



Presentazione della Piattaforma Tecnologica Nazionale  
"Italian Food for Life"  
BOLOGNA, 27 NOVEMBRE 2006

# Italian Food for Life

*The Vision for 2020 and beyond*

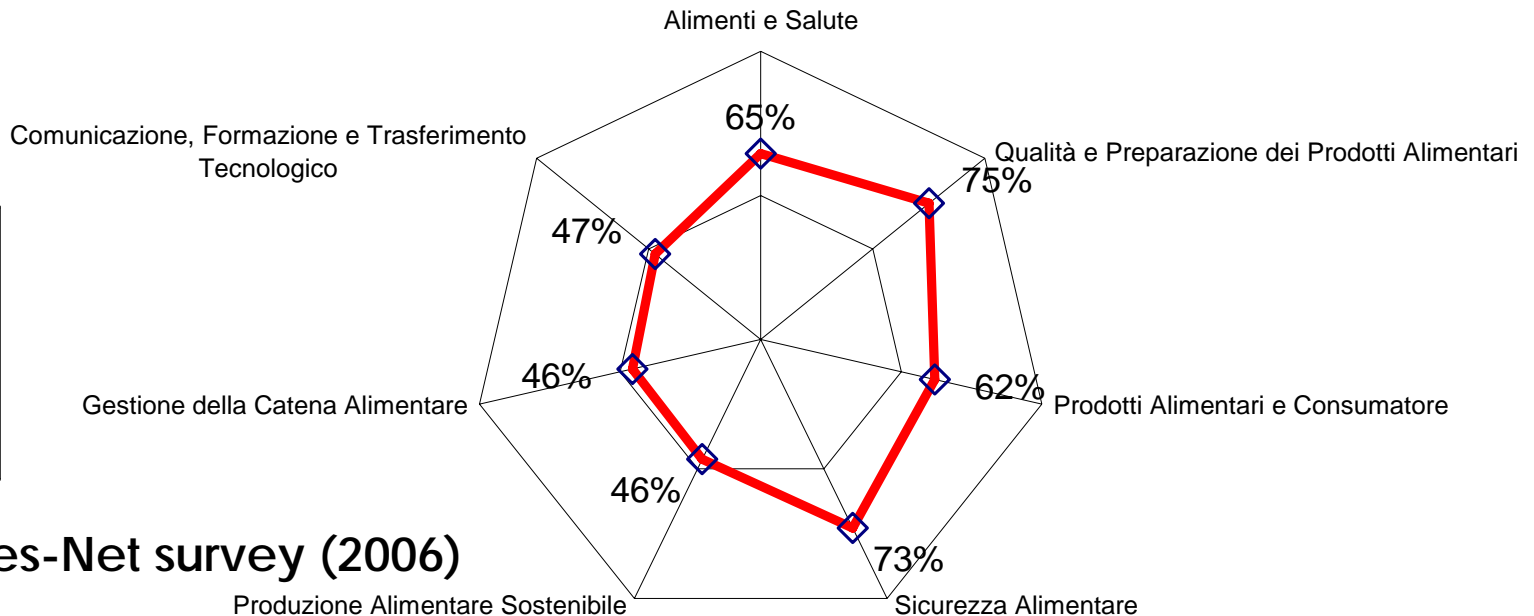
