



European Technology Platform
Food for Life

<http://etp.ciaa.be>

Technology Platforms: Central Concept



New Instrument to strengthen the European-wide innovation process (address the so-called European paradox)

(Industry led) Framework to unite stakeholders around:

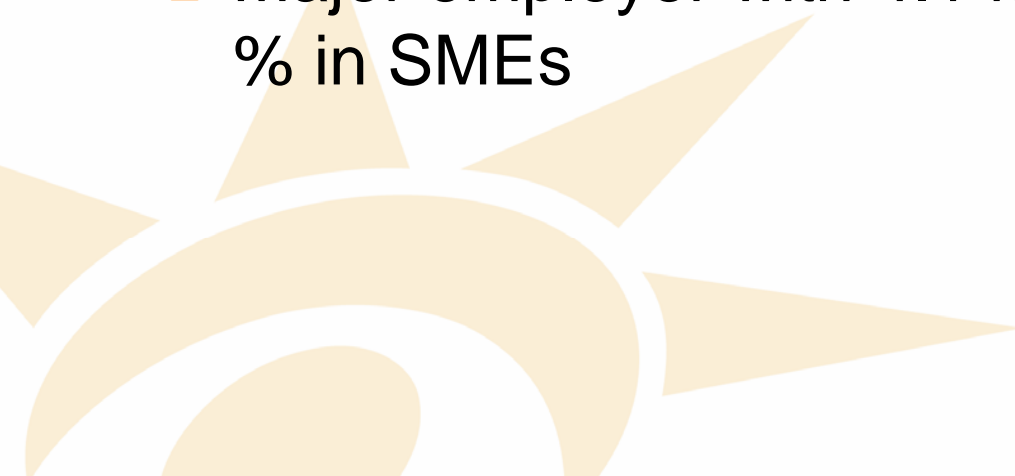
- a common “VISION” for the technology concerned
- definition of a STRATEGIC RESEARCH AGENDA
- develop and execute an IMPLEMENTATION PLAN



European Agro-Food Industry



- Largest manufacturing sector in EU (13.6 % in EU15)
- Turnover EU25 was € 840 billion in 2005; limited growth at 1.9 %
- Total exports in 2005 amounted € 45 billion with a positive trade balance of € 5.8 billion
- Major employer with 4.1 million workers of which 61.3 % in SMEs



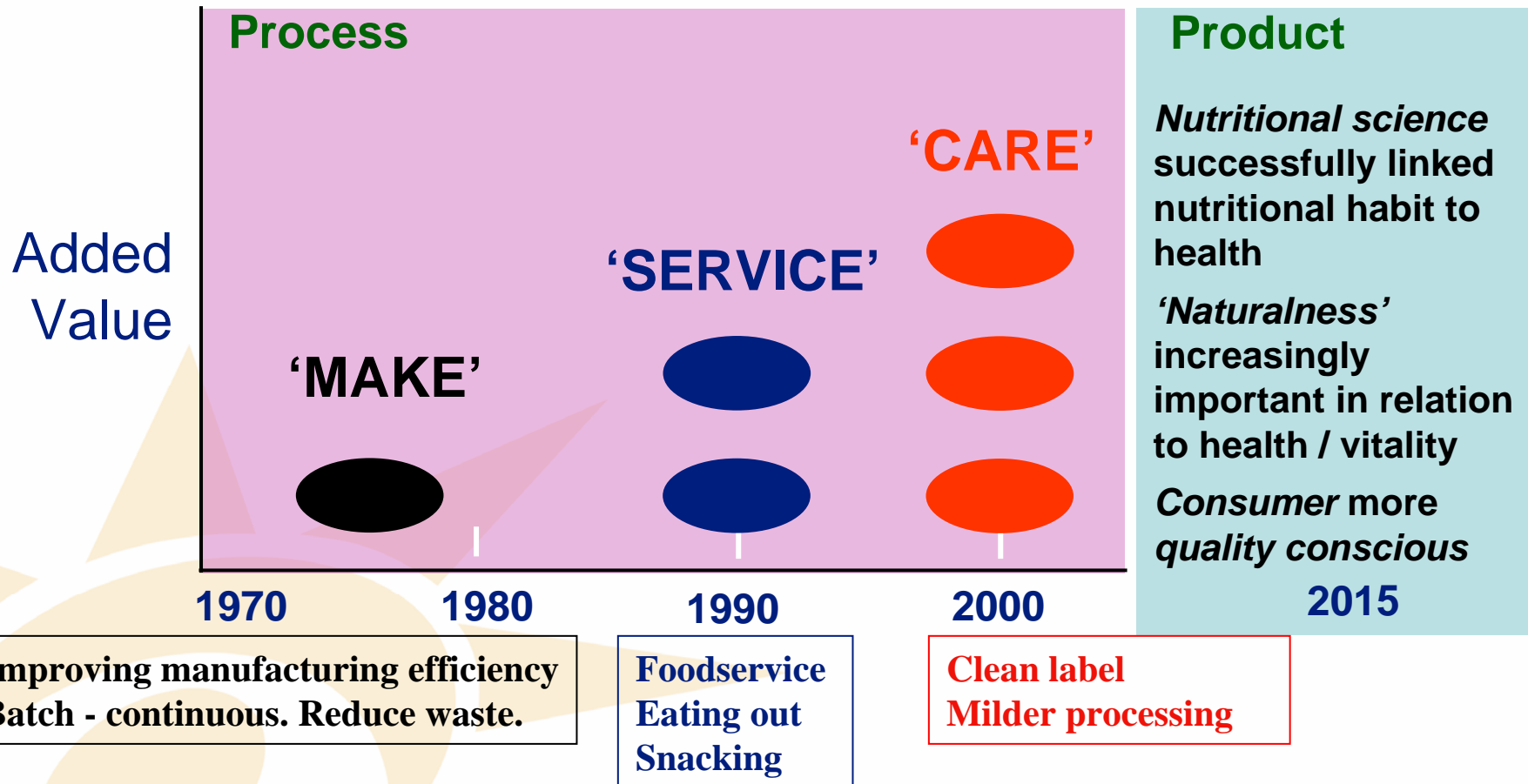
Trends in the Food Industry

Speed of product innovation (half-life of product innovation)



