



European Technology Platform
Food for Life



<http://etp.ciaa.be>



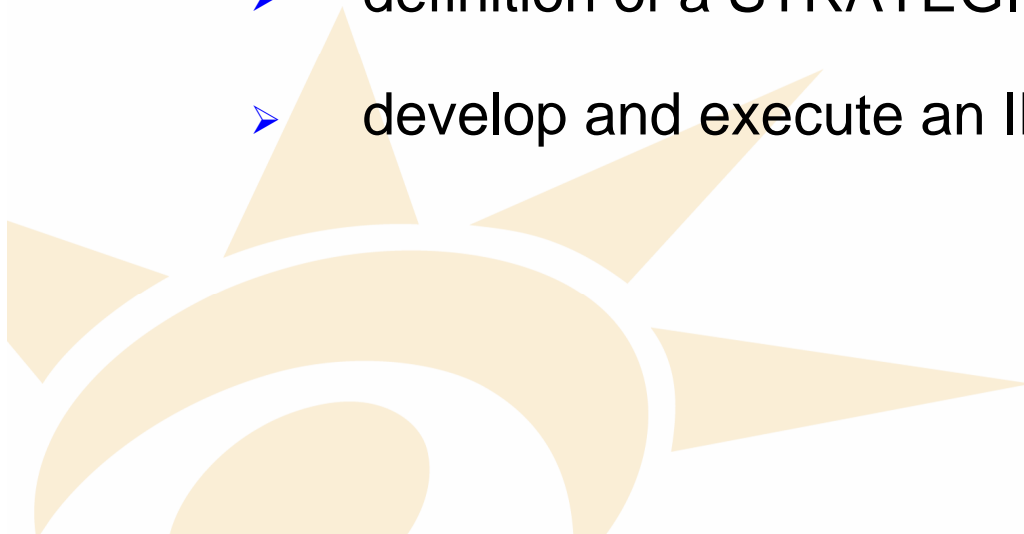
Technology Platforms: Central Concept



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

but.....

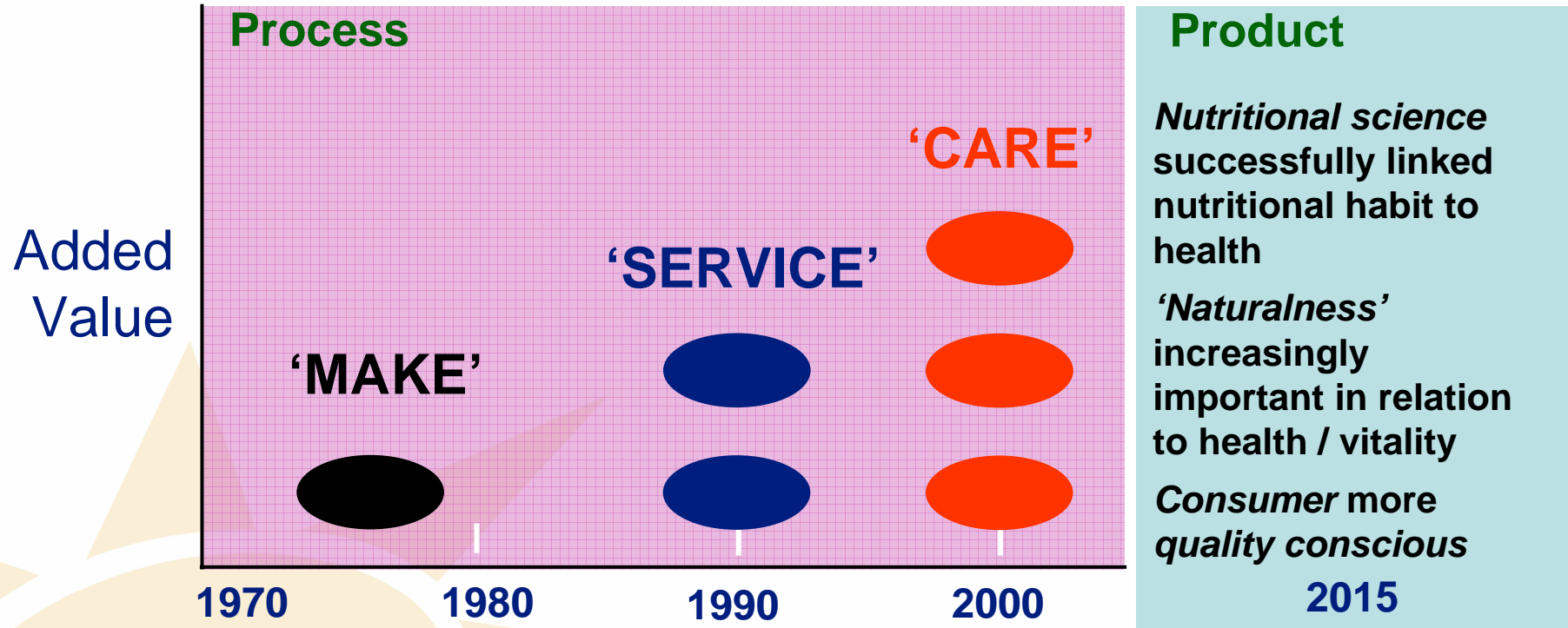
- Our share of food & drink exports in the world is reducing!



