

Traditional food and industry



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ACTIA

NATIONAL COORDINATION STRUCTURE

UNITS

15

FOOD TECHNOLOGICAL
INSTITUTES (ITAI_S)

8

INTERFACE CENTRES



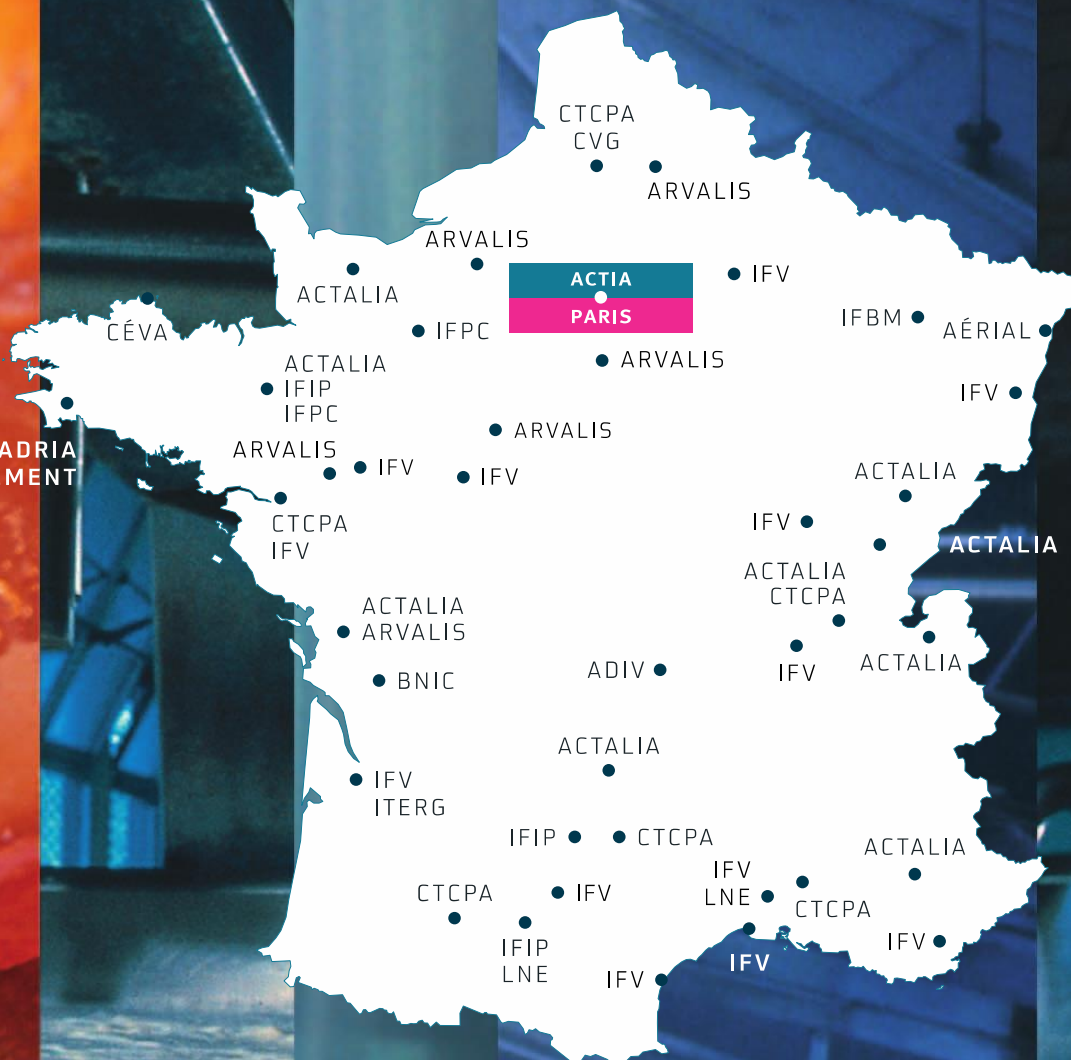
ITAI

QUALIFIED BY THE MINISTRY
RESPONSIBLE FOR FOOD



ACTIA
ACTIA

ADRIA
DÉVELOPPEMENT



Paris

- ACTIA
- ACTALIA
- ARVALIS
- CTCPA
- IFIP
- IFPC
- IFV
- LNE



ACTIA



ACTIA

PROVIDING THE MOST SUITABLE SOLUTIONS FOR INDUSTRIES



ALL SECTORS OF FOOD AND NON-FOOD INDUSTRIES

