



Spread European Safety
Gruppo Europeo di Interesse Economico

TRUEFOOD

Traditional United Europe Food

Research results from EU projects to disseminate at
National level

Bruxelles, 4 March 2010



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Vice-Chairman of the European Technology
Platform "Food for Life"



TRUEFOOD and the European Food & Drink Industry

1. TRUEFOOD will introduce suitable innovations into the Traditional Food & Drink Industry to maintain and increase its competitiveness in a globalised food market.
2. This will be achieved through close integration of research and development, with training, demonstration, dissemination, technology transfer and project management activities.
3. To improve competitiveness of the Traditional Food & Drink Industry, Truefood will promote Research & Innovation on:
 - Processing
 - Products
 - Organizations (increasing dimension)
 - Logistics
 - Labeling, consumer information, packaging, portioning etc.



TRUEFOOD project Identity Card

PROJECT TITLE: Traditional United Europe Food

CONTRACT NUMBER: Food-CT- 2006-016264

DURATION: 4 years, from 1 May 2006 to 30 April 2010

PROJECT COST: € 21 million of which € 15,5 million financed by the EU within the 6th Framework Programme for RTD

EU TYPE OF INSTRUMENT: Integrated Project (IP)
–6th Framework Programme –3rd Call

EU THEMATIC PRIORITY: Food Quality and Safety (Priority 5)

PROJECT COORDINATOR: SPES GEIE (Spread European Safety-European Economic Interest Grouping). The Group associates 11 European Food & Drink Industry Federations representing 280 branches and 35.000 European small to medium size enterprises: ANIA(FR) –FEDERALIMENTARE(IT)- FEVIA (BE)-FFDI(CZ)- FHFH(HU)- FI(DK)- FIAA/LVA(AT)- FIAB(SP)- FIPA(PT)-SETBIR(TR)-SEVT(GR)



TRUEFOOD Partnership

Project partners are “centres of excellence” in food related R&D, with strong technology transfer units or cooperating with the traditional food sector

1. SPES GEIE –11 Countries
2. Institute National de la Recherche Agronomique (France)
3. Ente per le Nuove Tecnologie, l'Energia e l'Ambiente (Italy)
4. Matforks AS, Norwegian Food Research Institute (Norway)
5. Agricultural University of Athens (Greece)
6. Ghent University (Belgium)
7. Association de Coordination Technique pour l'Industrie Alimentaire (France)
8. Istituto Nazionale di Ricerca per gli Alimenti e la Nutrizione (Italy)
9. Institut de Recerca i Tecnologia Agroalimentàries (Spain)
10. Warsaw Agricultural University, Faculty of Human Nutrition and Consumer Sciences (Poland)
11. National Agricultural Research Foundation (Greece)
12. Technische Universität München (Germany)
13. Institute of Chemical Technology Prague (Czech Republic)
14. Università degli Studi di Perugia (Italy)
15. Universidade Católica Portuguesa Escola Superior de Biotecnologia (Portugal)
16. Progetto Europa Regions S.r.l. (Italy)
17. Campden & Chorleywood Food Industry Development Institute Hungary Kht. (Hungary)
18. Agricultural Institute of Slovenia (Slovenia)
19. Technological Educational Institution of Ionian Islands (Greece)
20. University of Applied Sciences of Weihenstephan (Germany)
21. Università degli Studi di Milano (Italy)
22. Food Industrial Research and Technological Development Company SA (Greece)
23. Istituto Superiore di Sanità (Italy)
24. University of Ljubljana (Slovenia)
25. Confédération des Industries Agro-Alimentaires de l'UE (Belgium)
26. Centre National Interprofessionnel de l'Economie Laitière (France)
27. Agriconsulting S.p.A. (Italy)
28. Genus plc. – Pic (United Kingdom)
29. Adour Bio Conseil (France)
30. Norwegian University of life Sciences (Norway)
31. Slovak Agricultural Research Centre (Slovakia)

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TRUEFOOD Partnership – Countries involved–



1. Austria
2. Belgium
3. Czech Republic
4. Denmark
5. France
6. Germany
7. Greece
8. Hungary
9. Italy
10. Norway
11. Poland
12. Portugal
13. Slovakia
14. Slovenia
15. Spain
16. Turkey
17. United Kingdom

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Why TRUEFOOD?