10 year

2 year



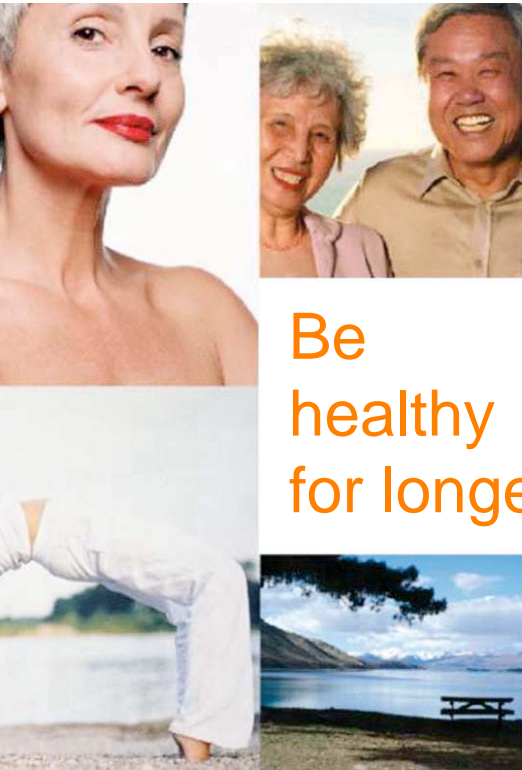
Trends in Society re **Food**



- ***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

Consumer life goals re food



Be
healthy
for longer



Be free
from Health
Problems



Give
Children
a Good Start



Huge global issues in Nutrition



10 million deaths due to under-nutrition

15 million deaths due to over-nutrition

Data on 2000 from WHO (2002)



4bn people affected by malnutrition deserve the chance to develop physically & mentally to get more out of life.



50% of world's population have blood cholesterol that's too high.



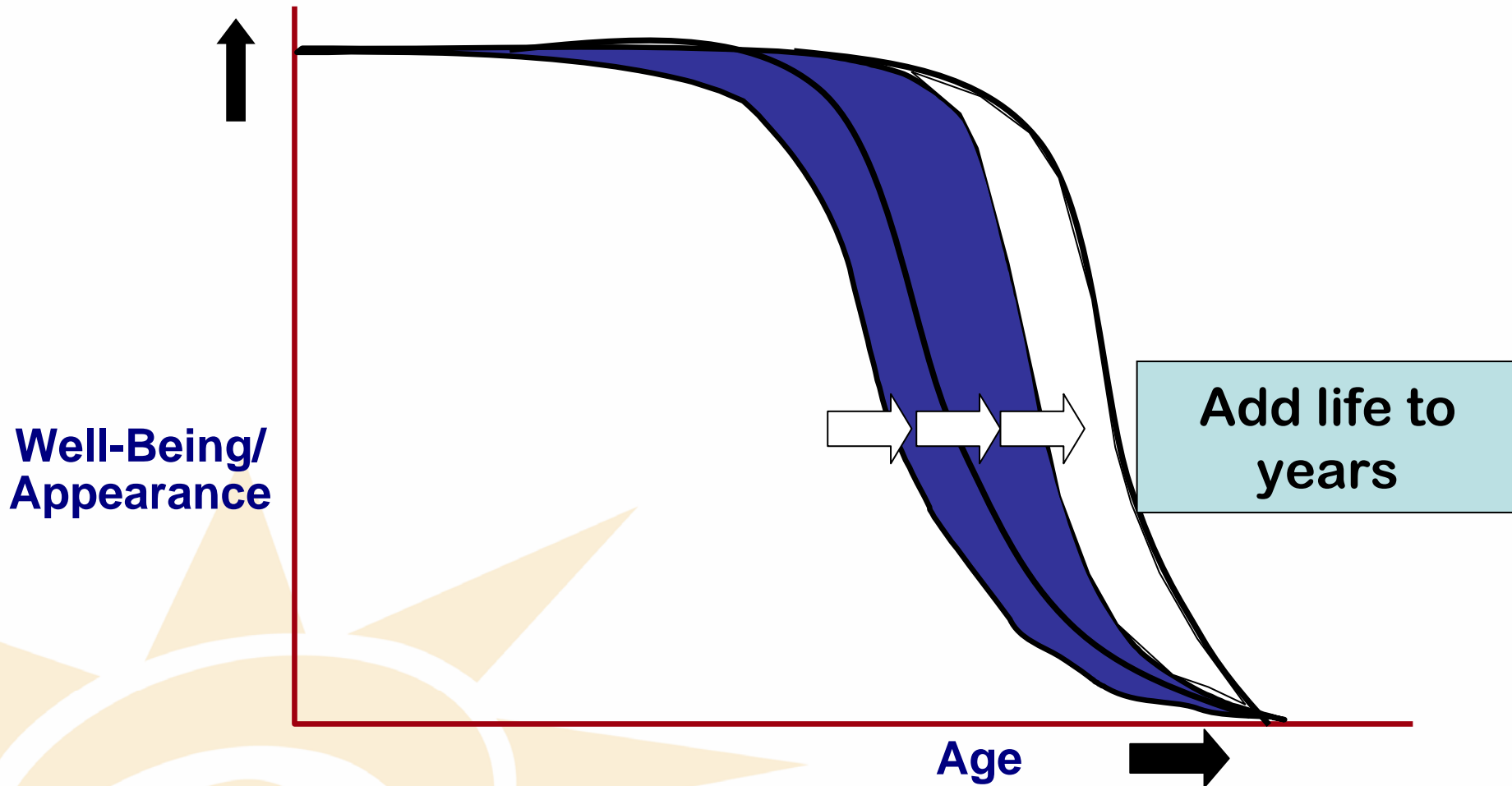
30% of world's population have blood pressure that's too high.