ALL TECHNOLOGIES

ALL TECHNOLOGICAL RESEARCH

A FULL RANGE OF SERVICES



ACTIA

ACTIA CENTRES : KEY FIGURES



1 200 COLLABORATORS

500 ENGINEERS ET RESEARCHERS

80 SITES IN FRANCE

8 000 CLIENT COMPANIES

100 MILLIONS € TURNOVER

2/3 | 1/3

SERVICES

RESEARCH

PUBLIC EXPERTISE



ACTIA & EUROPE



IN PROGRESS

5

R&D PROJECTS

3

COORDINATION
& SUPPORT ACTIONS

2

NETWORKS

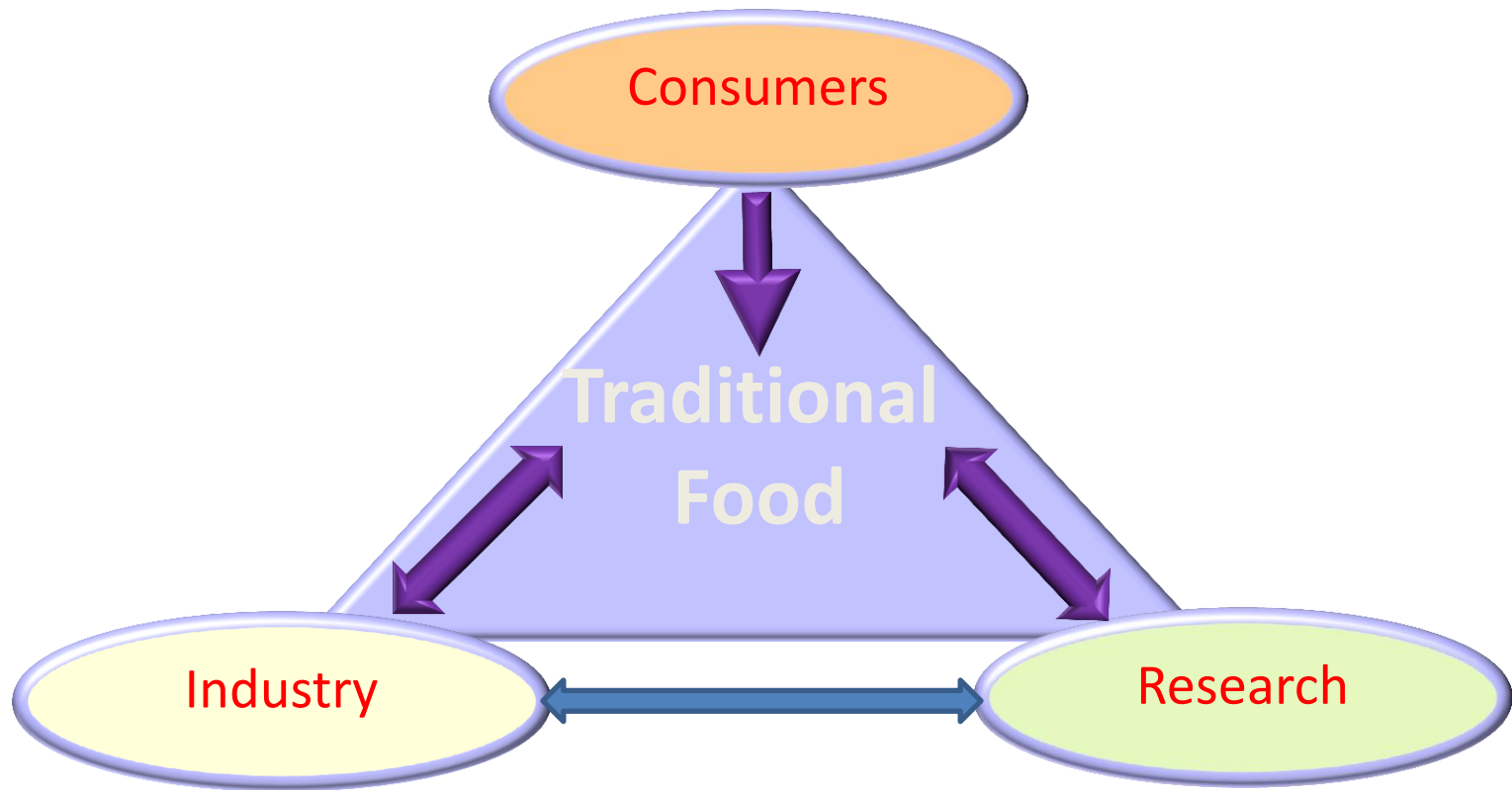
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ERA-NET