Trends in the Food Industry



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



Improving manufacturing efficiency
Batch - continuous. Reduce waste.

Foodservice
Eating out
Snacking

Clean label
Milder processing



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



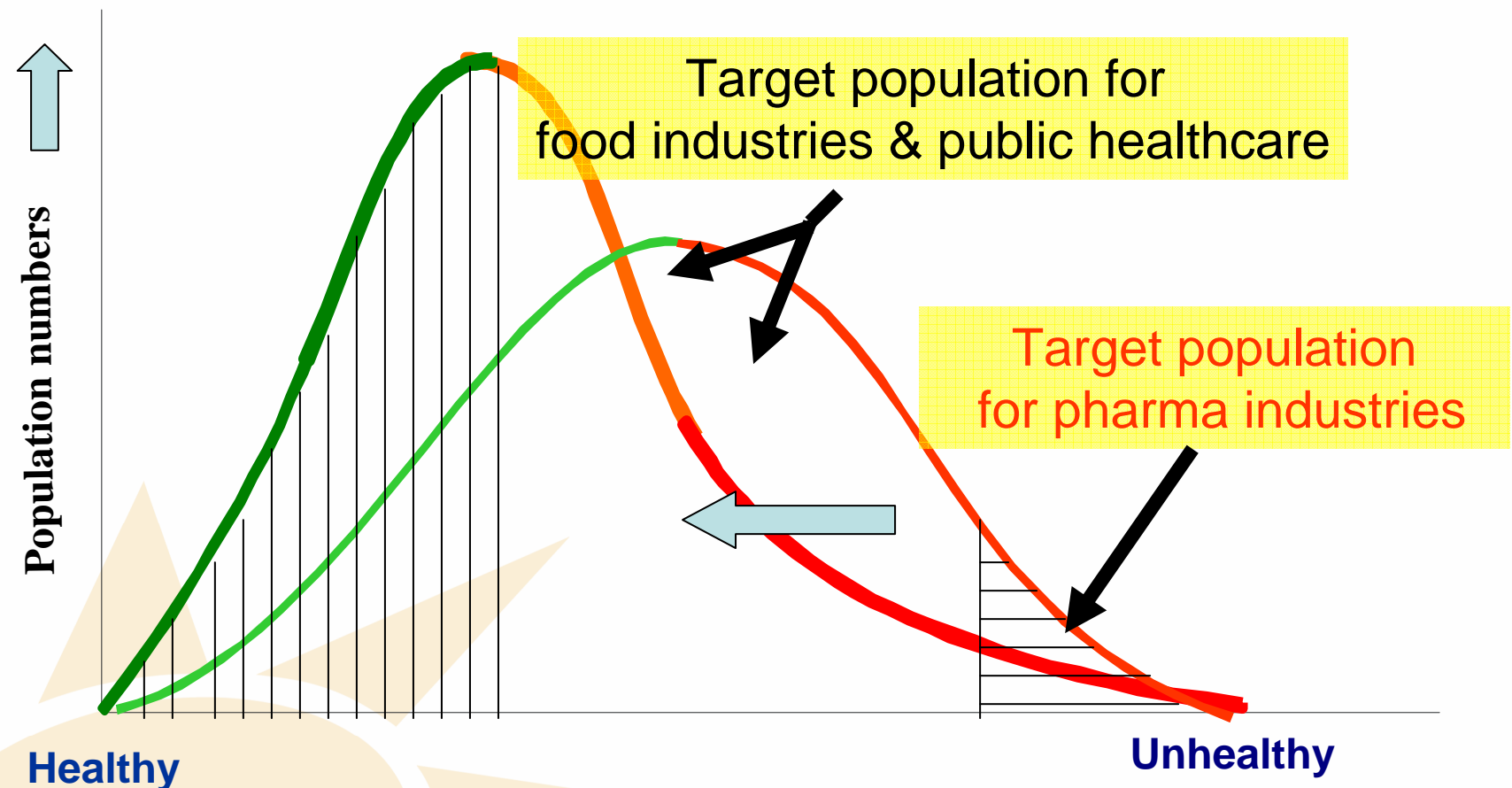
Trends in Society; **The other side of the coin**



