



European Technology Platform  
**Food for Life**





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## Threats and Challenges to the Food Industry (1)

### Transform Challenges of the Food Industry into Opportunities

- **Improve the competitiveness of the food industry**
- **Contribute to a healthier society**
- **Design ‘food–you-can-trust’ and ‘sustainable solutions’**
- **Attract the right personnel and sustain careers**





## Threats and Challenges to the Food Industry (2)

### Actions needed

- **Increase the speed and quality of innovation**
- **Increase R&D spending**
- **Focus, align and collaborate internationally between stakeholders**
- **Optimise knowledge capture and dissemination of knowledge between member states and towards SME's**





## **ETP Food for Life (1)**

### **History and Achievements**

- **First ideas for an agri-food ETP: October 2004**
- **Official launch of the ETP Food for Life and basic Vision Paper prepared under auspices of CIAA: July 2005**
- **Board, Operational Committee and Working Groups : formed in December 2005, ensuring representation of all stakeholders**
- **Strategic Research Agenda: published in September 2007 after extensive national, regional and web-based consultations**
- **Implementation Action Plan: finalised in October 2008**





## **ETP Food for Life (2)**

### **History and Achievements**

- **36 National Food Technology Platforms and NTP-network developed**
- **Workshops on Public/Private Partnerships established : January 2007**
- **Creation of SME Task Force: April 2007**
- **Creation of Member State Mirror Group: June 2008**





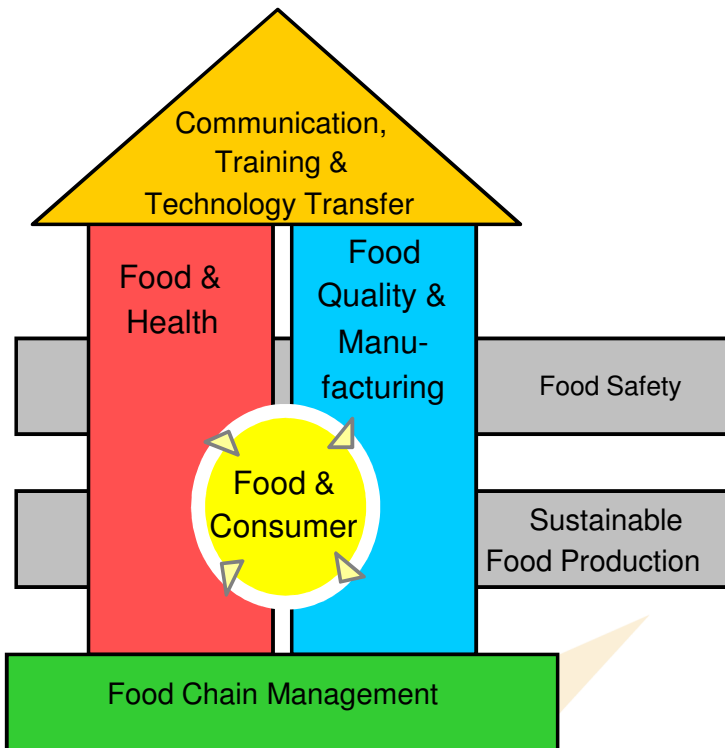
## ETP Food for Life (3)

### History and achievements

- **CIAA introduced the ETP Food for Life into its Road Map: 2009**
- **Linkage with the European Platform on Diet, Physical Activity and Health (through CIAA)**
- **Recognition by the EU:**
  - **Financial support through FP6 Specific Support Action 2006**
  - **90% of SRA-based priorities included in all calls of the FP7 Knowledge Based Bio Economy, theme 2 : 2009**
  - **European Commission High Level Group recognized importance of the ETP : 2009**



# 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**



## **From the Strategic Research Agenda (SRA) to the Implementation Action Plan ( IAP )**

- **The SRA outlined three key research thrusts to ensure that European resources are effectively targeted to boost competitiveness of the sector.**
- **The aim of the IAP is to turn the proposals made in the Strategic Research Agenda into focused, multi-disciplinary and collaborative activities.**