ACTIA

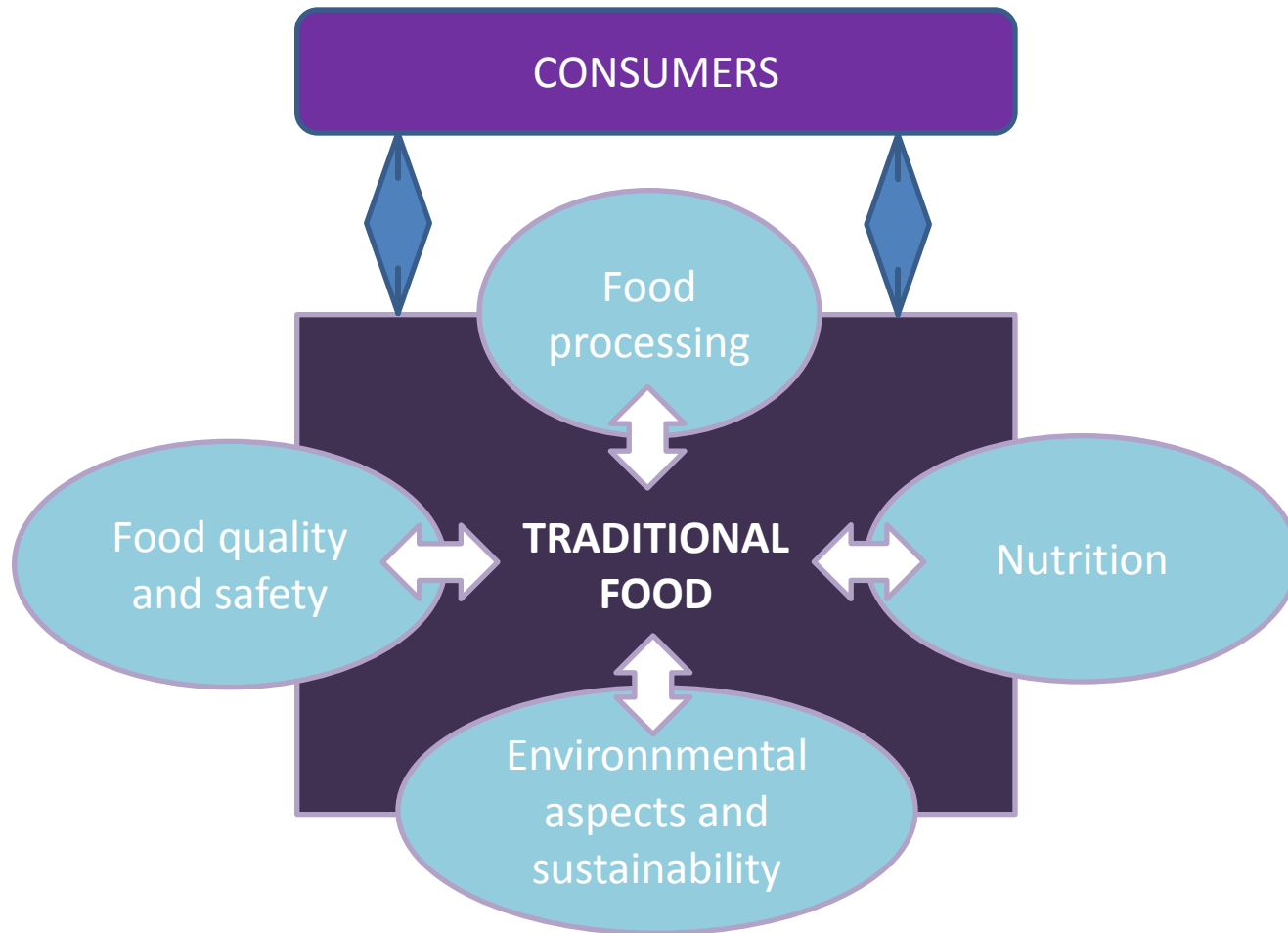
TRADITIONAL FOOD



A DEFINITION

- “A traditional food product is a product,*
- frequently consumed or associated to specific celebrations and/or seasons,*
 - transmitted from one generation to another,*
 - made in a specific way according to gastronomic heritage,*
 - naturally processed,*
 - distinguished and known because of its sensory properties*
 - associated to a certain local area, region or country”.*

TRADITIONAL FOOD



TRADITIONAL FOOD AND CONSUMERS



Consumers

- A general positive image in Europe
- Trade off the price and time of preparation for specific taste, quality, appearance, nutritional value, healthiness and safety
- Profile of the consumer across Europe : middle-aged to elderly, health-conscious, ethnocentric, food connoisseurs, attached to their familiarity in their choice and enjoying cooking



TRADITIONAL FOOD AND CONSUMERS



Consumers

-Innovations impacting positively on intrinsic product quality are well accepted

-Innovations related to new distribution systems and formats are less accepted affecting traditional image of the product

-New combinations of ingredients and diversifications (shapes, texture...) are perceived as damaging the traditional character



TRADITIONAL FOOD AND CONSUMERS



Consumers

- Innovations must induce positive benefits for consumers without changing sensory properties
- For healthy innovations, speaking about « quality and nutrition improved » is better accepted than speaking about « new ingredients »
- Importance of the composition of consumers' sample for innovations acceptance.