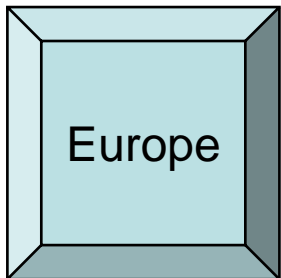
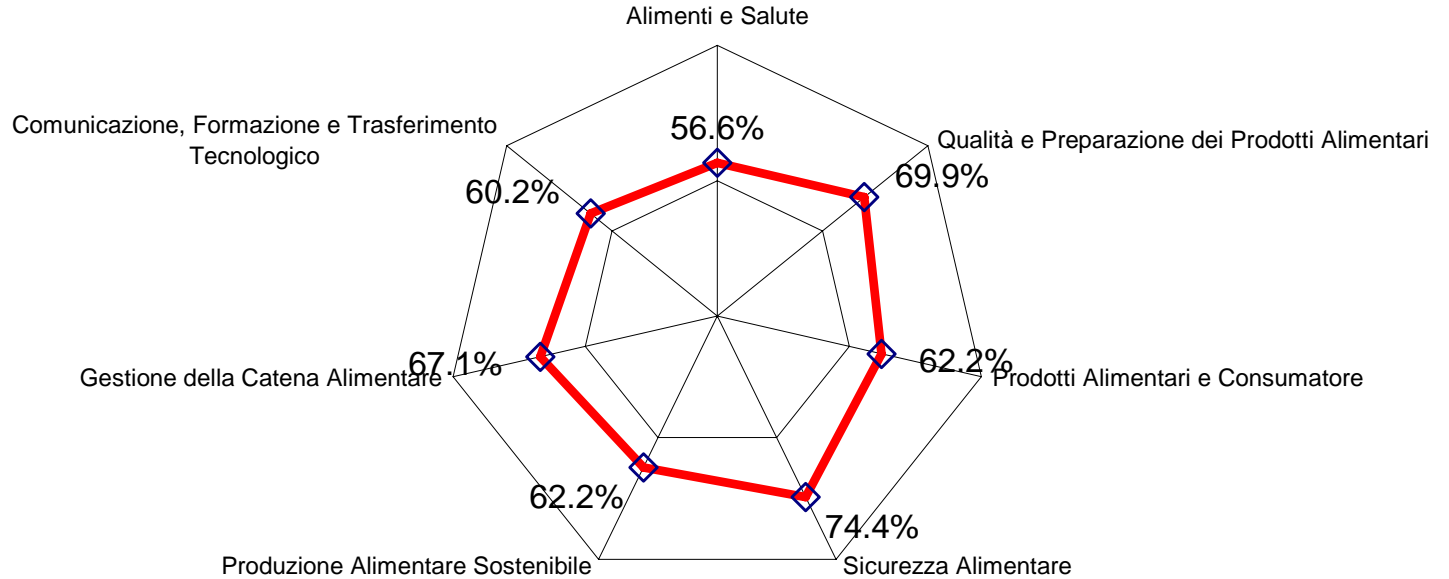
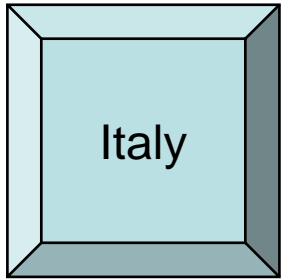
Dr. Daniele Rossi  
Chairman of the Italian Technology Platform "Italian Food for Life"  
Director General of Federalimentare