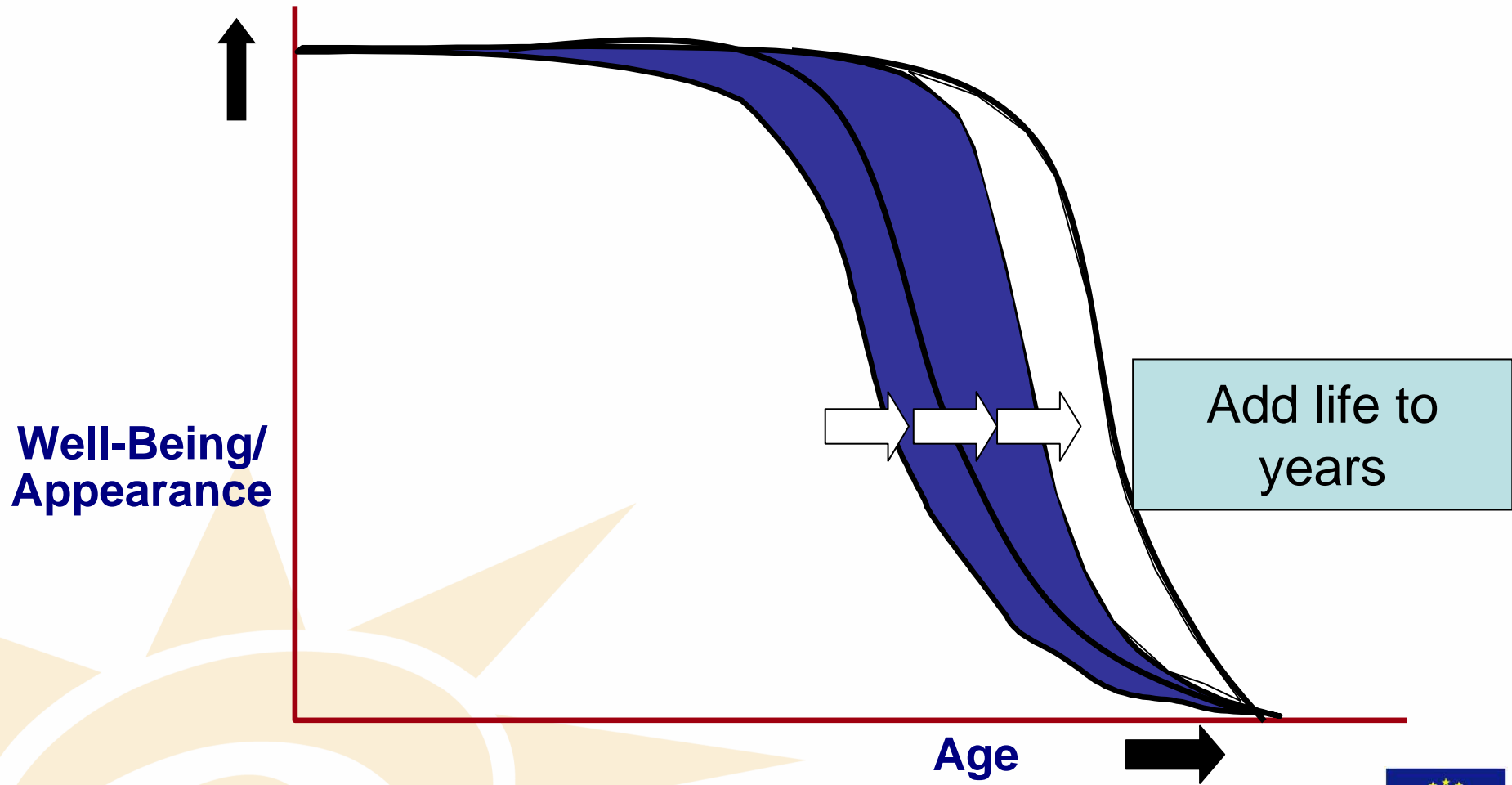
- Ageing population
- Changes in lifestyle and dietary patterns have increased the incidence of chronic non-communicable diseases incl.
 - Obesity
 - Cardiovascular diseases
 - Hypertension
 - Diabetes mellitus
 - Certain cancers