TRADITIONAL FOOD AND CONSUMERS



Consumers

- Large diversity of answers regarding « paying » for innovation
- Consumer acceptance for TFPs is strongly dependant on type of product and type of innovation
- Relevant benefits for consumers without changing sensory quality are well accepted



TRADITIONAL FOOD PRODUCTS AND NUTRITION



Nutrition

- Improving nutritional quality of TFPs in line with consumers demands
- Identification of innovations which improve the nutritional composition of traditional milk and dairy products
- Development of technologies to reduce the salt content in traditional ham and fish products (salt content and overall distribution)
- Identification of innovations which optimize the nutritional composition of traditional fruit and vegetable products (elicitors, varieties)



TRADITIONAL FOOD AND FOOD SAFETY



Food quality
and safety

- Many problems and crisis related to TFPs
- Evaluation of safety level of TFPs (HACCP)
- Effect of microbial interactions and food matrix on the growth kinetics of pathogens
- Predictive modelling and microbial risk assessment by using existing user-friendly softwares for the prediction of safety of traditional food products



TRADITIONAL FOOD AND FOOD SAFETY



Food quality
and safety

- Incidence of animal diseases on safety and sensory properties of TFPs (treatment of mastitis)
- Monitoring transfer of organochlorine compounds along the production of traditional meat products
- Management of the microbial diversity to prevent pathogens persistence and proliferation (*Listeria*, *Staph.*) in TFPs (Cheeses)
- Bio-preservation of raw meat to improve the safety of dry fermented processed products



TRADITIONAL FOOD PRODUCTS AND FOOD SAFETY



Food quality
and safety

- Improving ripening rooms monitoring to reduce energy consumption and increase microbial safety
- Influence of packaging systems on food safety risks and shelf life (innovative films)
- Safety of alternative packaging systems : assessment of consumer exposure to residues resulting from active packaging



TRADITIONAL FOOD PRODUCTS AND PROCESSING



Food
processing

- For consumers new technologies are not compatible with TFPs
- a challenge/compromise between high safety requirements and minimal processing
- New technologies are accepted only for nutritional benefit of TFPs
- Traditional technologies are not always compatible with safety and hygiene
- Communication with consumers is important to argue use of new technologies



TRADITIONAL FOOD AND ENVIRONMENTAL IMPACT



Environmental
impact

- No important environmental impact except when TFPs are produced by large food companies (long distribution channels)
- Respect of specifications for TFPs can hamper the development of measures decreasing environmental impact



TRADITIONAL FOOD AND SUSTAINABILITY



SUSTAINABILITY

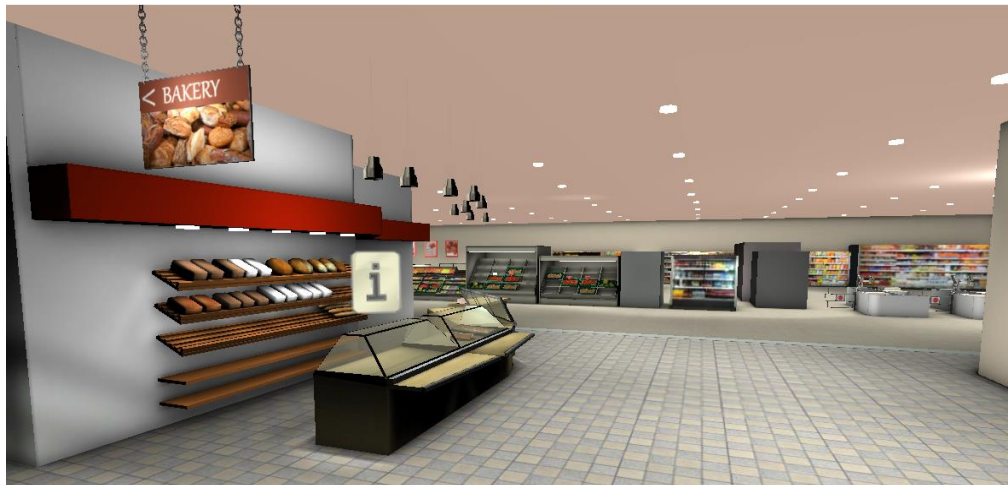
- Determinants of bottlenecks and success factors of traditional food producers - impact on employment
- Benchmark for evaluating marketing management capabilities of traditional food producers (practical guides)
- Indicators of overall traditional food supply chain performance
- Innovative distribution strategies for traditional food products (young people)
- Promotion of networking and R&D&I activities