# Key Thrusts



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



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



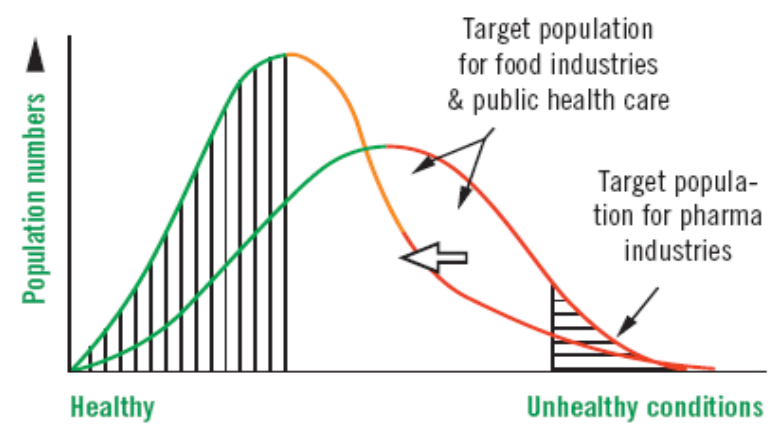
**Build consumer trust in the food chain**



**Sustainable and ethical production**



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



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



# **IAP - Key Thrust 1: Improving health, wellbeing and longevity**

## **Scope**

**Describe research requirements in key areas of consumer, nutrition and food sciences, to improve health, wellbeing and longevity**

## **Main Challenges :**

- **optimal development, wellness and ageing,**
- **intestinal health and immune functions, and**
- **weight management and obesity.**

**Key challenge : to deliver a healthier diet by developing new, high quality food products.**



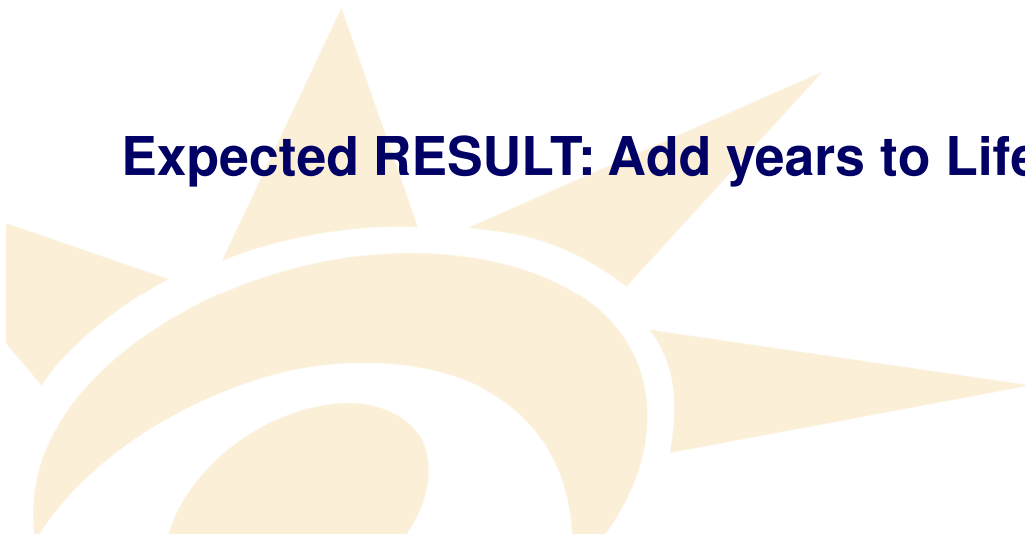


# **IAP - Key Thrust 1: Improving health, wellbeing and longevity**

**What needs to be done?**

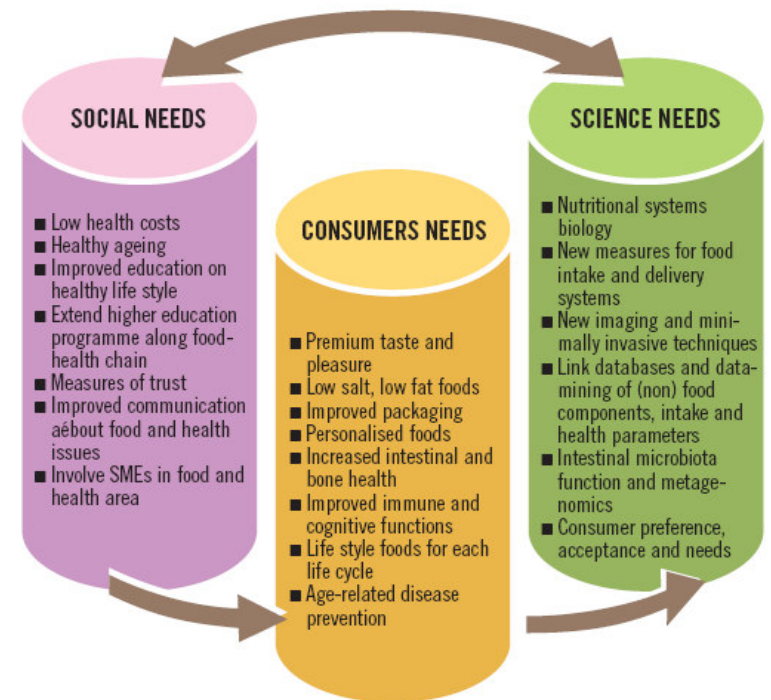
- **Better understanding of how to assess consumption patterns across the food chain**
- **Improve communication with consumers**
- **Improve nutrition-related infrastructures**
- **Develop specific enabling technologies**
- **Develop new strategies to modify the intake of key dietary components (taking into account regional and national dietary habits)**