A vision for improving Population Health



Healthy Ageing: Goal



Concerns of consumers re food



Food you
can trust



Sustainability



ETP Food for Life

Vision



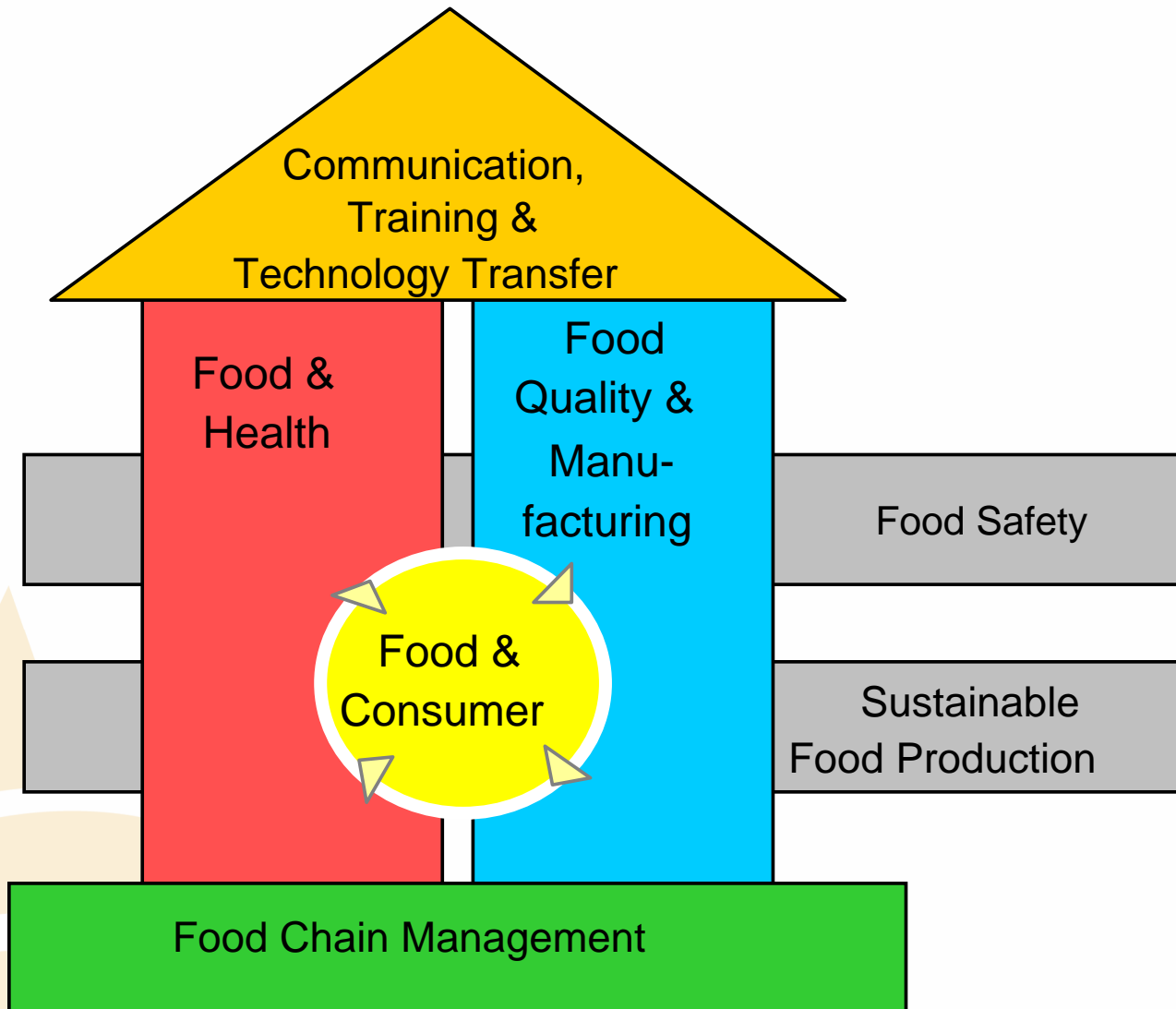
An **effective integration** of strategically-focussed, trans-national, concerted research in the **nutritional-, food- and consumer sciences and food chain management** will deliver *innovative, novel and improved food products* for, and to, national, regional and global markets in line with **consumer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

