European Technology Platform
Food for Life

Meeting of the National Technology Platform of the Italian Food Industry

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European Technology Platform Concept

Each ETP is

a transparent industry-led public-private partnership to strengthen the European-wide innovation process by uniting stakeholders around a common programme of activities.

Each ETP will possess

- ✓ a common **VISION**
- ✓ a defined **STRATEGIC RESEARCH AGENDA**
- ✓ an **IMPLEMENTATION PLAN** describing how the programme of activities will be managed and funded.

ETP Food for Life Vision

An effective integration of strategically-focussed, trans-national, concerted research in the nutritional-, food- and consumer sciences and food chain management will deliver *innovative, novel and improved food products for, and to, national, regional and global markets in line with consumer needs and expectations*.

These products, together with recommended changes in dietary regimes and lifestyles, will have a *positive impact on public health and overall quality of life* (‘adding life to years’).

Such targeted activities will support a successful and competitive pan-European agro-food industry having *global business leadership securely based on economic growth, technology transfer, sustainable food production and consumer confidence*.

http://etp.ciaa.be

European Agro-Food Industry

- ✓ **Largest manufacturing sector in EU (13.6 % in EU15),**
- ✓ **Turnover EU25 was € 840 billion in 2005,**
- ✓ **Total exports € 45 billion in 2005 with a positive trade balance of € 5.8 billion,**
- ✓ **Major employer - 4.1 million workers over 60% in the SME sector [rising to over 90% within food and drink sector],**
- X **Limited growth of 1.9%,**
- X **Global competitors increasing in number and investing more than Europe.**

European Agro-Food Industry

- ***Food and drink investment*** **in 2003 was 0.32%, lagging behind Japan, US and Australia, and below the European manufacturing average.**
- **European growth in *production value* over the last decade was similar to that of US, but lower than many competitors, especially Brazil.**
- **Europe performs slightly better in *value-addition* that US but worse than Australia, Canada and Brazil.**
- **Since 2002, Europe's *labour productivity* has decreased relative to the US and between 2000-2004 increased by 16% whereas the figure for Brazil was 27%.**