**Expected RESULT: Add years to Life!**





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

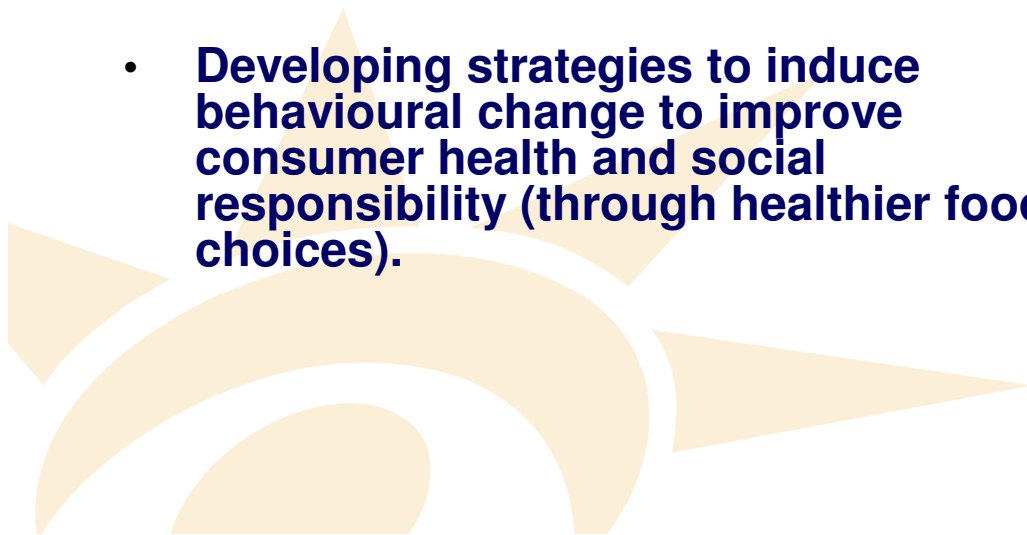
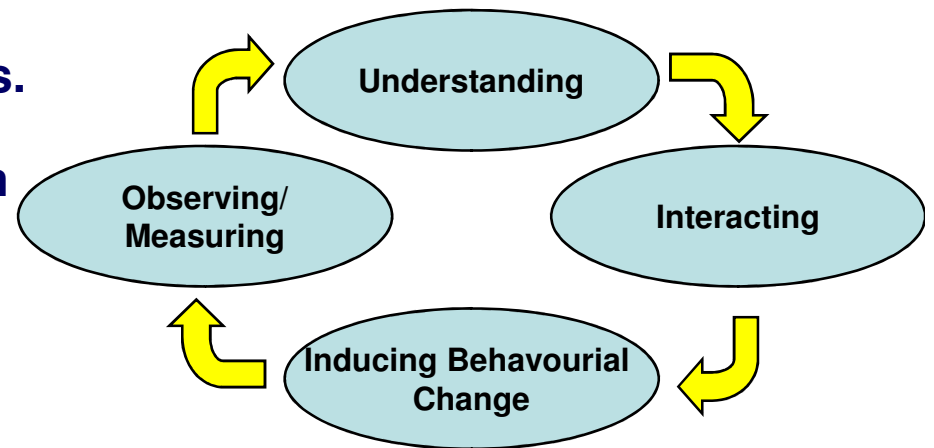


# IAP - Key Thrust 2: Build consumer trust in the food chain



Ensure 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 the consumer through communication and participation in public dialogue.
- Developing strategies to induce behavioural change to improve consumer health and social responsibility (through healthier food choices).

