



 MINISTERO DELLE POLITICHE AGRICOLE ALIMENTARI E FORESTALI  

 Ministero della Salute  

 PROVINCIA DI PARMA  

 Comune di Parma  
 Con la collaborazione tecnica di  

 FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS



**EXPO 2015 FEEDING THE PLANET**  
**NUTRITION, WELL-BEING,**  
**BIODIVERSITY & SUSTAINABILITY**  
 Parma Ridotto del Teatro Regio - 12 maggio 2010 - ore 15,00





 Istituto Nazionale di Ricerca per gli Alimenti e la Nutrizione  


 Federazione Italiana dell'Industria Alimentare  






**DANIELE ROSSI**  
**CHAIRMAN ITALIAN FOOD**  
**FOR LIFE**

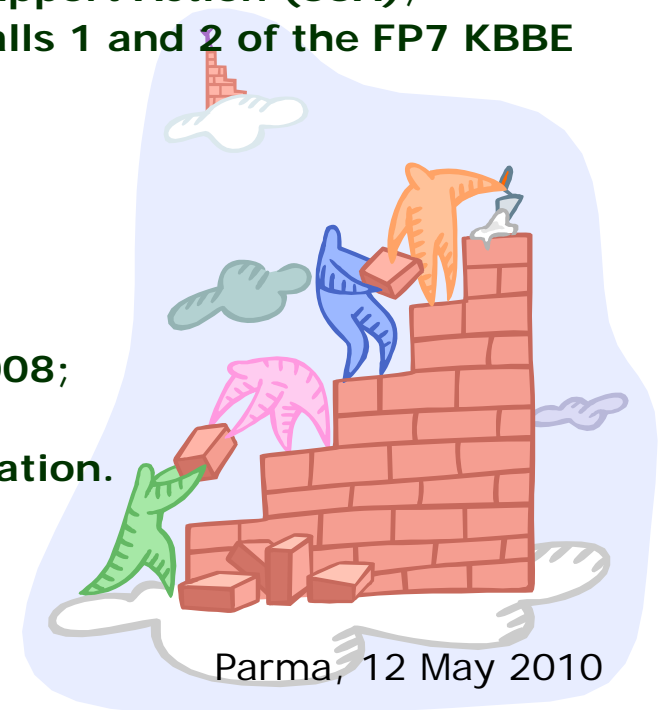
# WHY ESTABLISH AN ETP FOR THE FOOD SECTOR?



- **Increase R&D strategy and funding;**
- **Coordinate research in Europe and avoid duplication;**
- **Promote SME participation, specific programmes and networks;**
- **Focus, align and collaborate transnationally between stakeholders;**
- **Increase multidisciplinary / cross-sector education and;**
- **Optimise knowledge capture and dissemination of knowledge between Member States and towards SMEs.**