- To improve competitiveness by identifying innovations which comply with EU safety policies and guarantee the quality of traditional food products (TFPs), while at the same time meeting general consumer demand and specific consumer expectations and attitudes to innovations in TFPs.
- Traditional food consumers demand products which are, at the same time, completely safe with respect to microbiological hazards but also minimally processed, free or low in preservative additives and of high nutritional and sensory values (and this is very challenging for SMEs).
- Innovation has mainly focused on the needs of large-scale production and processing systems, and SMEs often lack the facilities or capital to establish facilities for microbiological or toxicological safety assurance systems.
- Many sectors of traditional food industries have done little to identify and introduce innovations in primary production or processing in order to improve their nutritional values, while maintaining or improving their sensory qualities.



10 Things you didn't know about Traditional Food Products (1)

Did you know ...

1. ...what is the European consumer's image of a traditional food product?

A product frequently consumed or associated with specific celebrations and/or seasons, transmitted from one generation to another, made in a specific way according to the gastronomic heritage, distinguished and known thanks to its sensory properties and associated to a certain local area, region or country.

2. ...that traditional food can be innovative?

Tradition and innovation are not necessarily opposed. Almost 5.000 European consumers expressed their choice for several innovations thanks to the TRUEFOOD project.

3. ...what is an active packaging?

Active packaging refers to the incorporation of material's into packaging systems with the aim of improving or extending packed product quality and shelf-life.

4. ...that decreasing salt consumption is one of the main objectives of the European health policy in order to reduce the risk of coronary diseases?

TRUEFOOD researchers are studying the effect of using potassium lactate to reduce salt content up to 50% in dry-cured hams.

5. ...that it is possible to avoid the pesticides use in the Mediterranean vegetable crops?

TRUEFOOD researchers are evaluating the employment of selected plants, as flower strips, to control the parasite population without spraying the lettuce crops.

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10 Things you didn't know about Traditional Food Products (2)

Did you know ...