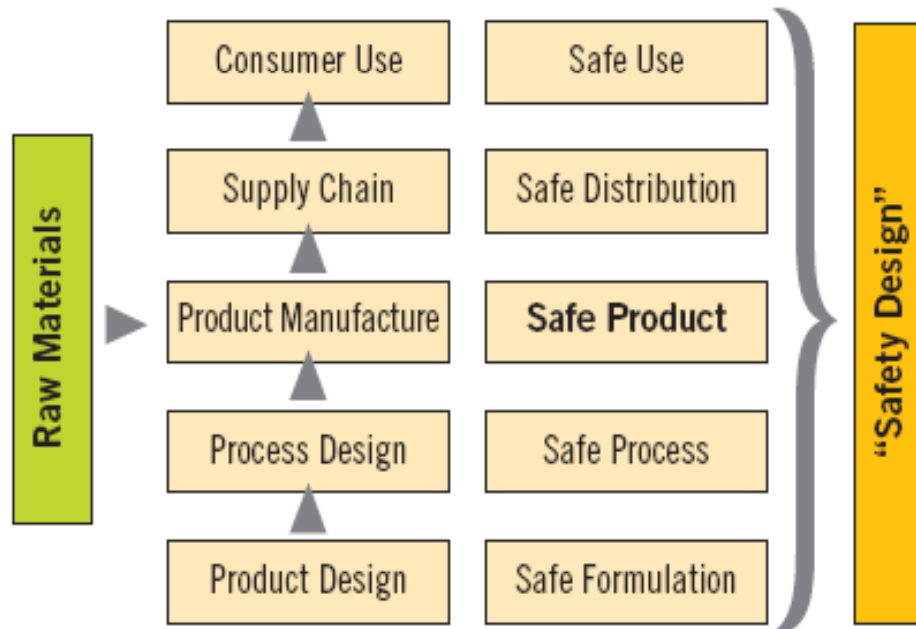


# IAP - Key Thrust 2: Build consumer trust in the food chain



Food safety is a major public health and economic issue for Europe, both for foods consumed within the EU and those that are exported.

Objective : to develop an integrated and holistic approach to food Safety taking into account the total chain



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



## Main challenges:

- Emergence of new and under-recognised biological hazards
- Research on low-level chemical contaminants in the food chain
- Immature tools for risk-benefit studies
- Consumers tend to be suspicious of new products and processes thus impeding introduction of novel quality, health and safety driven solutions
- Insufficiently-developed interfaces between natural science disciplines and economic and social sciences,
- Lack of transparency in prioritising research



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



## Scope :

- To understand consumer food choice behaviour
- To stimulate the consumers' selection of foods in order to arrive at a healthy diet ('to make the healthy choice the easy choice')
- To create trust and confidence in the food production chain



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



## What needs to be done?

- **Development of innovative measurement tools for data analyses and for predicting emerging hazards.**
- **Drafting international standards and commonly-agreed criteria for analytical methods.**
- **Development of technologies for the rational (cost-competitive) control of food risks via new solutions for process logistics and packaging**
- **Improved detection, monitoring, tracking and tracing.**
- **Increase public participation on food safety governance.**

## Expected RESULT:

**Increased trust in the food and drink Industry**





## **Key Thrust 3: Sustainable & ethical production**



# IAP - Key Thrust 3: Sustainable & ethical production



## Main Challenges :

- Analysis of sustainability of food products (lack of science-based methodology)
- Food system efficiency and effectiveness: improvement potentials for technical and managerial solutions in each step of the food chain
- **Scope :**
  - To identify, promote and provide support for the implementation of sustainable food production systems.
  - Develop synergetic solutions between environmental protection, social fairness and economic growth.
  - Serve consumer needs for sustainable and affordable food.