**Food and Drink Industry is the  
second manufacturing sector in  
Italy and the first in the EU**

# The importance of SMEs in the Development of an Innovative and Competitive Food Sector

- SMEs are central to job creation and economic growth in the agro-food industry and will be crucial for its future success;
- SMEs represent a key component of both the innovation system and the chain that transforms knowledge into new food products and processes.

# SMEs priorities



Source: Smes-Net survey (2006)

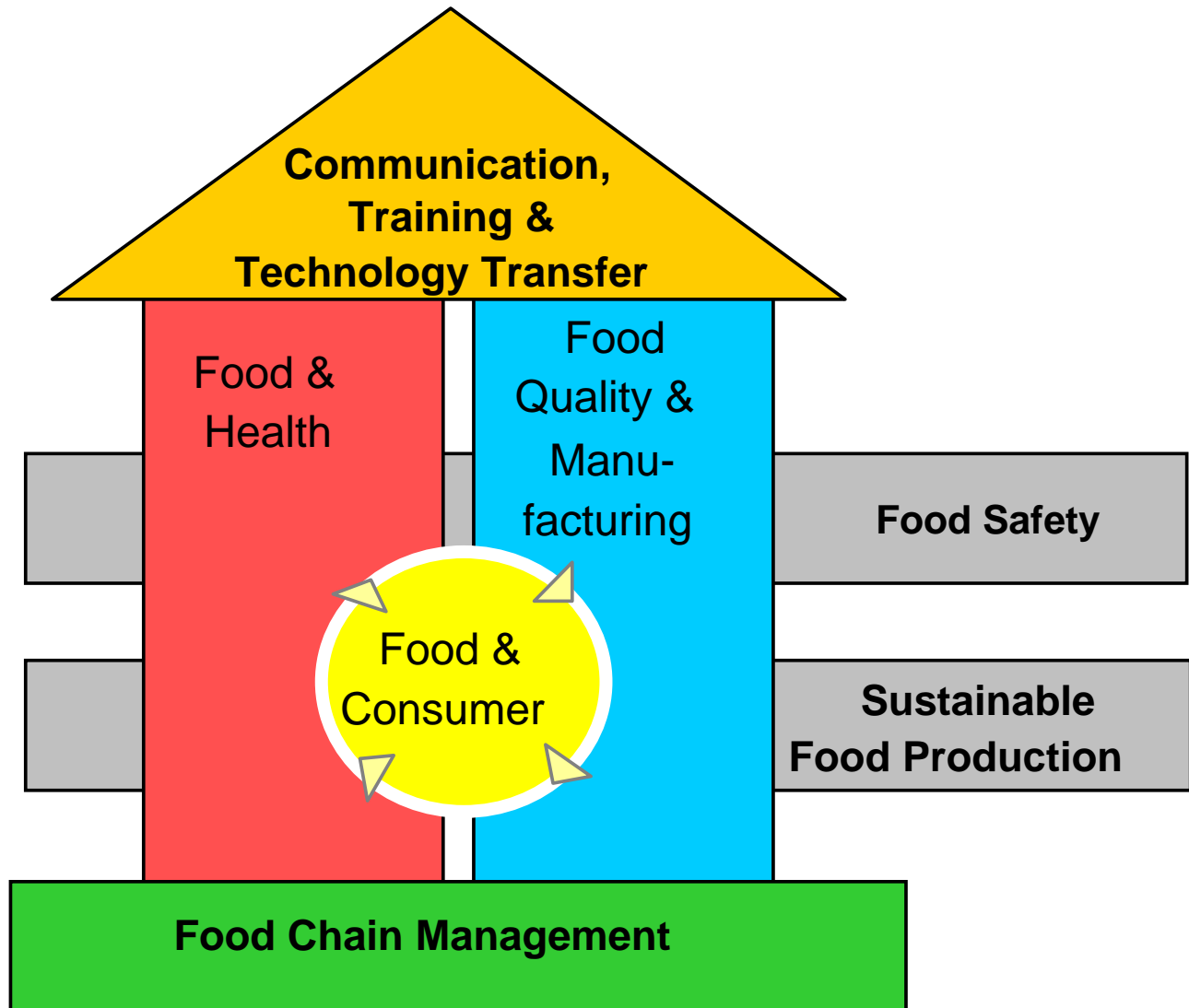
# Trends in Society re Food

- *The function of Food is changing:*
  - what we eat: calories==> “experience” ==> nutrition & health, variety
  - when we eat: regular meals ==> grazing & snacking
  - where we eat: in-home ==> out-of-home
  - with whom we eat: social ==> individual
  - how we prepare our food: from scratch ==> ready-to-eat + heat & eat
- *Changes in the food chain*
  - *A wealth of choice*: primary production is year round, global supply
  - food industry: heat-preserved, frozen, chilled & freshly prepared
  - importance of retail
  - importance of out-of-home

# Trends in Society; **The other side of the coin**

- Ageing population
- Changes in lifestyle and dietary patterns have increased the incidence of chronic non-communicable diseases incl.
  - Obesity
  - Cardiovascular diseases
  - Hypertension
  - Diabetes mellitus
  - Certain cancers

# The Platform



# Challenge 1. Food & consumer

## Ensuring that consumers make the healthy choice the easy choice



- Goal 1. Measuring consumer behaviour in relation to food
- Goal 2. Developing comprehensive models of consumer food choice processes
- Goal 3. Developing strategies to induce behavioural change to improve consumer health and social responsibility
- Goal 4. Promoting effective interaction with consumer groups and consumers directly through communication and public participation
- Goal 5. Understanding consumer behaviour in relation to health and nutrition
- Goal 6. Understanding consumer behaviour in relation to food quality and manufacturing
- Goal 7. Understanding and addressing consumer concerns with food safety
- Goal 8 – Understanding consumers and their behaviour
- Goal 9 - Interaction with consumers to assess their willingness to pay for innovative products and for food chains which take into account sustainable consideration of environment, ethics and fair trade.
- Goal 10 - Designing and testing new ways to communicate nutritional/other values to target populations, with some attention devoted to changes in “kitchen logic”.