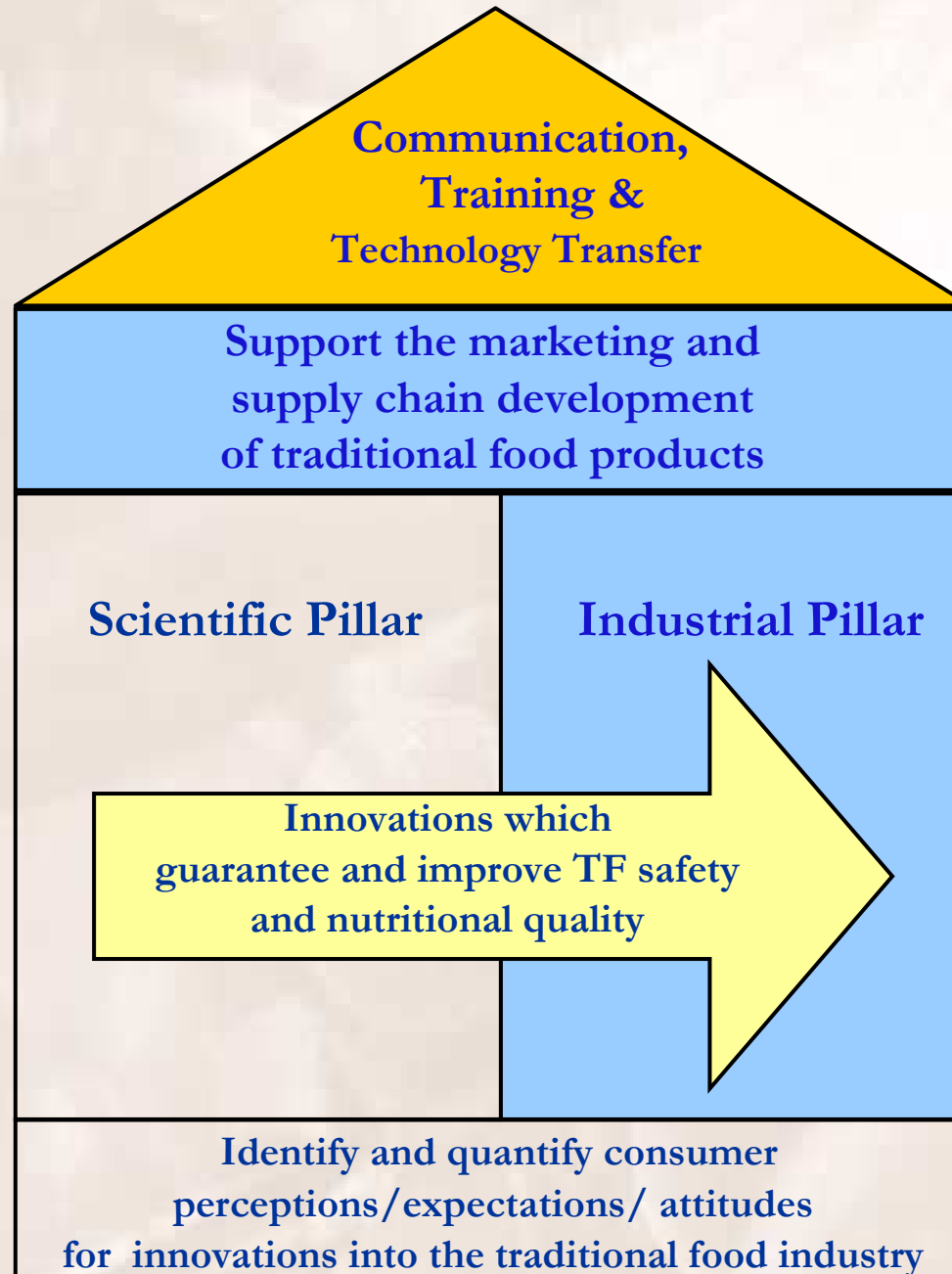
6. **...that it is possible to reduce the energy consumption in the cheese production?**
TRUEFOOD researchers are studying the sequential steps of the air ventilation on cheese ripening as a possible tool for energy saving.
7. **...that, within the TRUEFOOD project, we are trying to improve the safety and sensory qualities of traditional food products origin?**
TRUEFOOD researchers are evaluating the addition of “friendly” microbes and/or protective cultures in cheese manufacturing, in order to improve the safety and sensory qualities of traditional dairy products.
8. **...that within the TRUEFOOD project, we are studying a new tool in order to detect the presence of toxins in the food chain?**
TRUEFOOD researchers are trying to develop sensitive diagnostic tools for toxins detection in traditional food products (i.e. beer).
9. **...that it is possible to improve the nutritional composition of standard milk?**
TRUEFOOD researches are trying to decrease the saturated fatty acids content in milk without negatively affect the sensory characteristics of some traditional dairy products.
10. **...that one of the main goals of TRUEFOOD project is the dissemination of the knowledge achieved about the innovation on traditional food products?**
Within the TRUEFOOD project, 11 *Training and Dissemination Units* (TDUs) have been established. Up to now, the TDUs have already reached about 42.000 contacts (general public, higher education, companies, research centers, media, public authorities) in Europe and trained more than 2500 SMES.

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TRUEFOOD Objectives

1. Identify and quantify consumer perceptions/expectations/ attitudes with respect to safety and quality characteristics of traditional foods and innovations that could be introduced into the traditional food industry.
2. Identify, evaluate and transfer into the industry innovations which guarantee food safety, especially with respect to microbiological and chemical hazards.
3. Identify, evaluate and transfer into the industry innovations which improve the nutritional quality, while at the same time maintaining or improving other quality characteristics recognised by traditional food consumers (e.g.sensory, environmental, animal welfare).
4. Support the marketing and supply chain development of traditional food products.
5. Establish an effective and sustainable system of technology transfer of innovation (those developed within the TRUEFOOD projects and in other EU, national and industry funded R&D projects) into traditional food industry, focussing specifically to SMEs.



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Monitoring of the Time- temperature

Time- temperature profile monitoring (performed in supermarket refrigerators, transportation vehicles, home refrigerators, home leaders) showed some significant temperature abuses in the chill supply chain. Consumer practices are not ideal, perishable foods are kept frequently at wrong places in refrigerators.

Physicochemical data (i.e. pH, water activity, moisture content) collected during the shelf life of selected TFPs showed great variability: certain level could suppress the growth of pathogenic micro organism but in other cases no inhibitory action was observed.

TRUEFOOD Project Results

Control of biologically derived and process induced chemical hazards in TFPs.