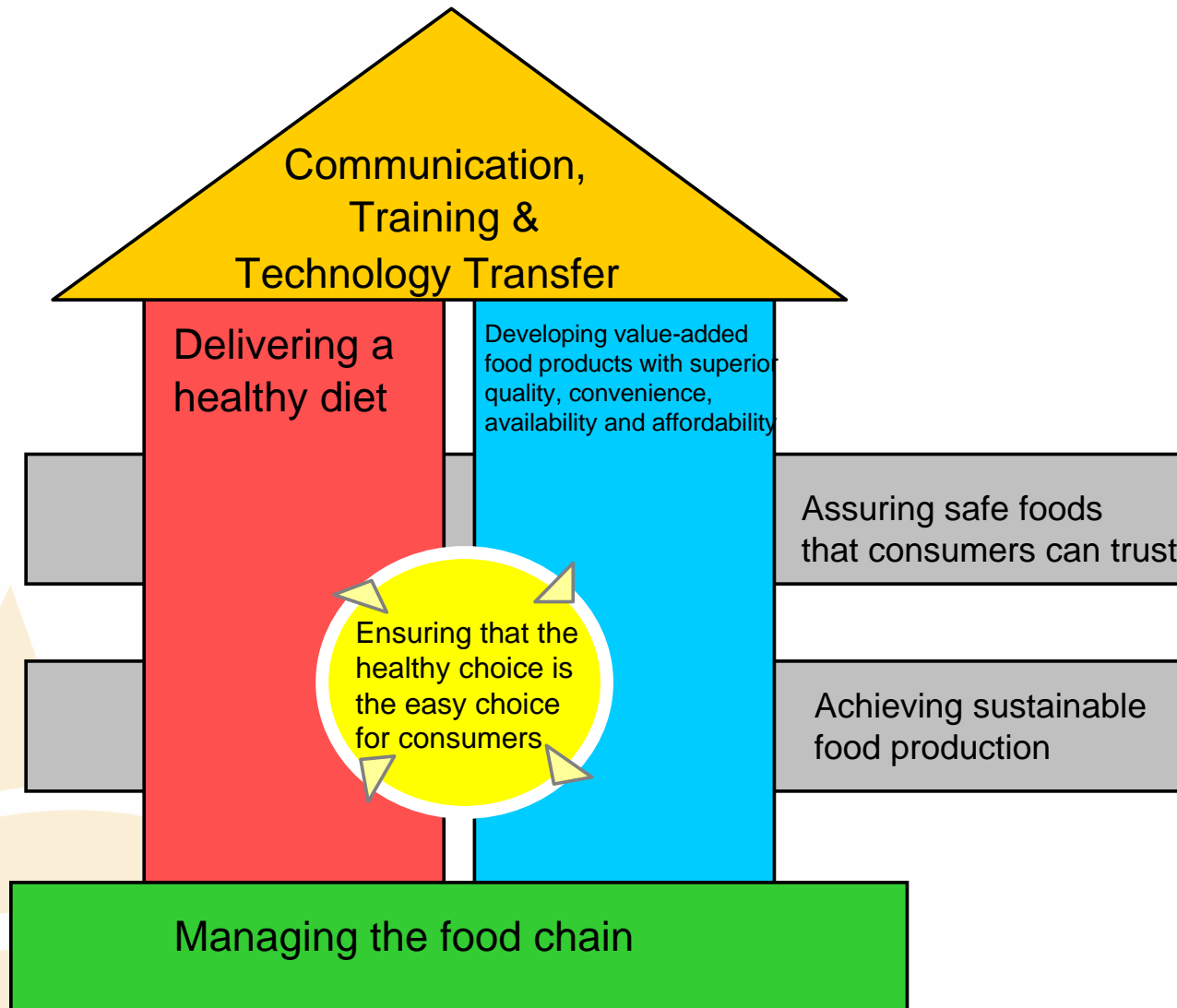
Such targeted activities will support **a successful and competitive pan-European agro-food industry** having *global business leadership securely based on economic growth, technology transfer, sustainable food production and consumer confidence*.