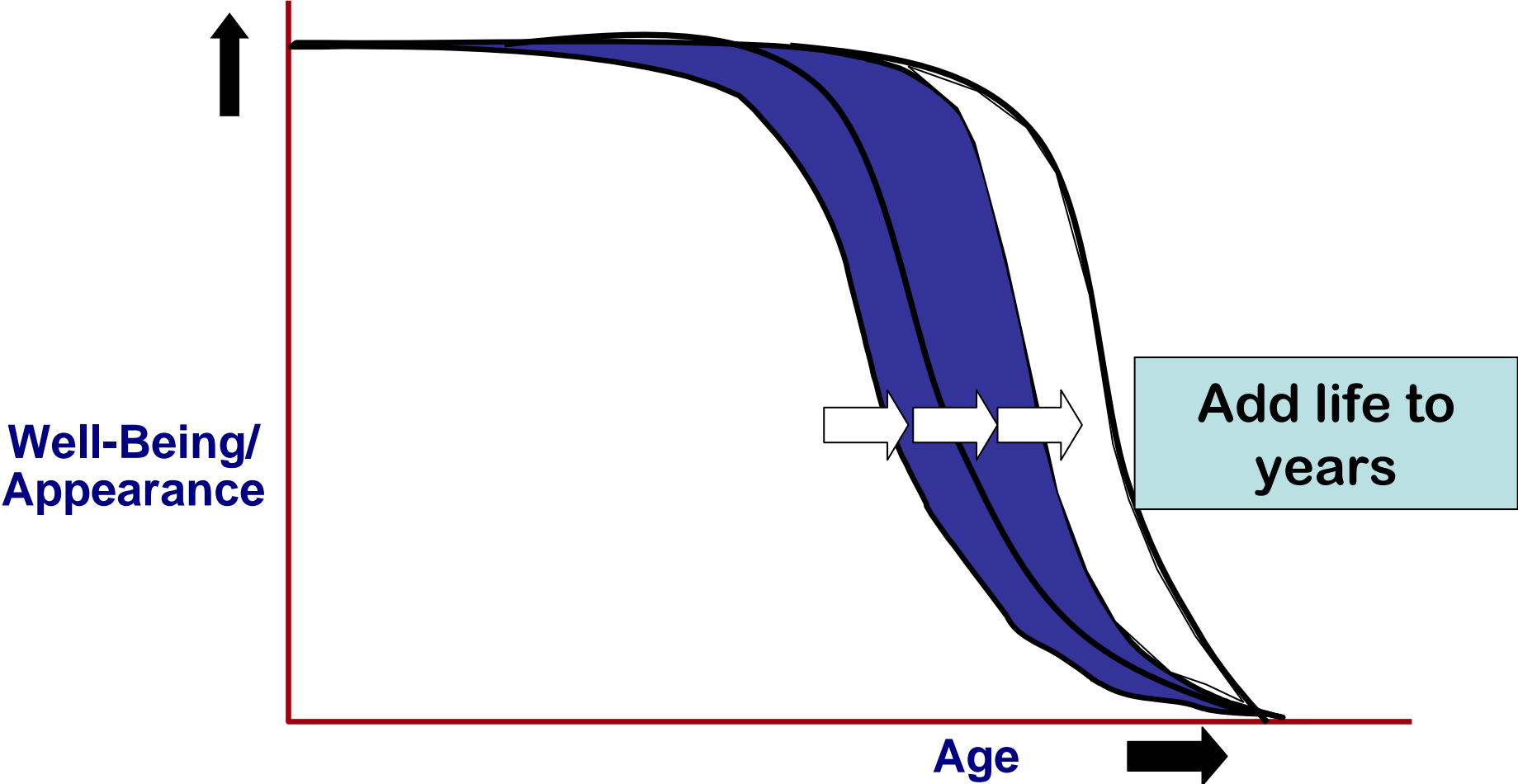
# Challenge 2. Food & health

## Delivering a healthy diet

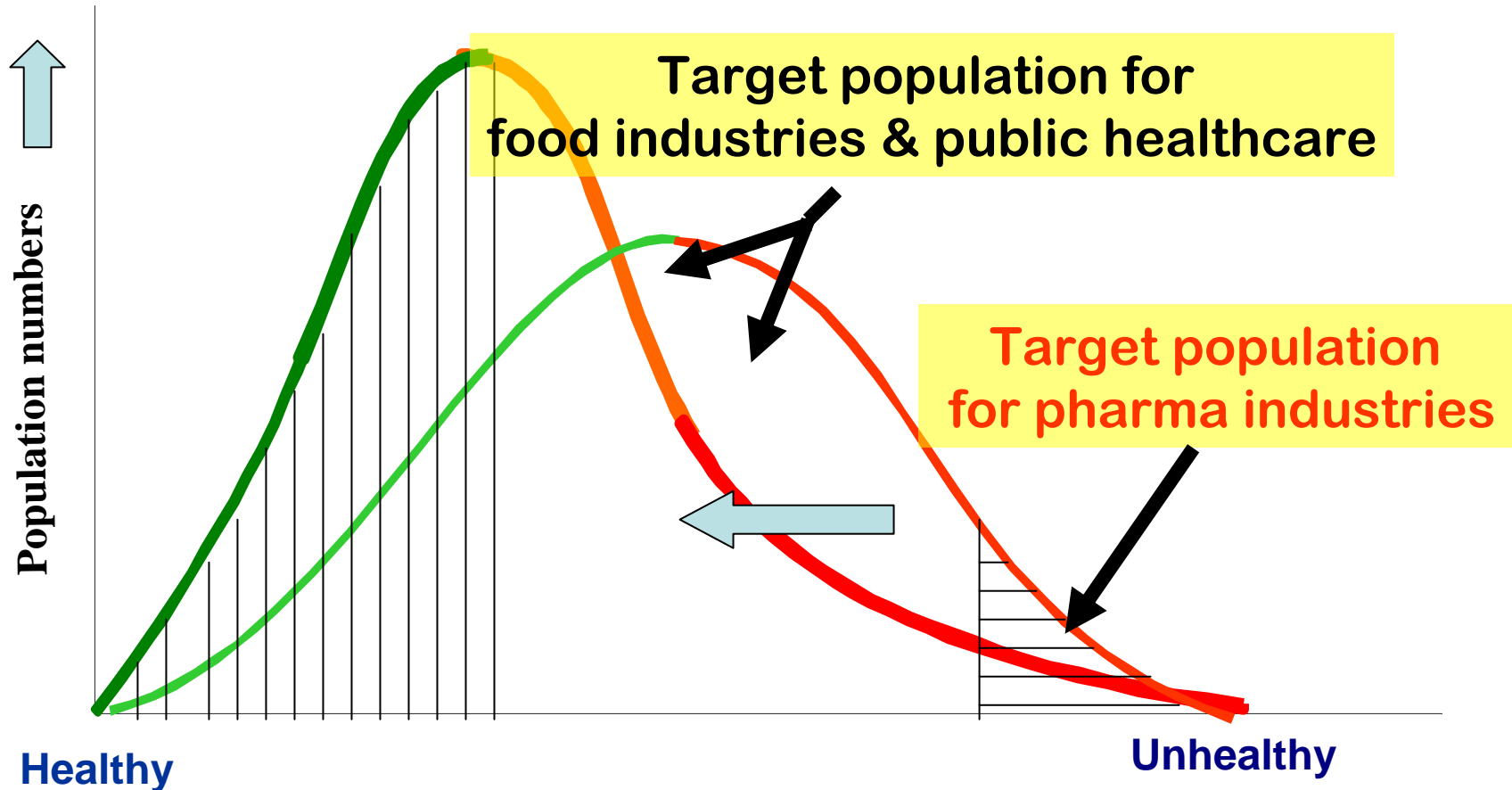


- Goal 1. Understanding brain function in relation to diet
- Goal 2. Understanding dietary effects on immune and intestinal function
- Goal 3. Understanding the link between diet and metabolic function
- Goal 4. Understanding the relationship between the quality of animal products and the quality of animal breeding.
