Traditional food and industry

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ACTIA
NATIONAL COORDINATION STRUCTURE

UNITS

15 FOOD TECHNOLOGICAL INSTITUTES (ITAI's)
8 INTERFACE CENTRES

QUALIFIED BY THE MINISTRY RESPONSIBLE FOR FOOD
ACTIA
PROVIDING THE MOST SUITABLE SOLUTIONS FOR INDUSTRY

ALL SECTORS OF FOOD AND NON-FOOD INDUSTRY

ALL TECHNOLOGIES

ALL TECHNOLOGICAL RESEARCH

A FULL RANGE OF SERVICES
ACTIA

ACTIA CENTRES: KEY FIGURES

1200 COLLABORATORS

500 ENGINEERS ET RESEARCHERS

80 SITES IN FRANCE

8000 CLIENT COMPANIES

100 MILLIONS € TURNOVER

2/3 SERVICES
1/3 RESEARCH
PUBLIC EXPERTISE
ACTIA & EUROPE

IN PROGRESS

5. R&D PROJECTS
3. COORDINATION & SUPPORT ACTIONS
2. NETWORKS
1. ERA-NET

ACTIA
03/2012
TRADITIONAL FOOD

Consumers

Traditional Food

Industry

Research
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”.
- 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

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.
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.
- 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
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)
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

- 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

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
- 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
- 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
- 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

National projects and networks

European projects and networks

Exchange of experience
wider application, synergy

National specifications
and specificities

Industry

Consumers
Thank you for your attention!