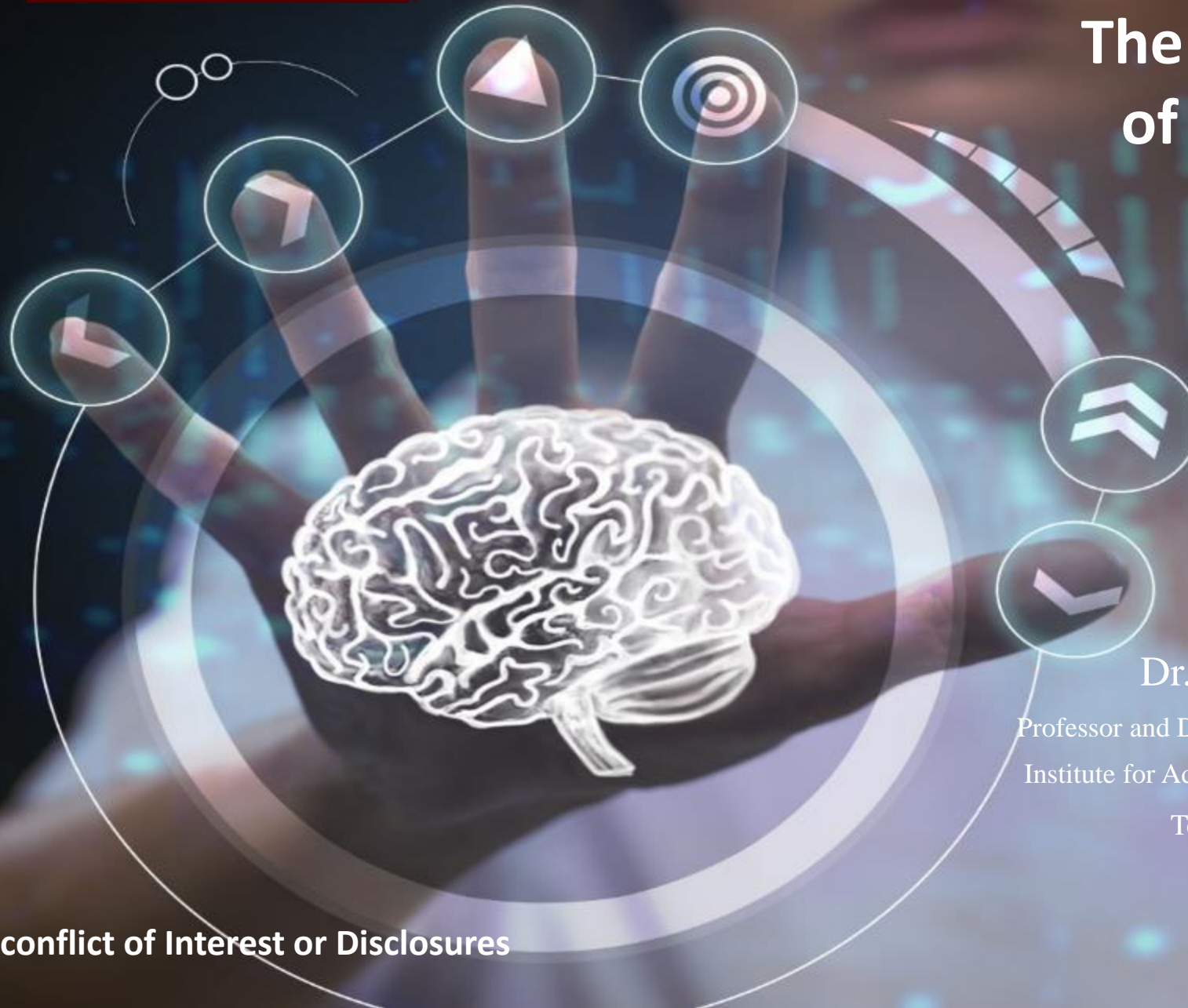


The Neurophysiology of Consumer Food Choice



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Note: No conflict of Interest or Disclosures