European Technology Platform Food for Life



European Technology Platform Food for Life



Other ETPs



- **Plants for the Future**
- **Animal Breeding**
- **Global Animal Health**
- **Industrial Biotechnology**
- **Innovative and Sustainable Use of Forest Resources**
- **Nanoscience for Health**
- ***European Action Plan on Diet, Physical Activity and Health***



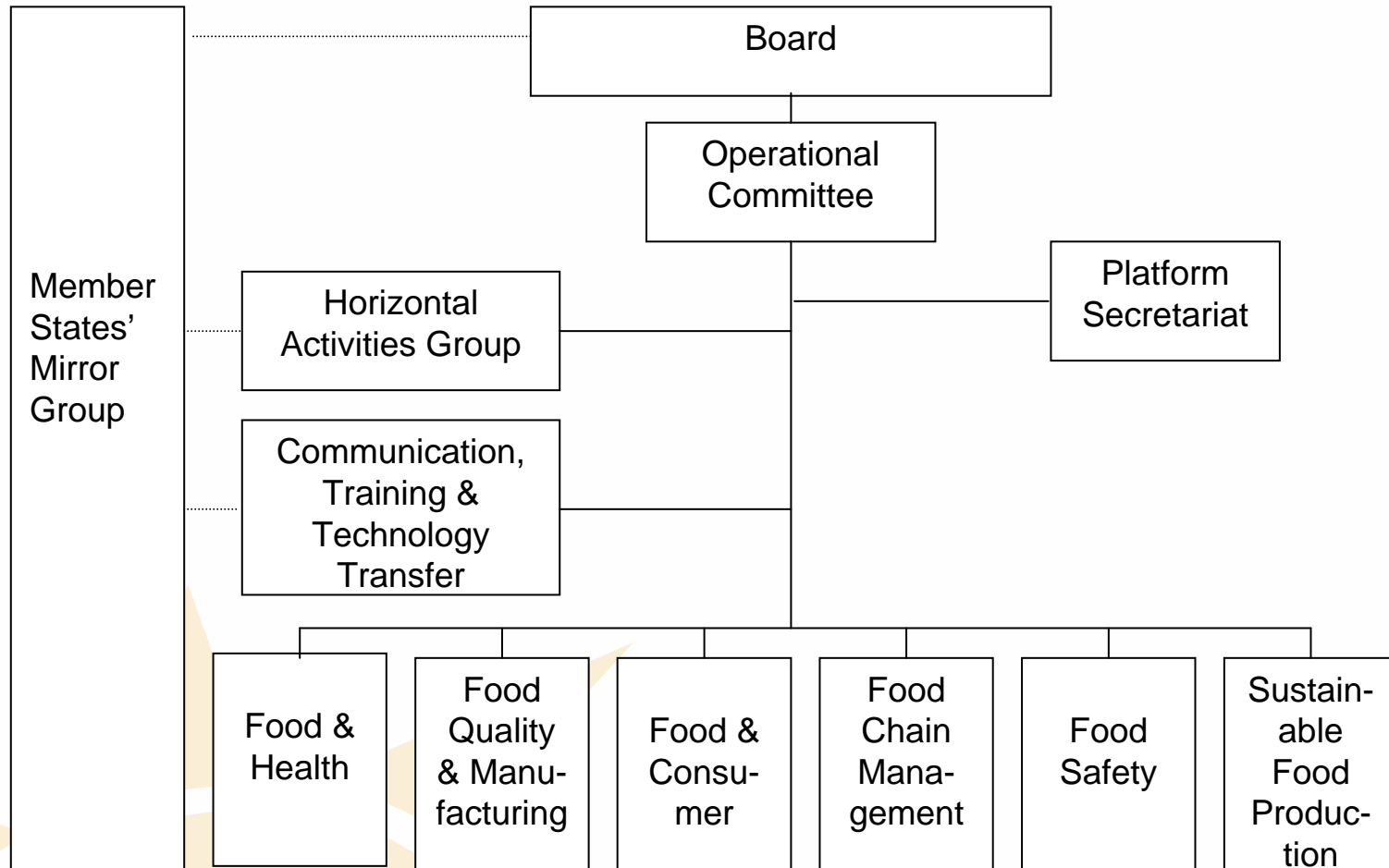


European Technology Platform
Food for Life

Organisation



ETP Food for Life organisation



Board



- Prof. Peter van Bladeren; Vice-President for Research, Nestlé (**CH**)
Chair
- Mr Rudolf Schwarzböck, President of Copa Cogeca (**BE**)
- Mr Daniele Rossi, General Director of Federalimentari Italy (**IT**)
- Dr Alphons Schmid, Chairman Regulatory Committee of Eurocommerce (**NL**)
- Prof. Brian McKenna, President of EFFoST (**IE**)
- Prof. David White, Chairman of Foodforce (**UK**)



Board



- Prof. David White, Chairman of Foodforce (**UK**)
- Dr Juergen Kohnke, President of FEI (**D**)
- Ms Kelly Duffin-Maxwell, Vice-President for R&D, Kraft Foods (**D**)
- Dr Hans Elbek Pedersen, Vice-President of Danisco A/S (**DK**)