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

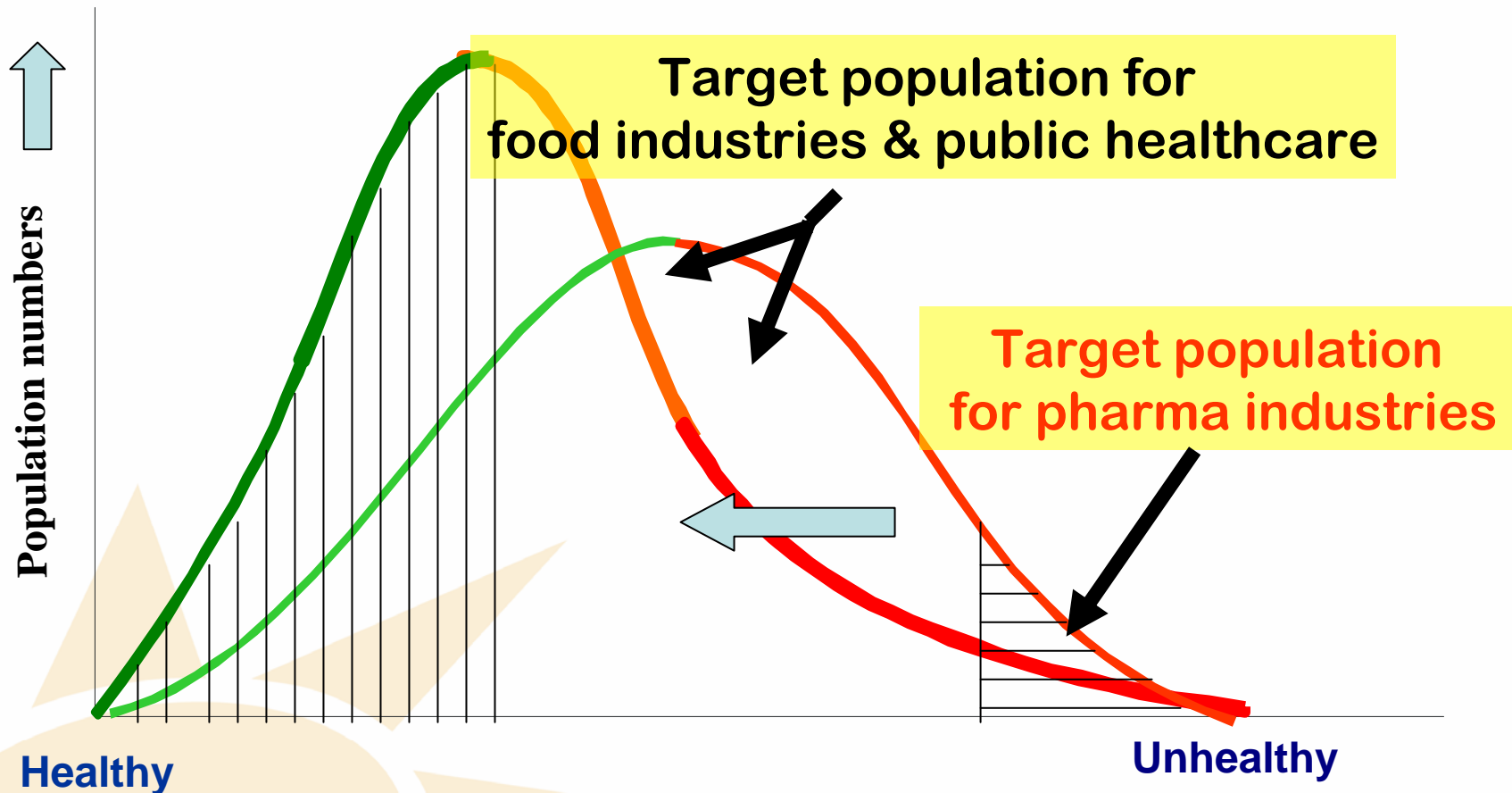


- Ageing population
- Changes in lifestyle and dietary patterns have increased the incidence of chronic non-communicable diseases incl.
 - Obesity
 - Cardiovascular diseases
 - Hypertension
 - Diabetes mellitus
 - Certain cancers

Healthy Ageing: Goal



A vision for improving Population Health



Concerns of consumers re food



Food you
can trust



Sustainability



ETP Food for Life

Vision

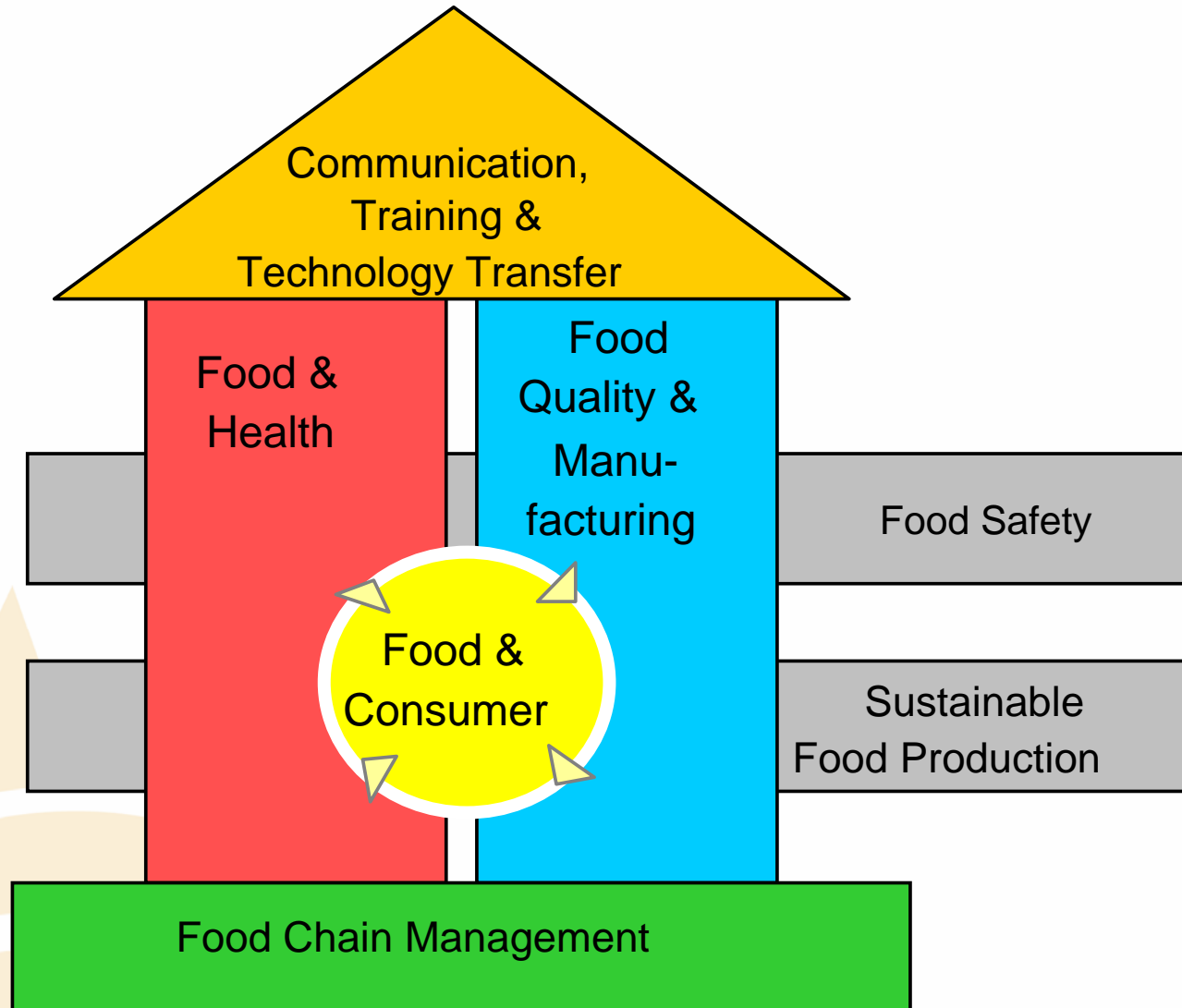


An effective integration of strategically-focussed, trans-national, concerted research in the **nutritional-, food- and consumer sciences and food chain management** will deliver *innovative, novel and improved food products for, and to, national, regional and global markets in line with consumer needs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