- Goal 5. Valorisation of healthy properties of traditional and innovativer foods by using mild technologies and characterization of nutraceutical properties/components in raw materials and foods (bioactive compounds).

# Healthy Ageing: Goal



# A vision for improving Population Health



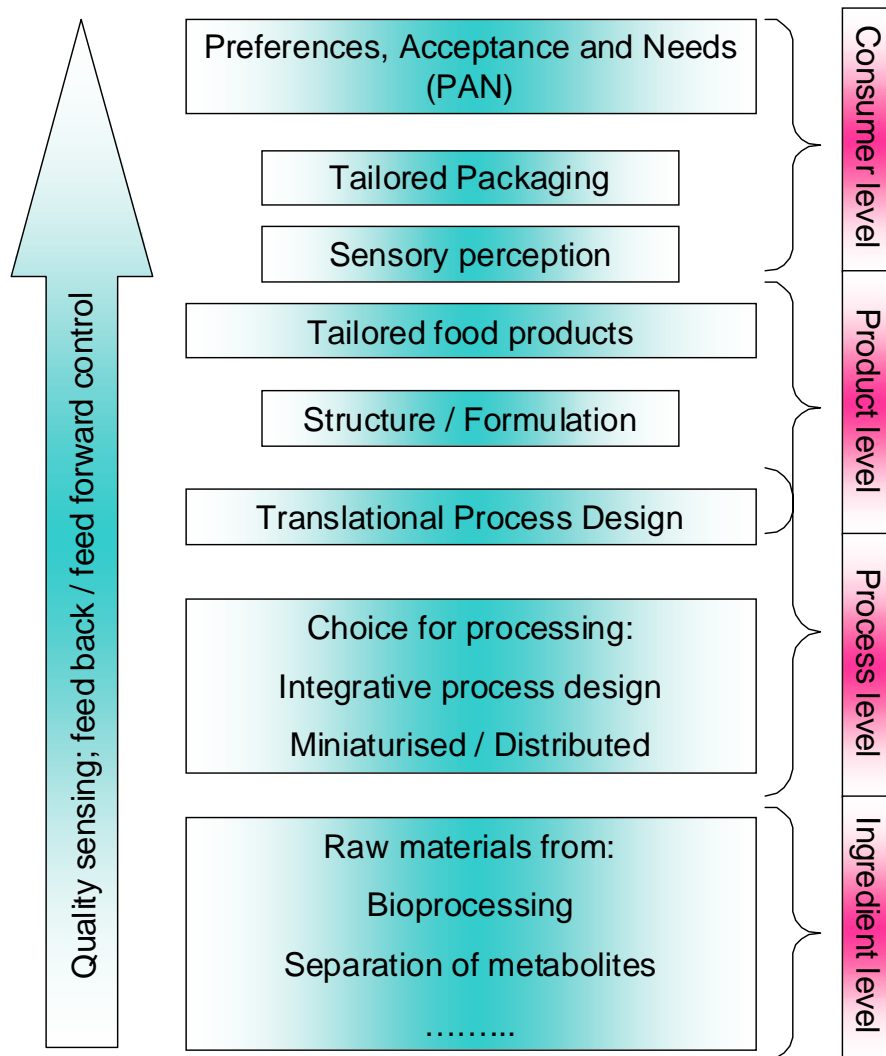
# Challenge 3.