# HISTORY OF ETP FOOD FOR LIFE

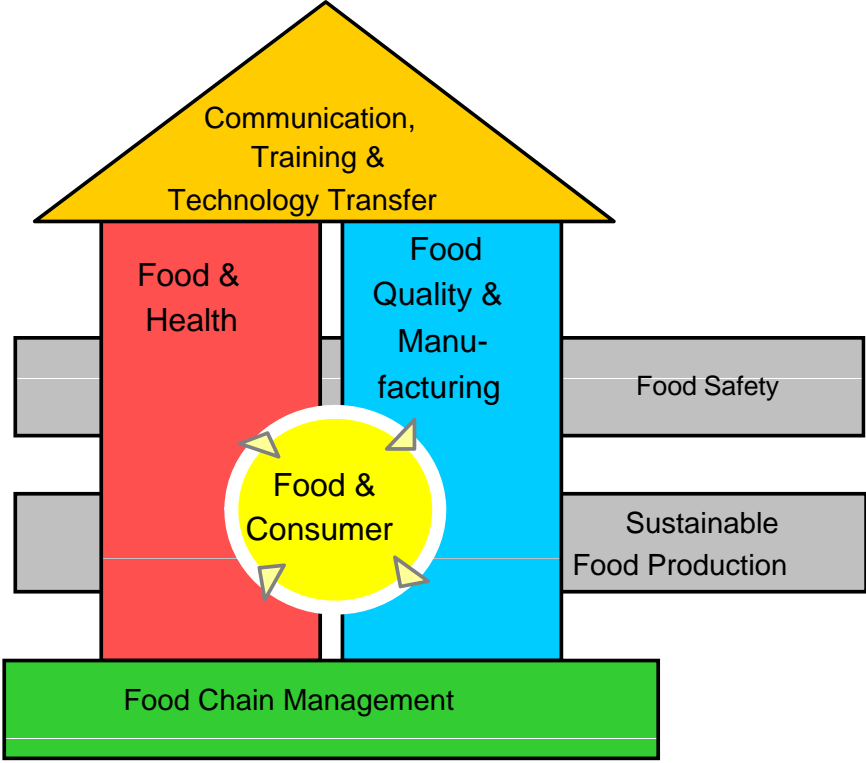
- First ideas for an agri-food ETP discussed, October 2004, consultation;
- ETP Food for Life launched July 2005 on basis of Vision Paper;
- Board, Operational Committee and Working Groups formed with good representation of all stakeholders across Europe, December 2005;
- Stakeholders' Strategic Research Agenda, February 2006;
- Recognition by the EU of the ETP's programme on the basis of:
  - financial support through a FP6 Specific Support Action (SSA);
  - the inclusion of SSRA-based priorities in calls 1 and 2 of the FP7 KBBE theme;
- National, regional and web consultations;
- Strategic Research Agenda published, September 2007;
- Implementation Plan, June 2008. Published, October 2008;
- Stakeholders Event, 3 March 2010: Key Thrusts presentation.