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Current Situation & Plans



Current situation

- ETP Food for Life launched July 2005 on basis of Vision Paper
- Board, Operational Committee & Working Groups formed
- Two step-Strategic Research Agenda (SRA) process defined and agreed:
 - **“Stakeholders” proposal for a SRA** submitted to EC in **April 2006**; so as to input into FP7
 - **Final SRA & IP** to be published **March 2007**
- First Consultation **February 2, 2006**, in Brussels

Plans

- Formation of Mirror Groups **April/May 2006**
- Web-, regional and national stakeholder consultations, **April-December 2006**
- Final SRA and Implementation Plan to be published **March 2007**
- Investigation into the possibilities of Public Private Partnerships **2007**



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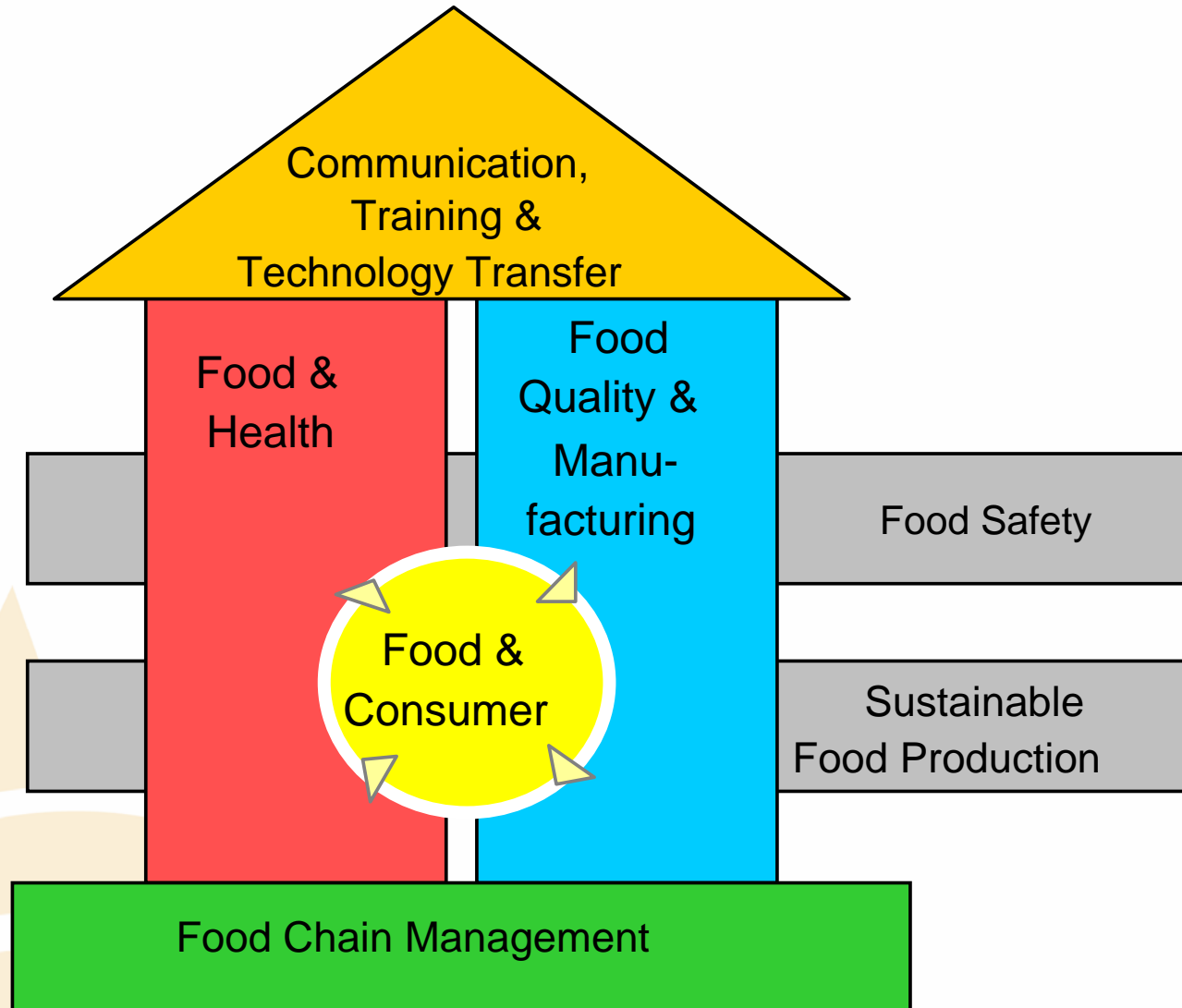
Stakeholders' proposal for a Strategic Research Agenda