- Dr Didier Bonnet, Director of Cargill European Technology Centre (**F**)
- Dr Andras Sébok, General Manager, Camden & Chorleywood Hungary (**HU**)
- Dr Lisbeth Munksgaard, Director of LMC (**DK**)
- Prof. Michael Gibney, University of Dublin (**IE**)
- Mrs. Daniela Israelachwili, CIAA, secretariate
- Dr. Jan Maat, Research Director, Unilever, Chair Operational Committee



Operational Committee



Chairman:

- Dr Jan Maat, Unilever Vlaardingen [NL]

Ordinary Members:

- Dr Michele Contel, Rome [IT]
- Dr Harmen Hofstra, Brussels [BE]
- Professor Dietrich Knorr, Berlin [D]
- Professor Thomas Ohlsson, Gothenberg [SE]
- Professor Wim Saris, Delft/Maastricht [NL]
- Professor Gerhard Schiefer, Bonn [D]
- Professor Hans van Trijp, Wageningen [NL]
- Professor Willem de Vos, Wageningen [NL] and
- Professor Roger Fenwick, Norwich [UK].

CTTT
Food Safety
Food Quality and Manufacturing
Sustainable Food Production
Food and Health
Food Chain Management
Food & Consumer
Horizontal Activities



The Mirror Group

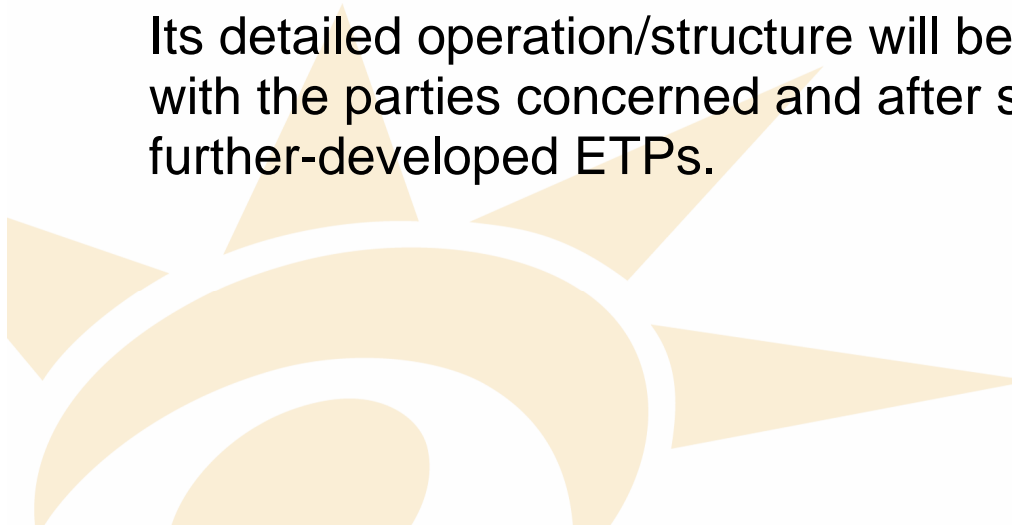


The Mirror Group will comprise representatives from EU Member States, European Commission (DGs Research, Sanco, Innovation), COST, Eureka, ERA-NETs etc.