## Food quality & manufacturing

Developing value-added food products with superior quality, convenience, availability and affordability

- Goal 1. Producing tailor-made food products
- Goal 2. Improving process- and packaging design and process control
- Goal 3. Improving understanding of process-structure-property relationships

# Food Quality & Manufacturing

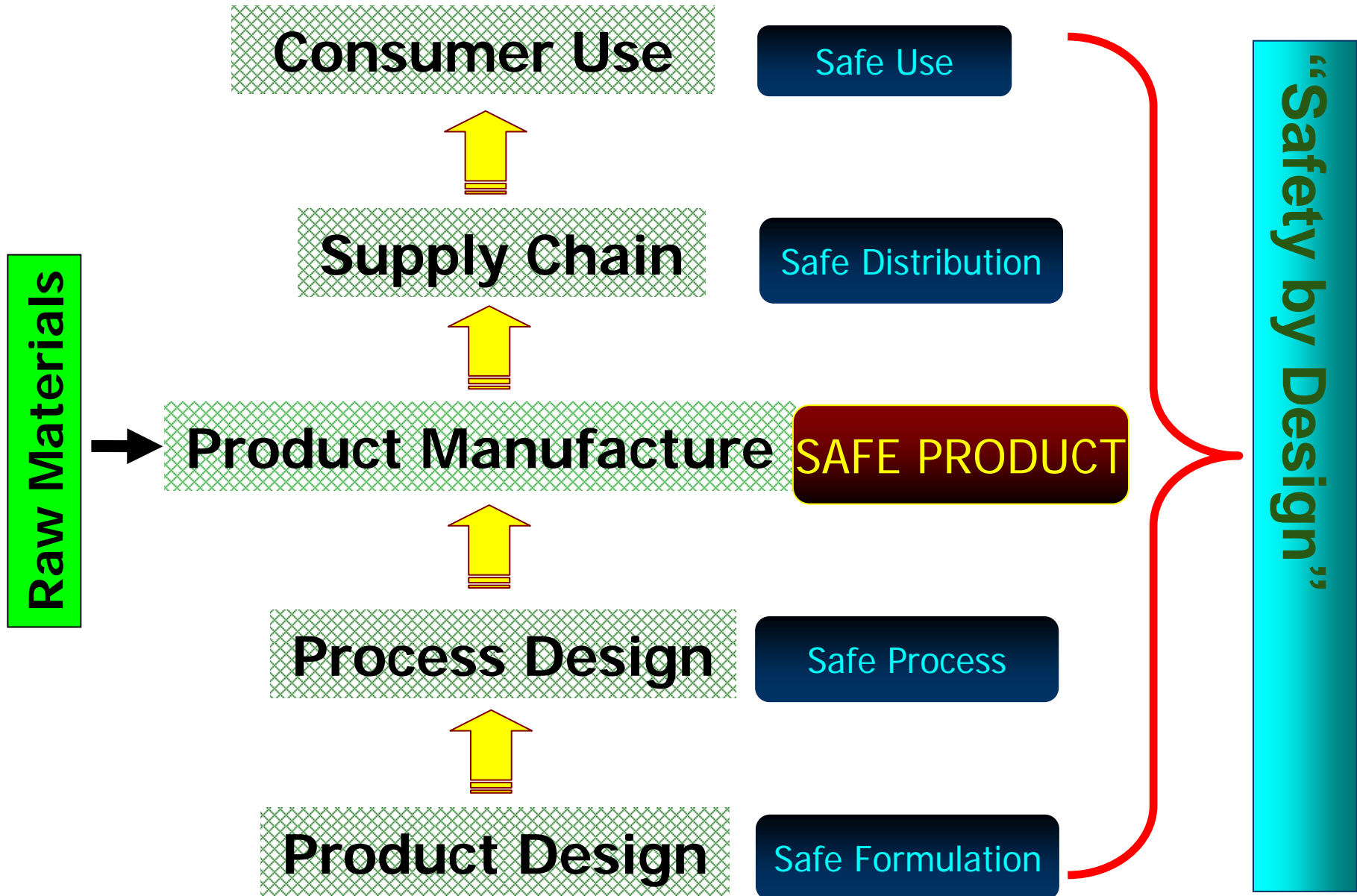


# Challenge 4. Food safety

## Assuring safe foods that consumers can trust

- Goal 1. Predicting and monitoring the behaviour and fate of relevant known and emerging biological hazards
- Goal 2. Predicting and monitoring the behaviour and fate of relevant known and emerging chemical hazards including toxins of biological origin
- Goal 3. Improving risk assessment and risk-benefit evaluation in the food chain
- Goal 4. Developing tools and addressing measures to ensure safety of the food chain