Parma, 12 May 2010



# Core Challenges addressed in the Strategic Research Agenda (SRA)



**Ensuring that the healthy choice is the easy choice for consumers**

**Delivering a healthier diet**

**Delivering quality food products**

**Assuring safe foods that consumers can trust**

**Achieving sustainable food production**

**Managing the food chain**

Parma, 12 May 2010

Source Food for Life

# KEY THRUSTS



**Improve health, well-being and longevity**



**New products, processes and tools that.....**



**Build consumer trust in the food chain**



**Sustainable and ethical production**

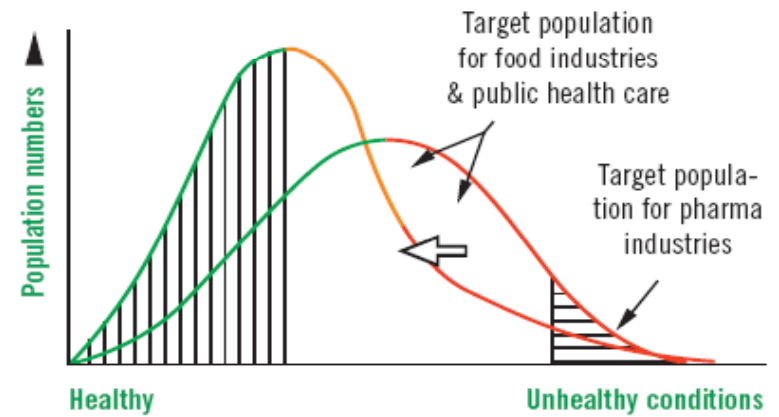


Parma, 12 May 2010

Source Food for Life SRA

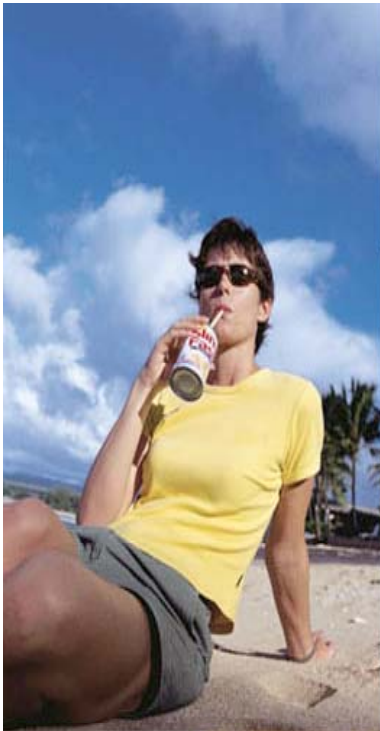


## Key Thrust 1: Improve health, wellbeing & longevity

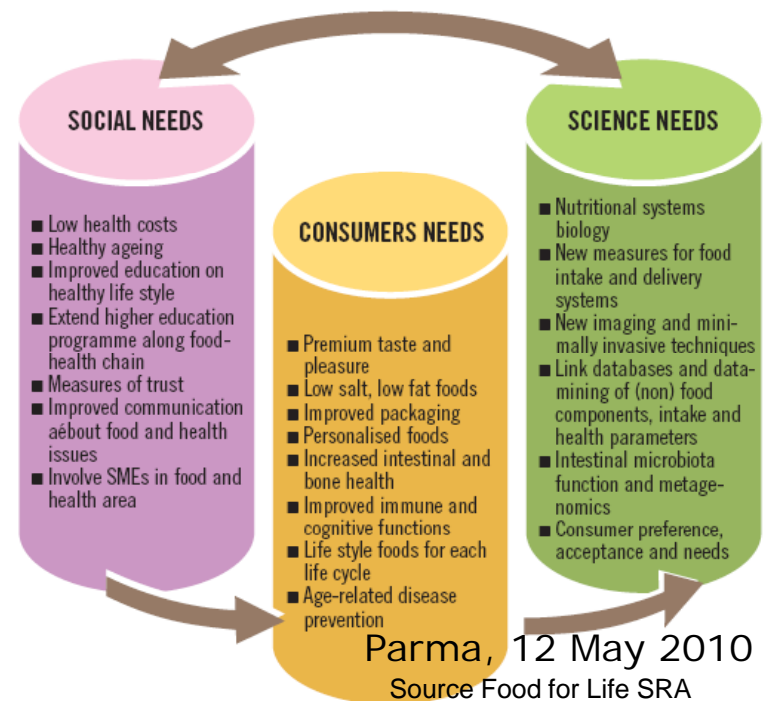


Source: Green MR and van der Ouderaa F, Nature Pharmacogenomics, 2003

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Source Food for Life SRA



## Key Thrust 2: Build consumer trust in the food chain





## Key Thrust 3: Sustainable & ethical production

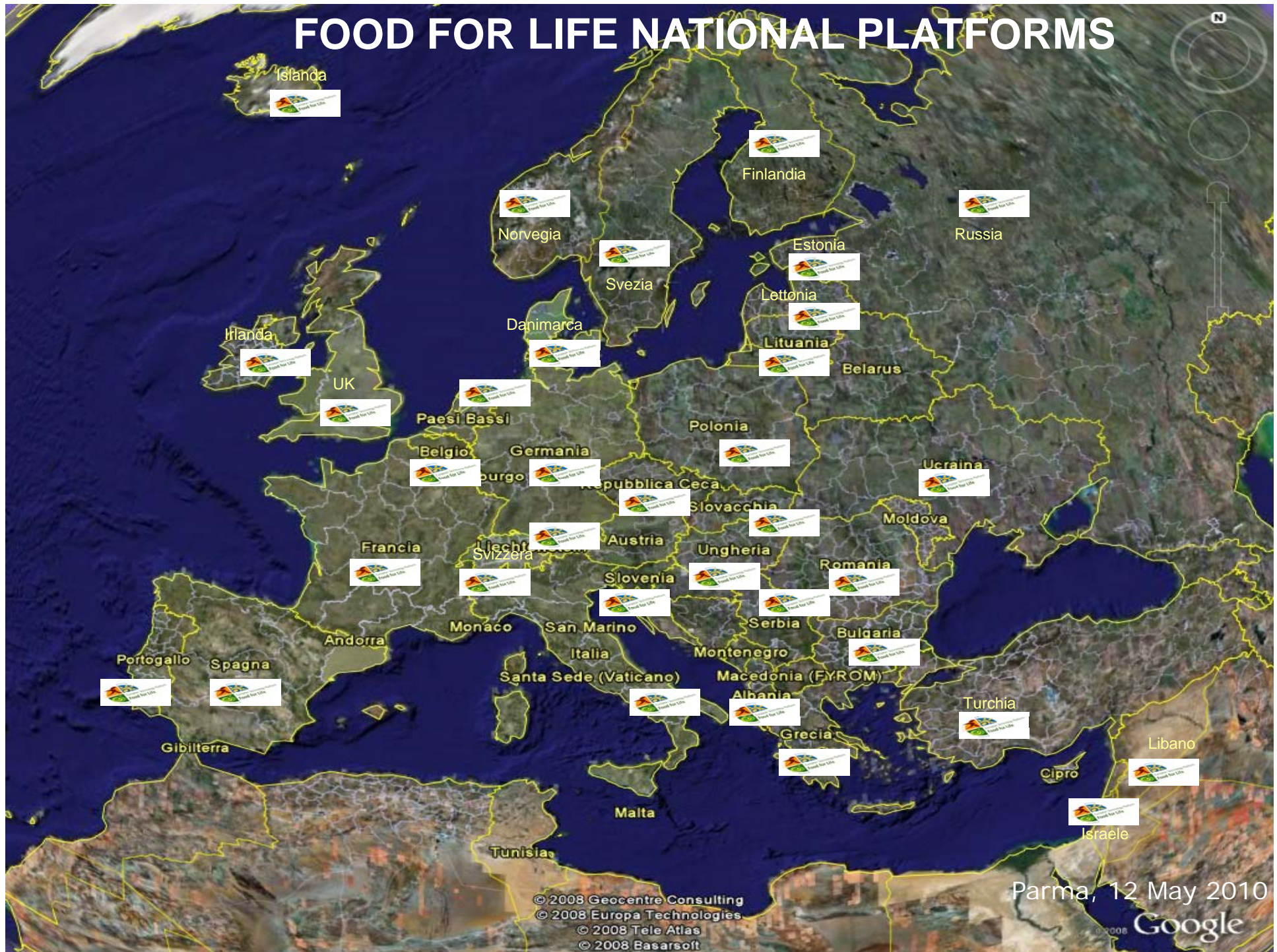


ROMA, 17 FEBBRAIO 2010

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Source Food for Life SRA

# FOOD FOR LIFE NATIONAL PLATFORMS



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## ITALIAN FOOD FOR LIFE - FACTS & AIMS

- Officially launched the **5th of July 2006** in Rome.
- Italian Food for Life involves **almost 300 stakeholders**.
- The **Ministry of Research** will **recognise and support** « Italian Food for Life » in the new National Programme of Research (PNR).
- Italian Food for Life **aims at**:
  - **stimulating research & technological innovation** in the agro-food sector at a national level.