EUROPEAN PROJECTS ON TFPs

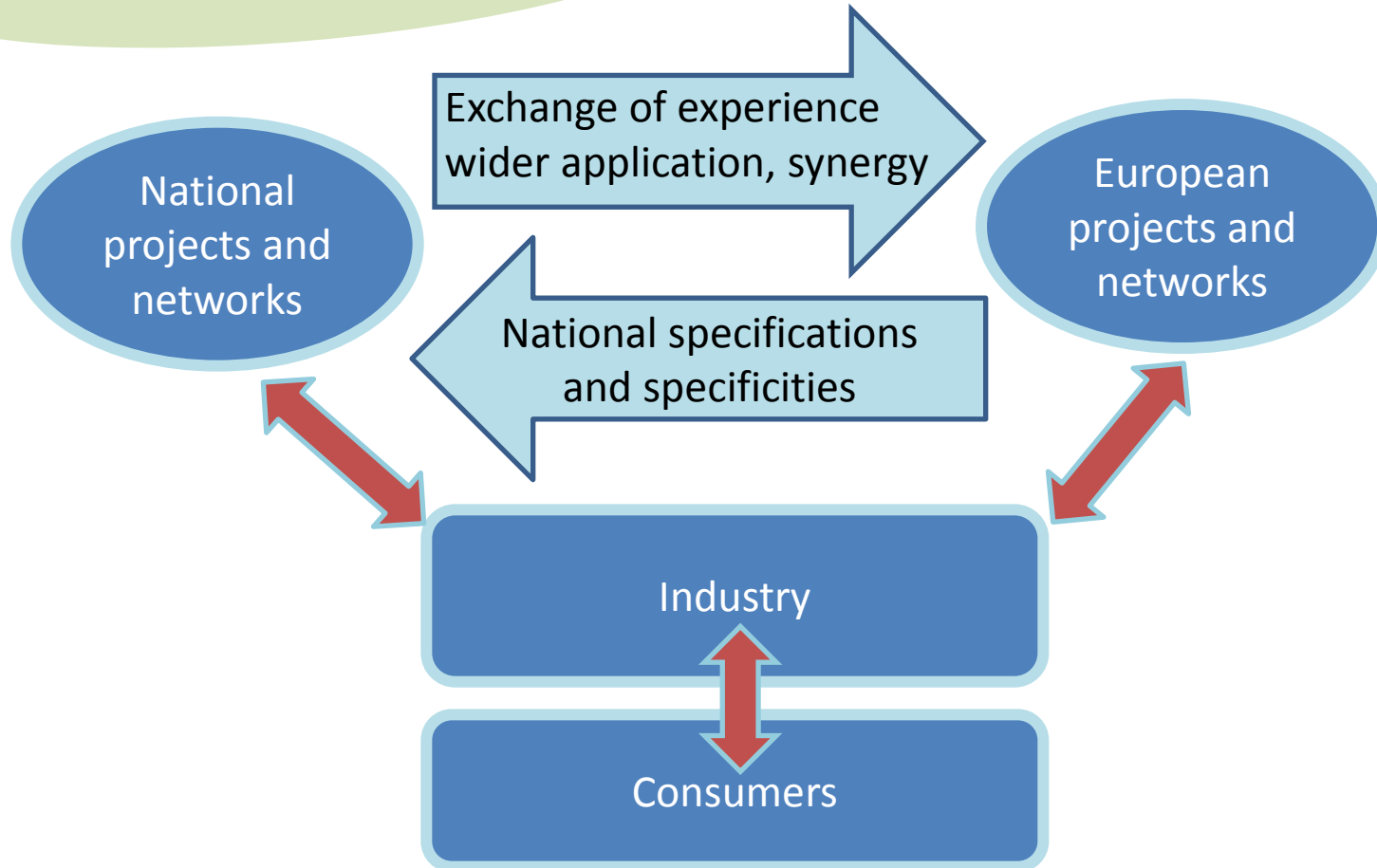
Improving quality, safety and
distribution of TFPs in Europe
and in the world

TRUEFOOD (FP6)
AFTER (FP7)
BaSeFood (FP7)



NATIONAL AND EUROPEAN PROJECTS :

A mutual benefit



Thank you for your attention !