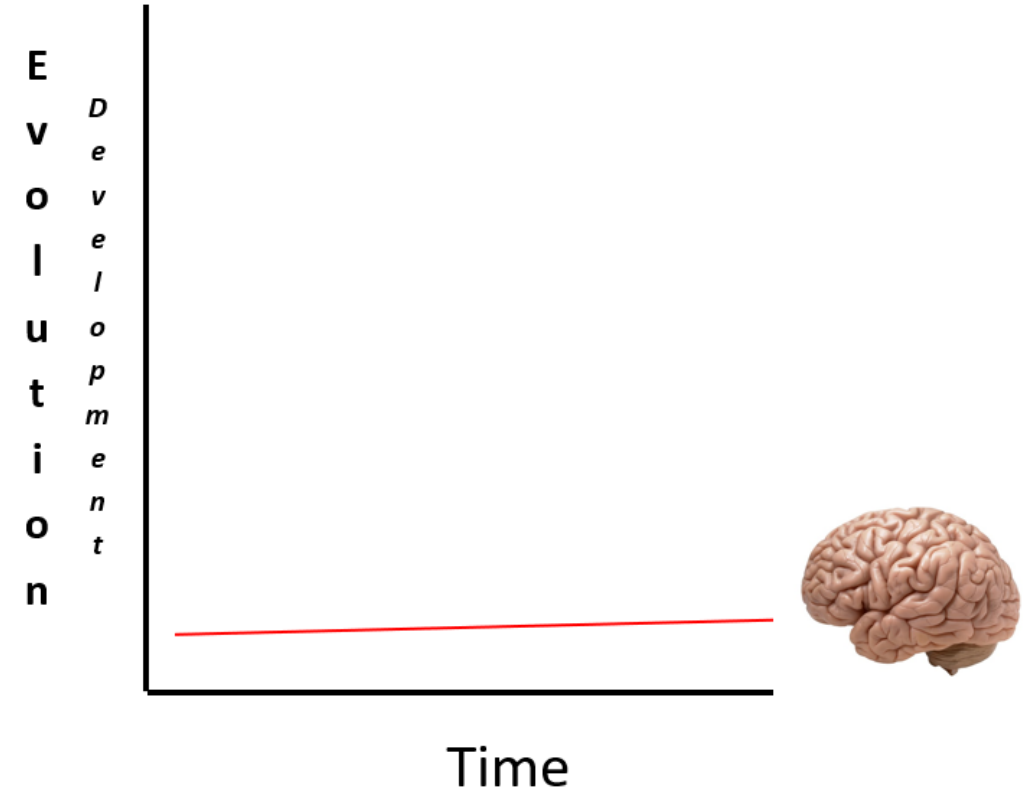
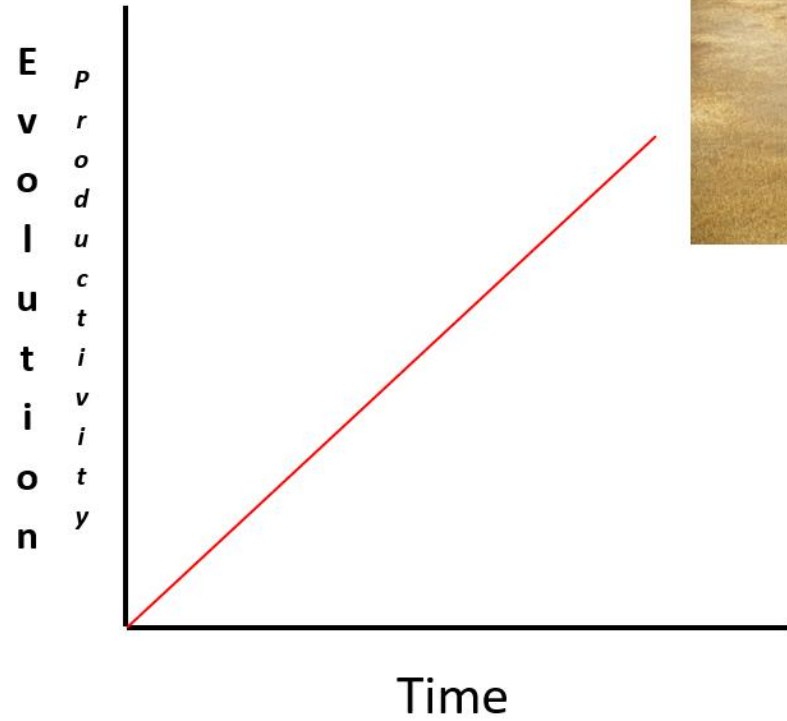
The background of the slide is a textured, reddish-brown surface, likely a cave wall, covered in ancient paintings. These include several large animals, such as a prominent bull (aurochs) in the upper right and another in the lower right, both rendered in ochre and red pigments. There are also smaller, more abstract red markings and what appear to be stylized human figures or symbols scattered across the surface. The overall tone is warm and historical.