Efficiency of active packaging systems tested in semi industrial cheese production

Use of Nuclear Magnetic Resonance techniques for:

- assessment of changes in packaging materials during food contact
- study of food degradation in packaging materials
- migration test on active packaging films

The use of active films which contains at the surface special substances acting as protecting agent may help to increase food quality and shelf life.

Effects on cows diet and milking

Long term effect of cows diet supplementation based on different sources of rapeseeds or extruded linseeds on cows performances:

- No reduction in dry matter intake, milk yield and milk fat content
- Animal weight and milk protein content were depressed
- Reduction of daily milking from twice to once (ODM) in early lactation to increase nutritional quality of milk:
- increase of milk fat (20%) and protein (7%) contents
- no increase in vitamins A or E contents in milk
- increase of milk losses (about 36% during the first 18 weeks of lactation) ODM does not seem to be an interesting alternative to obtain milk with an increased nutritional quality

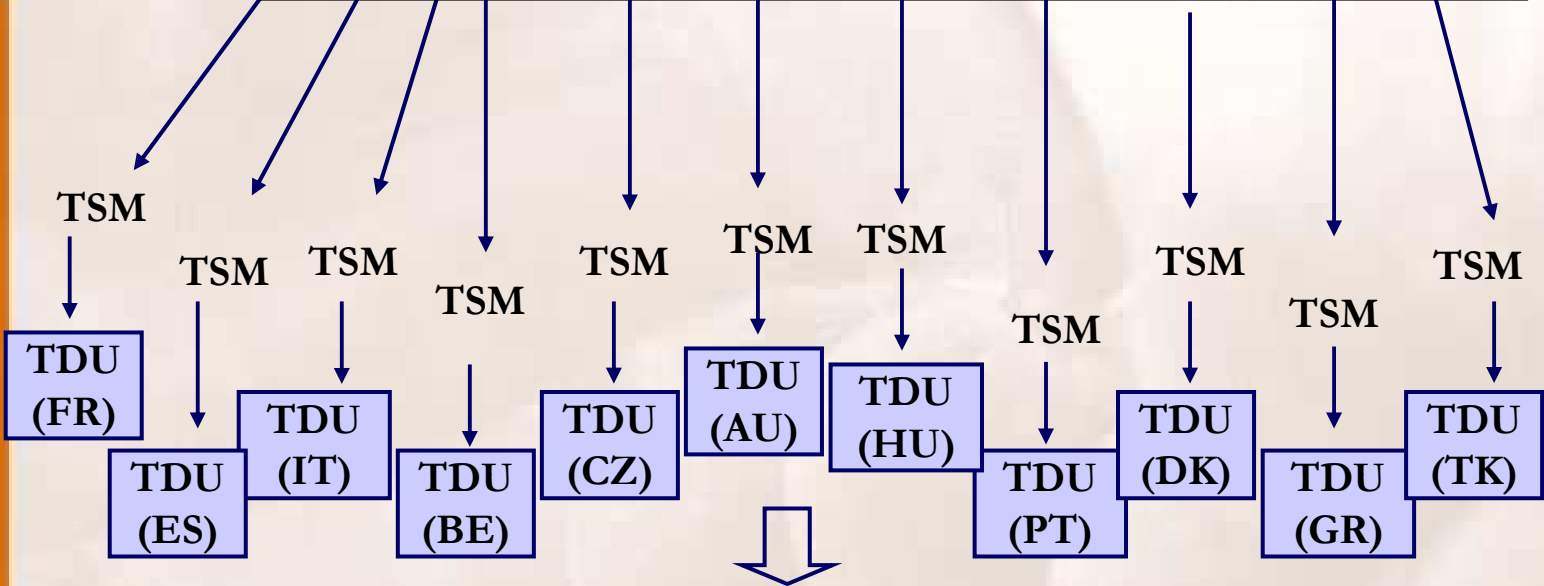
Dairy-cured hams & smoked salted salmon

Technological innovation to improve the salt distribution and reduce the overall salt content in dry-cured hams:

- A method was developed for restructured hams (RH), which accelerated the salt distribution and drying
- K-lactate improve microbiological stability in RH with reduced salt content
- Computed tomography was useful for the process characterization



**WP8 Leader (SPES GEIE) +
Senior training and Dissemination Manager for
Technology Transfer**



BRANCH ASSOCIATIONS AND FOOD QUALITY & SAFETY STAKEHOLDERS

35.000 SMEs



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THANK YOU!