April, 2006

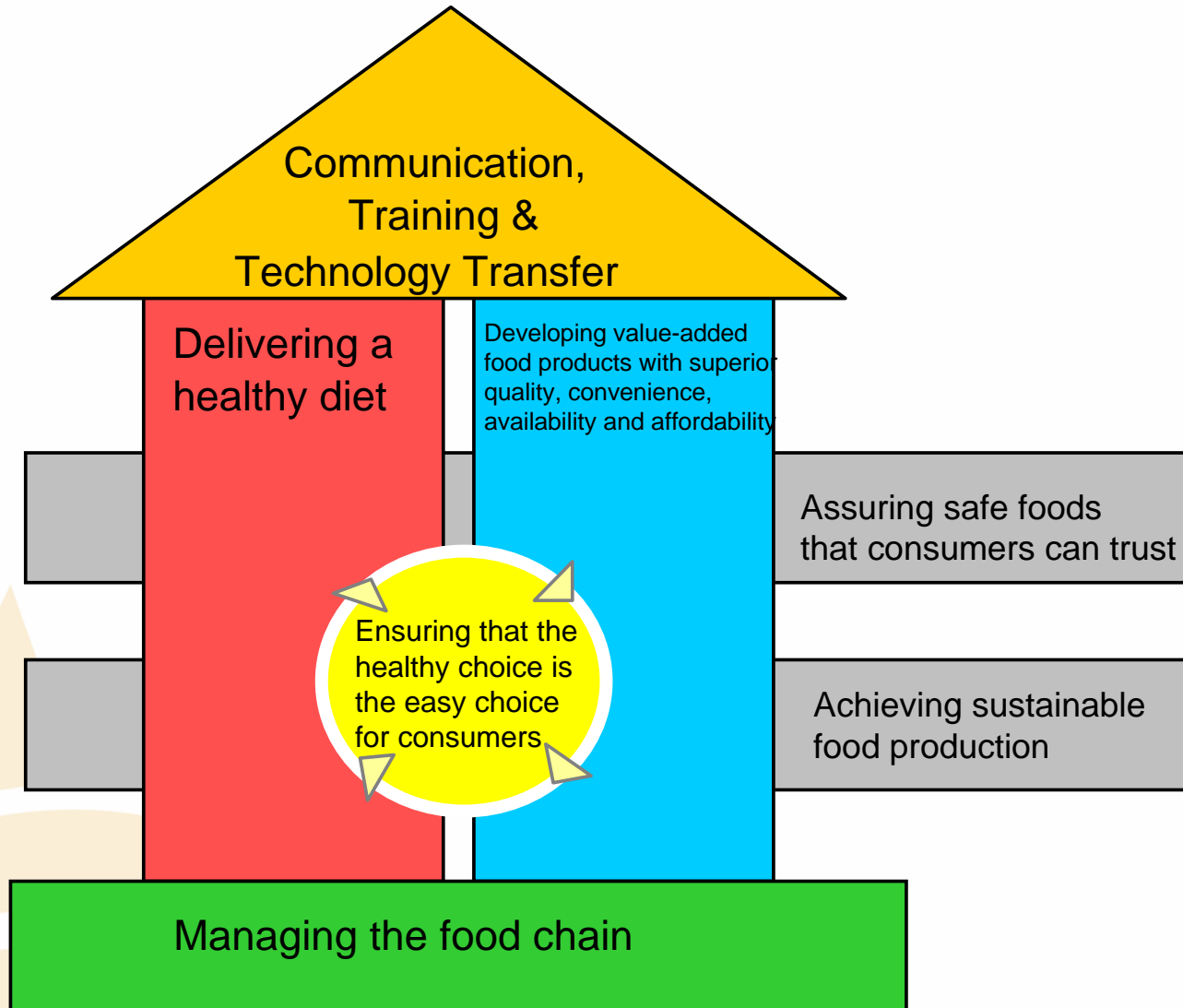
The key innovation challenges.

- The development of this ETP has been driven by the activities of its eight **Working Groups**.
- To optimize the synergy of its internal interactions, the Stakeholders' Strategic Research Agenda, SSRA, has been drafted according to the seven **Key Challenges for Innovation** facing the European agri-food sector.
- These Challenges map closely with the goals and deliverables of the individual Working Groups.

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Food & Consumer

Key Success Factors re position European Food Industry 2020

- responsive to consumer needs and preferences
→ differentiated and cross-culturally sensitive
- consumer (re-) connect through active participation
→ transparency, trust and confidence
- balanced towards health and sustainability
→ corporate social responsibility
- through added value products
→ instead of commodities

Food & Consumer

Ensuring that the healthy choice is the easy choice for consumers

- Measuring consumer behaviour in relation to food
- Developing comprehensive models of consumer food choice processes
- Promoting effective interaction with consumer groups and consumers directly through communication and public participation
- Developing strategies to induce behavioural change in order to improve consumer health and social responsibility (through healthier food choices)