# Food Safety by Design



# Challenge 5.

## Sustainable food production

### Achieving sustainable food production

- Goal 1. Understanding of the sustainability of food production and supply in Italy
- Goal 2. Research on scenarios of future Italian food production and supply
- Goal 3. Developing sustainable processing, packaging and distribution
- Goal 4. Developing and implementing sustainable primary food production
- Goal 5. Recycling and valorization of food industry surplus, by-products and wastes

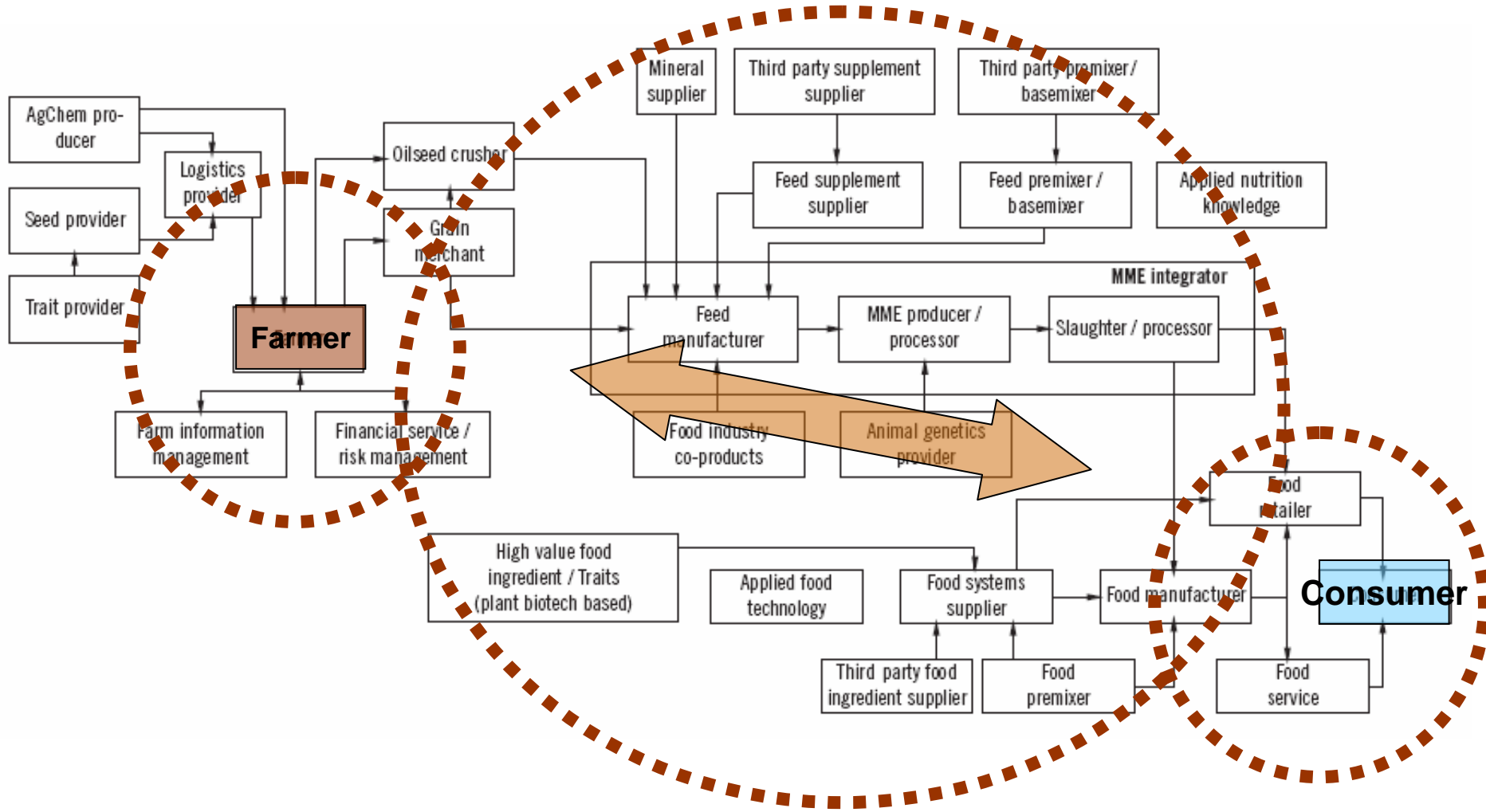
# Challenge 6.

