedding. Life sciences' view on health as to be calculated and risk oriented paradoxically implies non-health, burdens the individual with unbearable responsibilities and leads in turn to cynism and skepticism. I reflect on the nonsynchronized coevolution of nutrigenomics and society because of this mismatch To synchronize and optimize the coevolution of nutrigenomics and society, I propose that the research policy of nutrigenomics should change to a research partnership with society on the basis of fair representation of food styles.

### Biography

Michiel Korthals (Amsterdam 1949) studied Philosophy, Sociology and German at the University of Amsterdam and the Karl Ruprecht University in Heidelberg (FRG). In his dissertation (Amsterdam 1985) he has analyzed the Frankfurt School (Marx, Adorno and Horkheimer, Marcuse and Habermas) from the perspective of a democratic social criticism. Subsequently he has been dealing with moral education and societal development. Since his appointment as Professor of Applied Philosophy at Wageningen University (1993), he gives shape with colleagues to a new discipline, philosophy of food and agriculture, of both local and global significance, with respect for animals, sustainability and landscape as essential components. Main publications are: *Pragmatist Ethics for a Technological Culture* (with Keulartz et. al.; Kluwer, 2002); *Ethics for Life Sciences* (Springer, 2005); *Before Dinner. Philosophy and Ethics of Food* (Springer 2004); *Pépé Grégoire, A Philosophical Interpretation of his Sculptures* (Zwolle: Waanders, 2006); *Genomics, Obesity and the Struggle over Responsibilities* (Springer 2011).