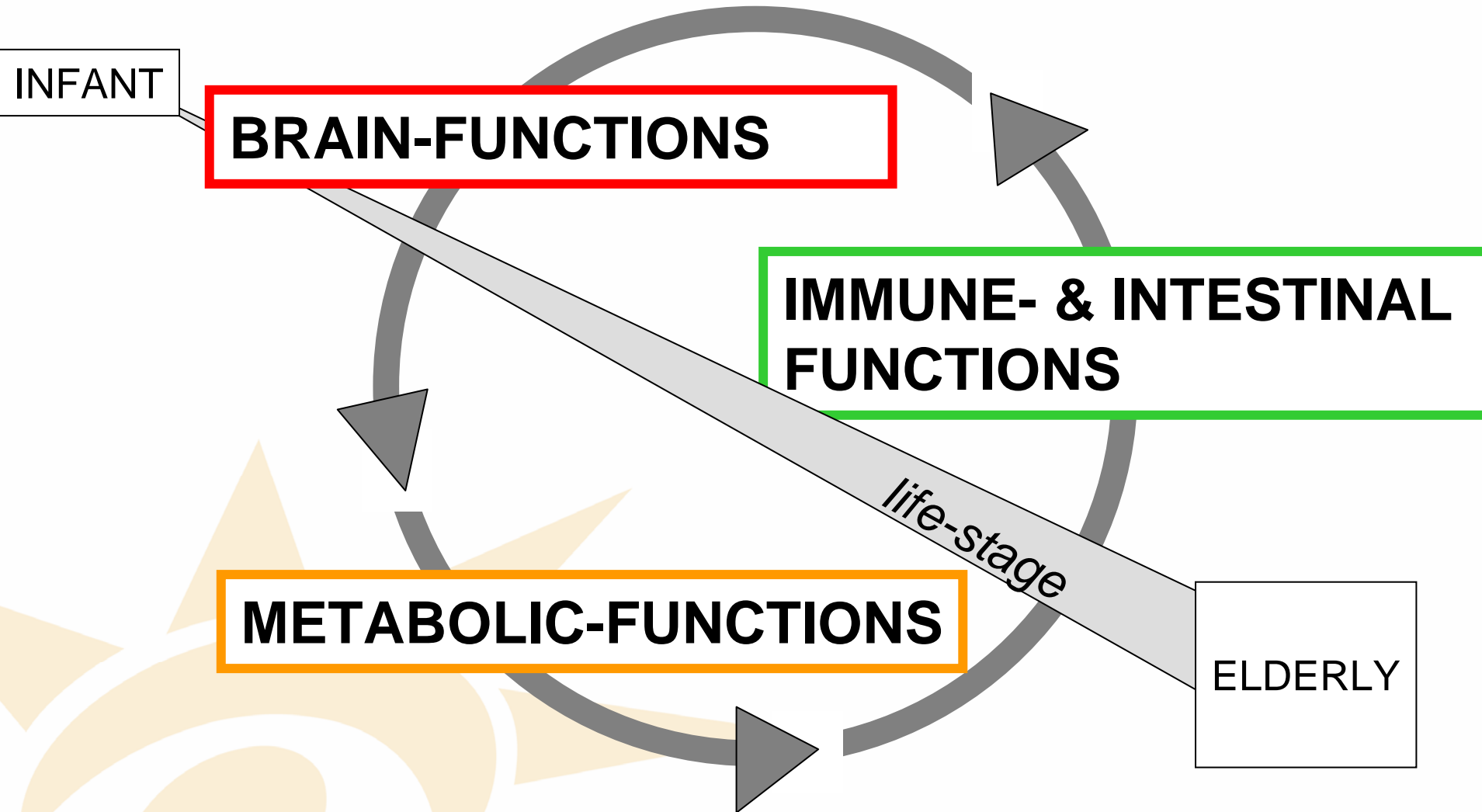
Food & Health



Delivering a healthy diet



The KEY research needs



Delivering a healthy diet

- Understanding brain function in relation to diet
- Understanding dietary effects on immune and intestinal function
- Understanding the link between diet and metabolic function (obesity and associated metabolic disorders)
- Understanding consumer behaviour in relation to health and nutrition

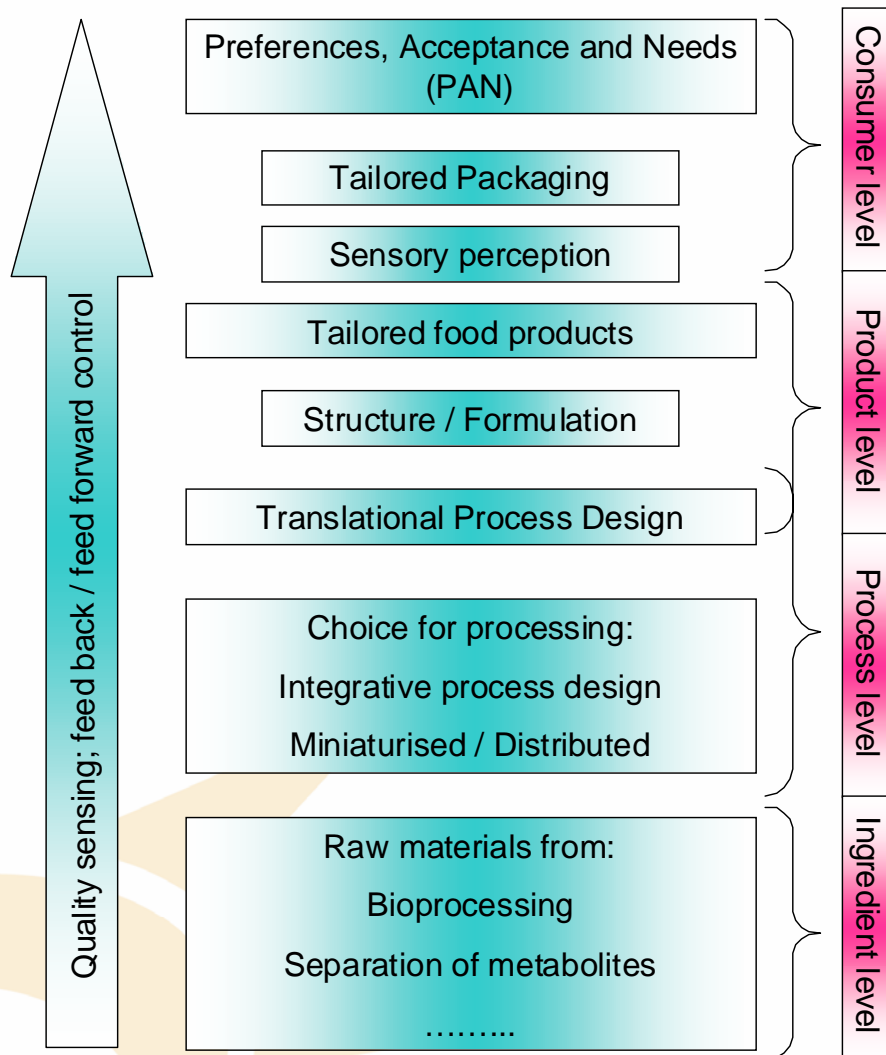
Food Quality & Manufacturing



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



Food Quality & Manufacturing



Food Quality & Manufacturing



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

- Producing tailor-made food products
- Improving process- and packaging design and process control
- Improving understanding of process-structure-property relationships
- Understanding consumer behaviour in relation to food quality and manufacturing



Food Safety



Consumer Needs

Fast food roasted over hidden fats

A consumer group says the Government must act against manufacturers to cut use of artificial fats, Valerie Elliott writes

Times

07-10-2004

THE Food Standards Agency is under pressure to tackle manufacturers over the levels of hidden fats linked to heart disease that are used in food production. An investigation has found

McNuggets and regular fries, and 2.3g is served with a Burger King Whopper and regular fries. It is almost impossible to avoid a helping of trans fats if you buy convenience food. It is commonly found in biscuits,

sets and for amounts of trans fats used in products to be included on nutrition labels. The US National Academy of Sciences' Institute of Medicine, which advises the US government, has said the only safe



Trust

Can I trust this company? Is it good for me?

Can I trust this brand? Is it fresh?

Does it do what the advertising claims? Is it natural?

Familiarity Naturalness
What does the label mean? What was added?

Quality Food Safety
Does it taste good? Is it safe to eat?