The Problem

An evolutionary biology voyage

Palma, Marco A. "Neuroeconomics: An overview and applications to agricultural and food economics." *Handbook of Agricultural Economics* 6 (2022): 5085-5116.

The Rate of Change Divergence

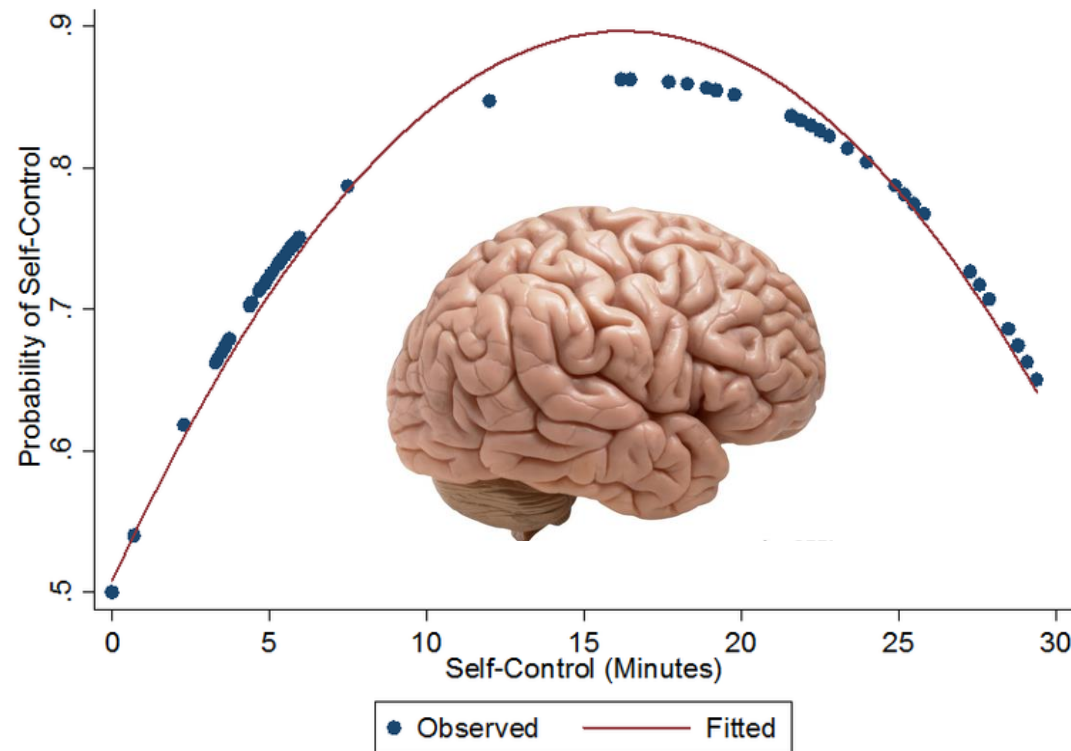


Anticipation and Food Addiction



Alonso-Alonso et al., 2015; de Macedo et al., 2016;
Segovia, Palma, Nayga 2019; Miljkovic, 2020

One unified Self-Control Theory



Palma, Segovia, Kassas, Ribera and Hall. 2018. "Self-control: Knowledge or perishable resource?" *Journal of Economic Behavior and Organization*. Vol. 145:80-94.

Crossing the Perception-Reality Line

Branding And Prestige



Pleasantness