Its role will be to:

- facilitate and maximise co-ordination of ETP- and nationally-funded activities and projects,
- ensure an effective two-way flow of information with individual Working Groups.

Its detailed operation/structure will be decided through discussion with the parties concerned and after seeking best practice from further-developed ETPs.





European Technology Platform
Food for Life

SSRA

Stakeholders' Strategic Research Agenda



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)

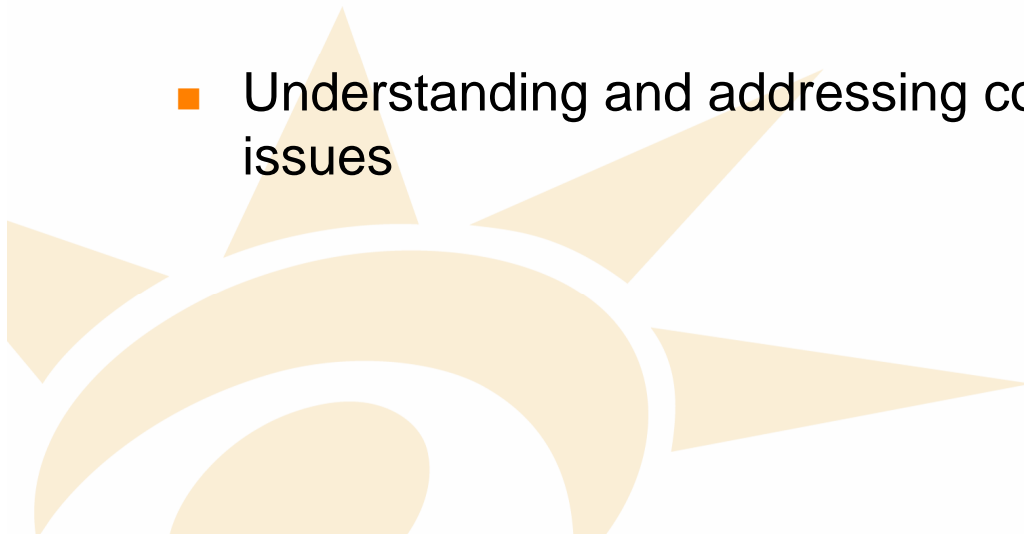
Food Safety



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



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

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 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 Chain Management



Managing the food chain

- Future scenarios
- Best Practice Management Identification
- Developing Models for Food Chain Management including performance, interaction, efficiency, transparency etc.
- Developing new generation IKT tools for food chain management
- Integrating all parts of the chain





European Technology Platform
Food for Life

Next Steps



Next steps



- Organisation of national consultations (till end Nov. 2006)
- Establishment of mirror group (Nov. 2006)
- Production of the laymans version of the SRA

- Development of the (final) SRA (March, 2007)
- Development of the Implementation Action Plan, incl. investigations into novel public-private partnerships (End 2007)



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



Several Ways to Take Part in the Process



- Influence the SRA via web-consultations
- Build National or trans national stakeholder's networks
- Join the WG's or Expert Groups
- Take part in workshops etc.
- Take part in projects
- Bring in ideas





European Technology Platform
Food for Life

<http://etp.ciaa.be>



Communication, Training and Technology Transfer



Effective communication within the ETP and between the ETP and all its stakeholders will be crucial for its overall success.

In relation to *optimising technology transfer* to both industry and SMEs, it will:

- identify best practice and adapt this for optimal impact within the ETP
- develop and exploit effective communication strategies (for research and industry stakeholders)
- promote technology transfer and innovation.

Where best practice is identified outside the EU [e.g. innovation in New Zealand] the Horizontal Activities Group will facilitate contacts.



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.



Yes the ETP Food for Life will



- **Drive European competitiveness** based on the F&D sector sheer size and the transition foreseen to high value added product portfolio (incl. services) with a major impact on **well-being and welfare**
- **Impact positively on Community policies** (research integration, increased R&D expenditure, greater involvement of SMEs)
- **Boost research performance** to effect the transition to high added-value products
- **Sustain career-development** in food R&D in Europe and promote entrepreneurial activity
- **Prevent fragmentation** by creating a shared Common Vision and managing an effective Implementation Plan for a Strategic Research Agenda

Effective public-private partnerships will be essential to fulfil this vision