Trust

School meals fail salt and fat tests

Lucy Ward 28-10-2004
Education correspondent

Primary schoolchildren in England and Wales are being served school dinners containing much higher levels of fat, sugar and salt than nutritionists recommend, according to a detailed analysis of the meals.

needed and 709 recommended level. The association, number of voice higher-quality school meals to improve health or child obesity, analysed primary school menus. A cheese fritter, potatoes and flapjack shape, spaghetti hoops and an ice lolly. It compared the nutritional guide for children aged seven by the Caroline Walker Trust, which campaigns for public health through food and says schools should provide one-third of a child's daily nutrients. The association then came up with its own recommendations. Despite government plans to improve school meals, the analysis found

First case of BSE found in goat

Confirmation that the fatal brain disease has jumped species from cows has alarmed sheep farmers, Valerie Elliott reports

sheep because we have strict controls to keep high-risk BSE material from the food chain." Professor... Times 02-11-2004

Food poisoning alert over salmonella in Spanish eggs

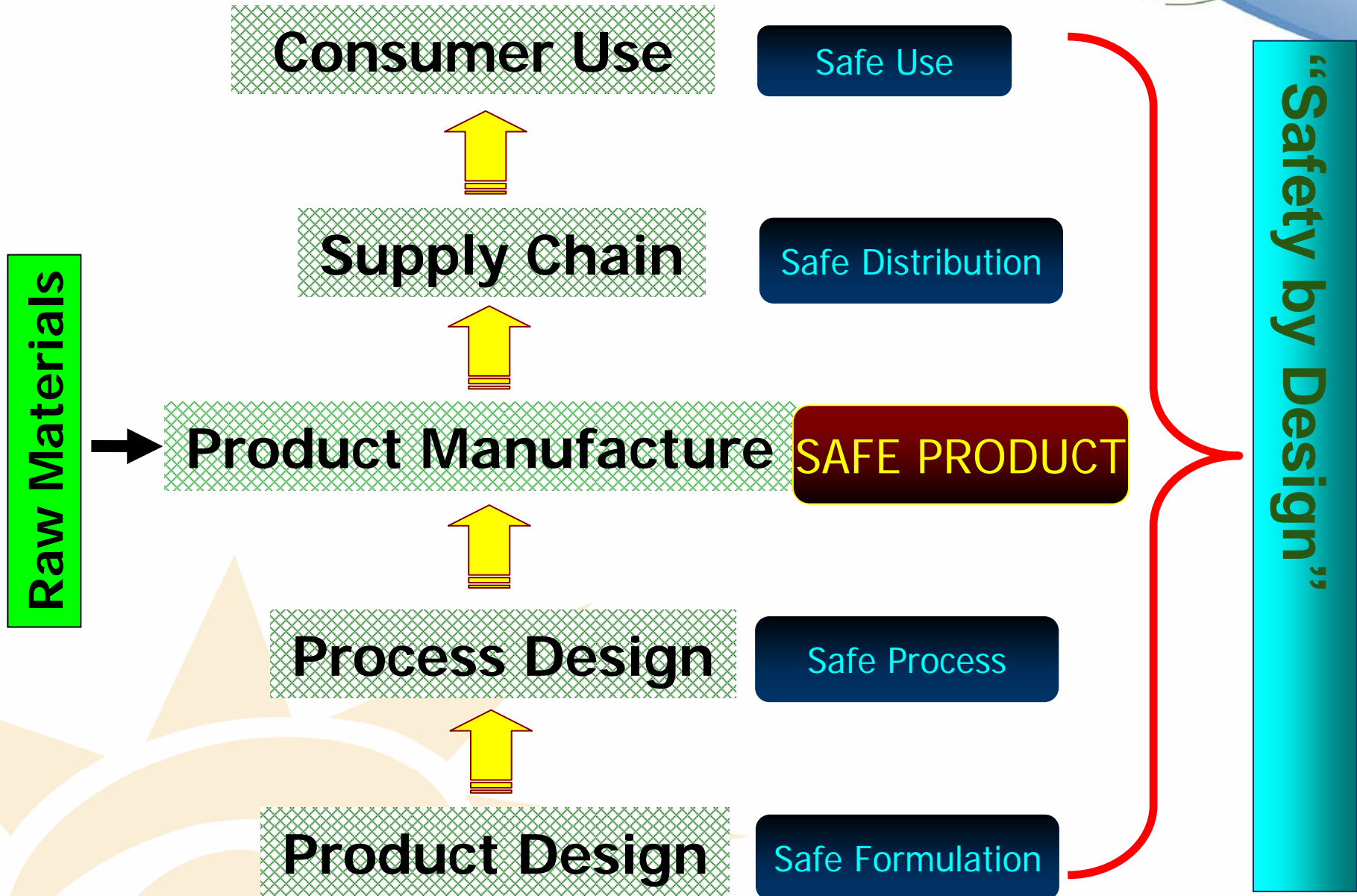
James Melkie and Gillis Tremlett in Madrid
Thousands of Britons have got food poisoning from salmonella in imported Spanish eggs, health officials said yesterday as they demanded that Madrid and the European commission took firmer action on safety.

people. More than 80 outbreaks of salmonella from the strains have been investigated since 2002, and "use by the catering trade of Spanish eggs" is said to be "a major source of this infection." Health agencies have not pressed for an EU embargo, but the industry here has

tion of feet dragging. Andrew Parker, the chairman of the British Egg Industry Council, said: "It is ridiculous that two years after the problem with Spanish eggs became apparent no action has been taken. It is now time for the British government to ban Spanish eggs." The industry here has



Food Safety by Design



Assuring safe foods that consumers can trust

- *Predicting and monitoring* the behaviour and fate of relevant known and emerging biological hazards
- *Predicting and monitoring* the behaviour and fate of relevant known and emerging chemical hazards including toxins of biological origin
- Improving risk assessment and risk-benefit evaluation
- Developing tools to ensure security of the food chain

- Understanding and addressing consumer concerns with food safety issues

Sustainable Food Production



Core Challenge

To develop sustainable food production by establishing synergies between

- economic growth,
- environmental protection and
- fair social conditions



Sustainable food production



Achieving sustainable food production

- Understanding of the sustainability of food production and supply in Europe
- Research on scenarios of future European food production and supply
- Developing sustainable processing, packaging and distribution
- Developing and implementing sustainable primary food production
- Understanding consumers and their behaviour regarding sustainable food production