  - **encourage the development and international competition**, especially to help SMEs.
  - **increase and support private and public investments in research**.

## CHAIRMANSHIP



## CO-CHAIRMANSHIP



Board held  
on February 2010

**KEY – THRUST 1  
IMPROVING HEALTH WELLBEING &  
LONGEVITY**

**INRAN – GRANAROLO - UNILEVER**

**KEY – THRUST 2  
CONSUMER TRUST IN  
THE FOOD CHAIN  
UNIBO – BARILLA -  
FERRERO**

**COMMUNICATION  
TRAINING  
TECHNOLOGY  
TRANSFER (TCA,  
NEXEN, EURIS,  
AGRICONSULTING)**

**KEY – THRUST 3  
SUSTAINABLE & ETHICAL  
PRODUCTION  
ENEA – SAPLO PERONI –  
INALCA CREMONINI**

**SOCIETY: FARMERS' REPRESENTATIVES, RETAILERS, CONSUMER  
ORGANISATIONS**

Parma, 12 May 2010

**REGULA  
TORY  
BODIES**

**POLICY  
MAKERS**

**MIRROR  
GROUP**

# WHAT WE NEED MORE

- **Collaborative National Research Activities;**
  - **Mirror Groups, ERAs, National Platforms, JPI...**
- **Effective Coordination of EU Commission policies on research and innovation;**
  - **Action Plan for FP8, Coordination of national and European resources**
- **Stimulation of transnational funding of pre-competitive research by both the private and public sectors;**
  - **COST actions, EUREKA**
- **Post-2010 activities under EU Framework Programmes;**
- **National awareness of the benefits of RTD developed for food SMEs through technical training activities and the exchange of international best practice;**
- **Planning of activities between various relevant ETPs, which will lead to the joint promotion of initiatives that meet the R&D needs of more than one industrial sector;**

# IN THE NEAR FUTURE...

- **JPI Healthy Diet for a Healthy Life**
- **JPI Agriculture, Food Security and Climate change**
- **Collaboration between Food for Life and Manufuture: factories of the Future"**

**THANKS FOR YOUR KIND ATTENTION!**