Benchmarking Report on Food and Drink Industry Competitiveness, CIAA, 2006

Be healthy for longer

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Give children a good start

Food you can trust

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Sustainable production

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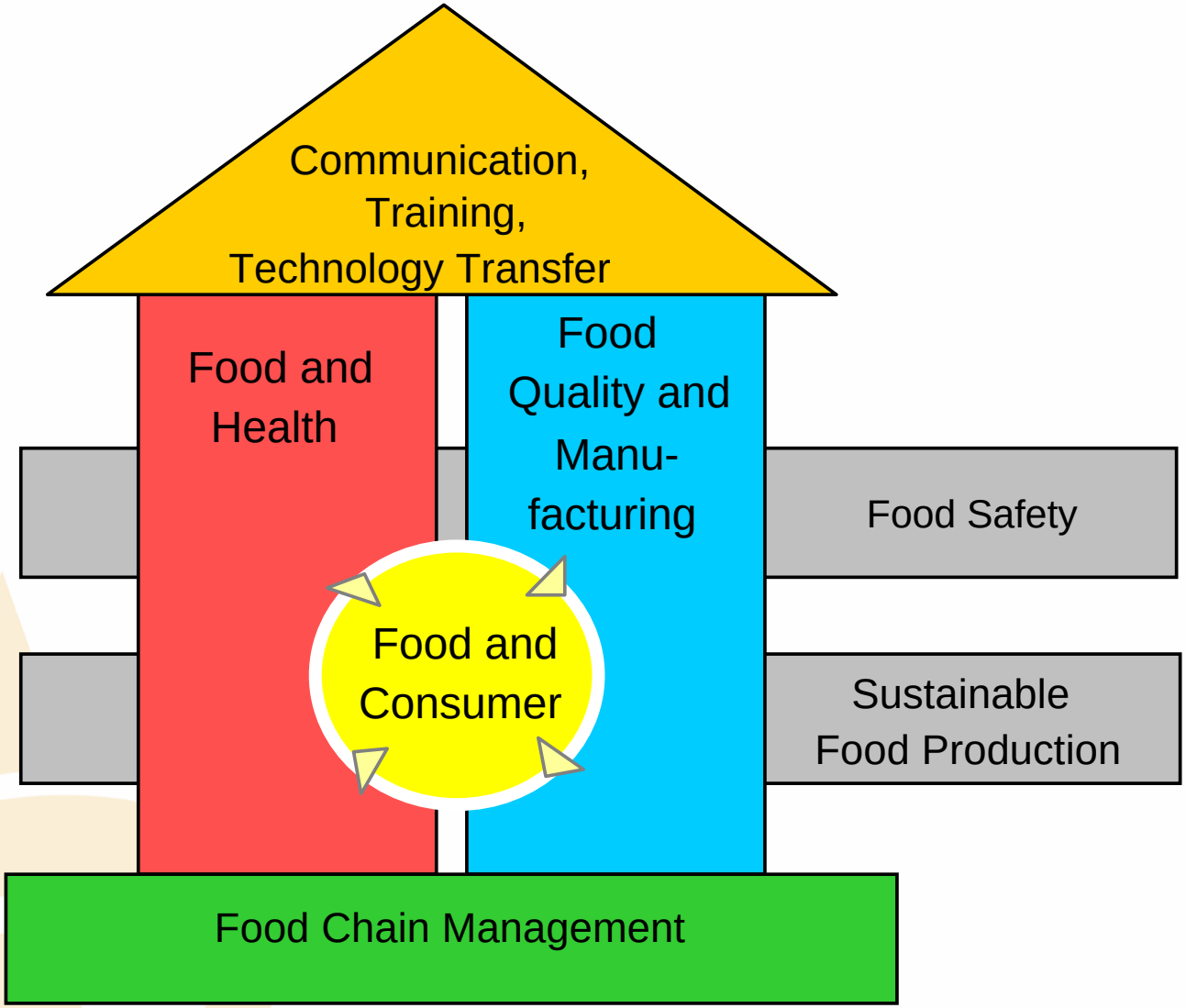

Key challenges of the SSRA

- **Ensuring that the *healthy choice is the easy choice* for consumers,**
- **Delivering a *healthy diet*,**
- **Developing value-added food products with *superior quality, convenience, availability and affordability*,**
- **Assuring *safe foods that consumers can trust*,**
- **Achieving *sustainable food production*,**
- ***Managing the food chain*,**
- **Communication, training and technology transfer.**

Full details of priorities, deliverables and milestones will be found at http://etp.ciaa.be

SSRA: towards ETP implementation

- **Increasing the financial resources committed to innovation in the European food industry –** ***national and regional funding, industry support, structural funds, EIB, banks and venture capital***
- **Improving education, skills and facilities in Europe –** ***targeted and life long learning***
- **Optimising stakeholder understanding and commitment –** ***industry, SMEs, research [natural sciences, technologies, humanities] consumers, regulators, policy makers, NGOs, science writers, trade journalists etc.***
- **Initiating scenario studies**
- **Effective cooperation with all relevant national and regional activities, networks and projects.**

Recent activities and forward planning

Recent activities:

- ETP Food for Life launched July 2005; Vision document published
- Board, Operational Committee and Working Groups established
- Two step-Strategic Research Agenda (SRA) process defined and agreed
- SSRA submitted to European Commission April 2006 so as to provide one of the expert inputs into FP7

Forward planning:

- Web-, regional- and national stakeholder consultations, April-December 2006
- Formation of Mirror Group June-October 2006
- SRA to be published March 2007
- Implementation Plan to be published March 2007
- Discussion on public-private funding to December 2007

ETP Food for Life

http://etp.ciaa.be

The ETP needs the *expert input of stakeholders in Italy* so that *your regions, your industries, your researchers and your citizens* can gain *the maximum benefit from its activities*

Thank you for your attention.

ETP necessita *dell'esperto contributo delle parti interessate in Italia* cosi che *le vostre regioni, i vostri ricercatori, le vostre industrie ed i vostri cittadini possano trarre il massimo beneficio dalla sua attivita'*

Grazie per la vostra attenzione.