# IAP - Key Thrust 3: Sustainable & ethical production

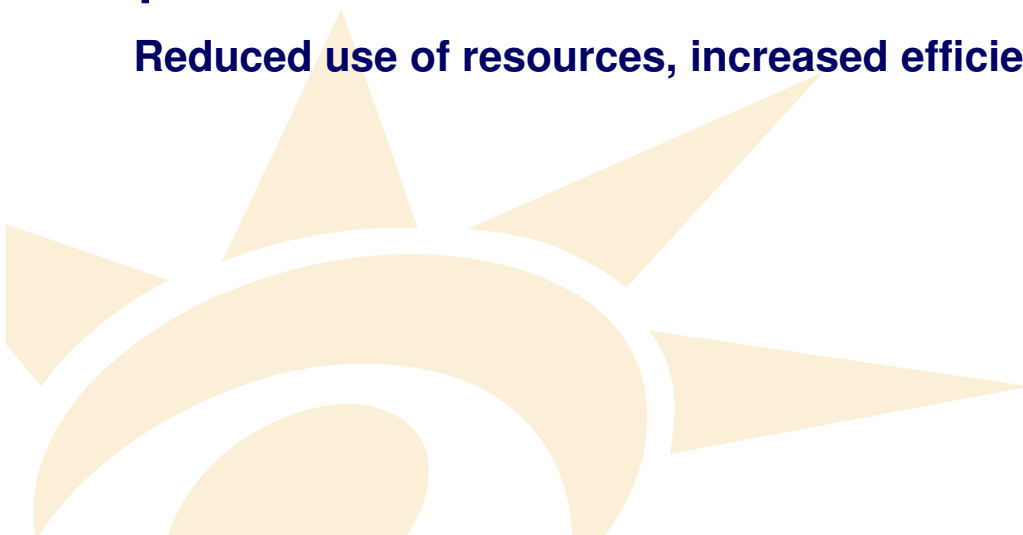


## What needs to be done?

- **Develop better understanding of how to assess sustainability of the food chain and consumption patterns**
- **Improve technical and managerial solutions**
- **Enhance communication about sustainable options to consumers and stakeholders.**

## Expected RESULT:

**Reduced use of resources, increased efficiency and better governance.**

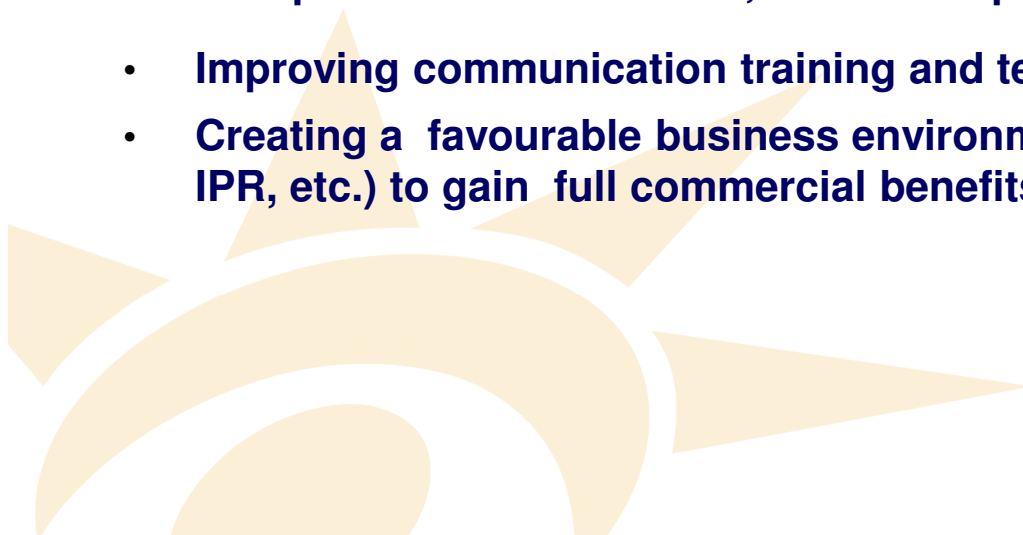


# Next Steps



## Development of the Implementation Plan:

- **Stimulation of formation of ERA Nets on**
  - **Food, Health, Wellbeing & Longevity,**
  - **Sustainable Food Production/Food Chain Management,**
  - **Food-you-can-trust (extension of SAFEFoodERA).**
- **Development of a potential Lead Market (food and health)**
- **Stimulating the creation of public-private partnerships and specific Eureka themes**
- **Identifying “funding opportunities” (COST, European Institute of Technology, European Investment Bank, Venture Capital, etc...)**
- **Improving communication training and technology transfer**
- **Creating a favourable business environment (improved regulation, standards, IPR, etc.) to gain full commercial benefits of innovations**



# Conclusions



## The « ETP Food for Life » will

- Drive the competitiveness of the European F&D industry
- Boost research performance
- Prevent research fragmentation
- Sustain career-development in food R&D in Europe
- Promote entrepreneurial activity
- Encourage greater involvement of SMEs

**Increased R&D expenditure and substantial European funding is essential!**





*Thank you for your attention*