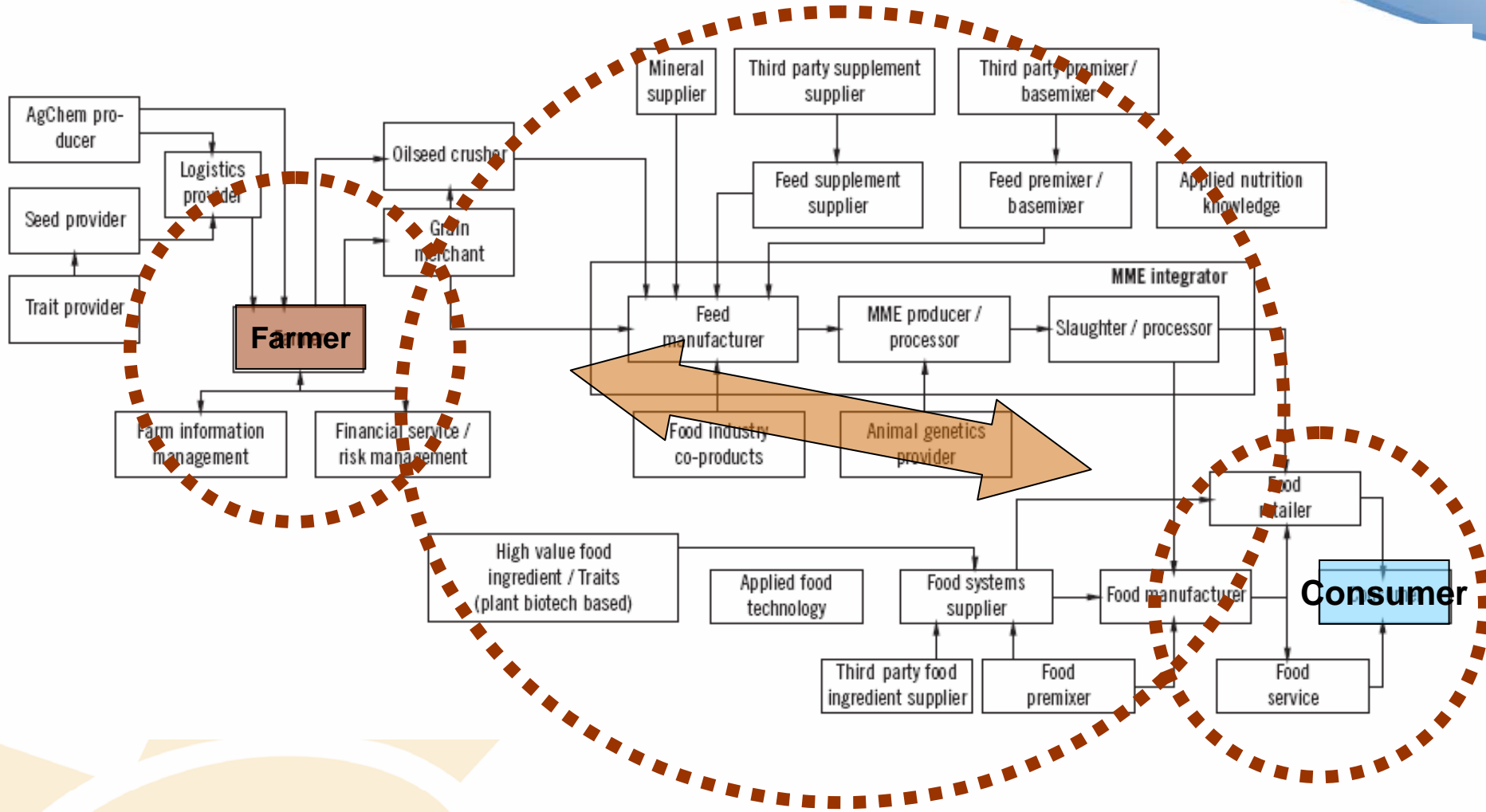
Food Chain Management



Core challenge

To achieve a competitive, high level of food chain performance through implementation of new technologies and business practices that address all aspects of economic efficiency, marketing and environmental control.





Food Chain Management



Managing the food chain

- Identification of relevant possible future scenarios
- Stabilizing markets and supporting food chain dynamics
- Improving the innovation potential of the food chain
- Supporting competitiveness through integration
- Participation of small producers in the emerging complex food chain operations
- Integrating food chain management and the consumer

HORIZONTAL ACTIVITIES

The role of Horizontal Activities is to *optimise the impact of the ETP* through:

- **Ensuring internal complementarity:**
Minimising gaps or duplication across the SRA
- **Establishing effective links with nationally- and FP6- funded projects, and other ETPs**
Maximising the effectiveness of European food chain science
- **Establishing the Mirror Group:**
Effecting a dialogue with national funding bodies, policy makers and opinion formers, COST, EUREKA, ESF etc
- **Promoting the ETP:**
Gaining the support of all European stakeholders
- **Organising national and regional consultations:**
Ensuring that the SRA addresses the needs and opportunities of all of Europe
- **Developing Scenario Studies**
Raising awareness of long-term challenges and opportunities for the food chain.



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Potential Interactions with other ETPs

ETP Food for Life	Plants for the Future	SusChem	Animal Breeding	Animal Health	Bio-fuels	Forestry	Others
Food & Health	==> leads	==> leads					ETP Innovative Medicines
	Nutrition-enhanced crops	Nutritional ingredients					ETP Nanomedicine
Food Q&M	==> leads	==> leads					ETP Manufuture
	Crops with enhanced/improved functional properties	Special functional ingredients (physical / sensorial)					
Food & Consumer	==> leads			==> leads			

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National Consultations



National Consultations: Aims



- To initiate a dialogue on the ETP Vision and the Stakeholders' Proposal for a Strategic Research Agenda (SSRA),
- To ensure participants' feedback on the SSRA,
- To develop plans for alignment / integration of national research programs within transnational or European programs.

Also

- To identify opportunities for a National Food Platform [a useful, *but not necessary*, outcome],
- To identify potential representatives for the ETP Mirror Group,
- To identify enthusiastic participants who might be included within future ETP activities

Planning

- **Assignment of national promoters/creation of team,**
- **Develop plan to engage the widest stakeholder community by promoting and publicizing the event**
 - use of website <http://etp.ciaa.be>
 - Involve national communication channels, including the press.
- **Organisation of meeting**
 - use uniform input (refer to the SSRA on website), presentation material etc.
 - seek dialogue through interactive sessions
 - define follow-up incl. assignment of national representative in the ETP Mirror Group [but *do not* make immediate commitment]
 - summarise meeting with action(able) points related to the questions
 - arrange national publicity describing meeting, participants etc.
 - report to Board and post information on website.

Participants' inputs should be made to website

Questions to be addressed at National Consultations

- Do we share the [same] vision of the ETP Food for Life?
comments/suggestions
- Do we support the SSRA and its key Challenges?
comments/suggestions/priorities
- What are the gaps at the national level
SWOT analyses
- How can we best bridge the gaps and grasp the opportunities?
- What is the benefit at European or national/regional level?
- What is our current investment and what can we use to advance the ETP?
- How can we best contribute?

A list of all participants and contact details should be sent to HA

ETP Food for Life <http://etp.ciaa.be>



This is a *European* Technology Platform which must be flexible enough to address *the needs and situations of all regions of Europe.*

To maximise its impact it needs the support and commitment of *all stakeholders in all regions of Europe.*

The ETP needs the *expert input of stakeholders across the countries of Central and Eastern Europe* so that *your region, your industries, your researchers and your citizens can gain the maximum benefit from its programme of activities.*



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