## Food chain management

### Managing the food chain

- Goal 1. Identification of possible scenarios
- Goal 2. Stabilising markets and supporting food chain dynamics through the generation and preservation of trust
- Goal 3. Improving the innovation potential of the food chain
- Goal 4. Supporting competitiveness through integration
- Goal 5. Participation of small producers in complex food chain operations

# Food chain management



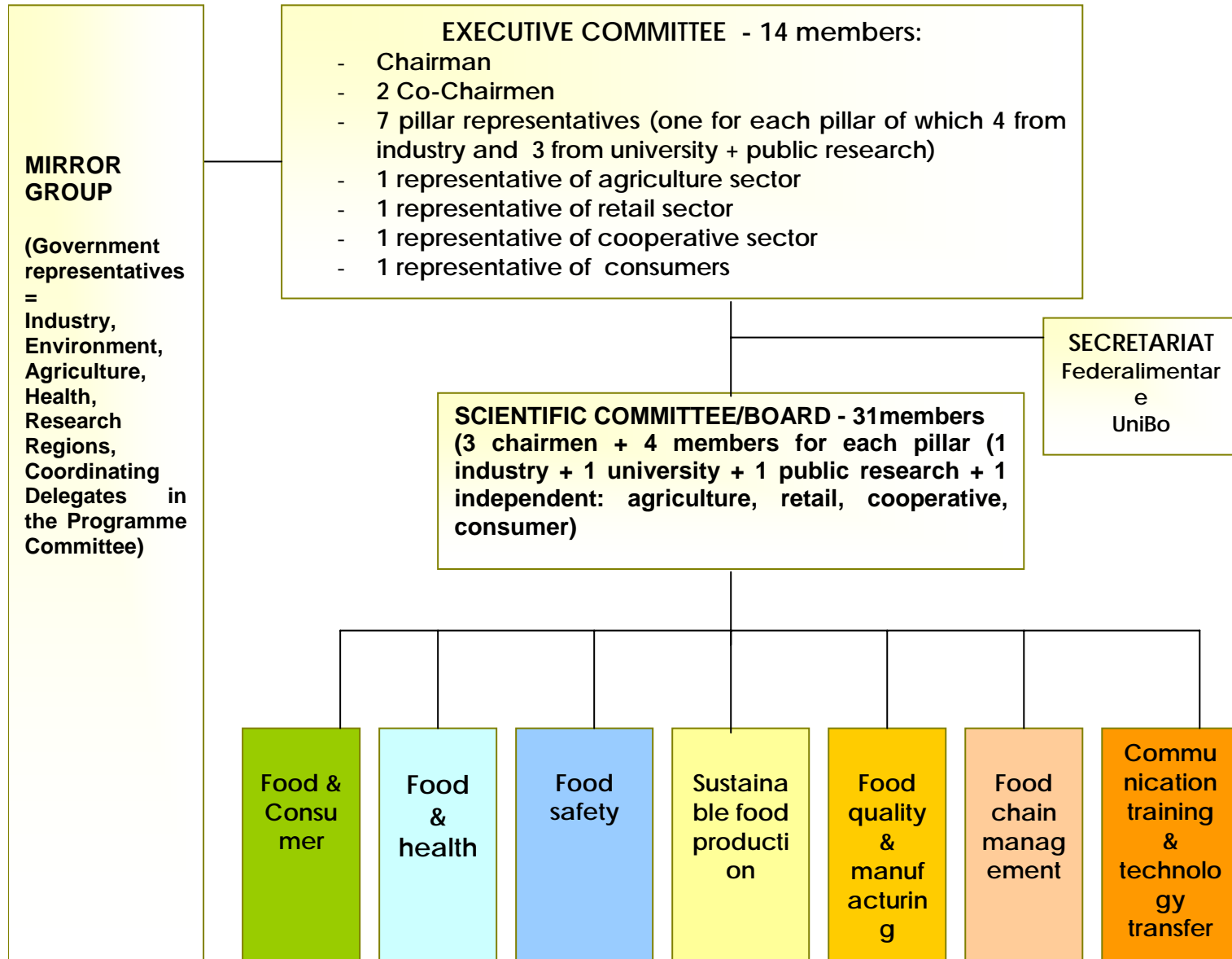
# Challenge 7.



## Communication, training and technology transfer

- Goal 1. Communication
- Goal 2. Training
- Goal 3. Improved Technology Transfer

# PLATFORM ORGANIZATION



# Italian Food for Life - Events



- 28 March 2006 – meeting to plan the organization of the Platform (Bologna)
- 27 April 2006 – meeting to discuss the European SRA in view of the 7FP (Bologna)
- 5 July 2006 – 1st presentation of the Italian Vision Document (Luiss - Roma)
- 26 July 2006 – meeting to map the public research (Bologna)
- 4 October 2006 – presentation of the National Platform to the enterprises (AIIPA - Milano)
- 27 November 2006 – final launch of the Platform (Bologna)

# Contacts



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**Thanks for the attention**

