



NICHE
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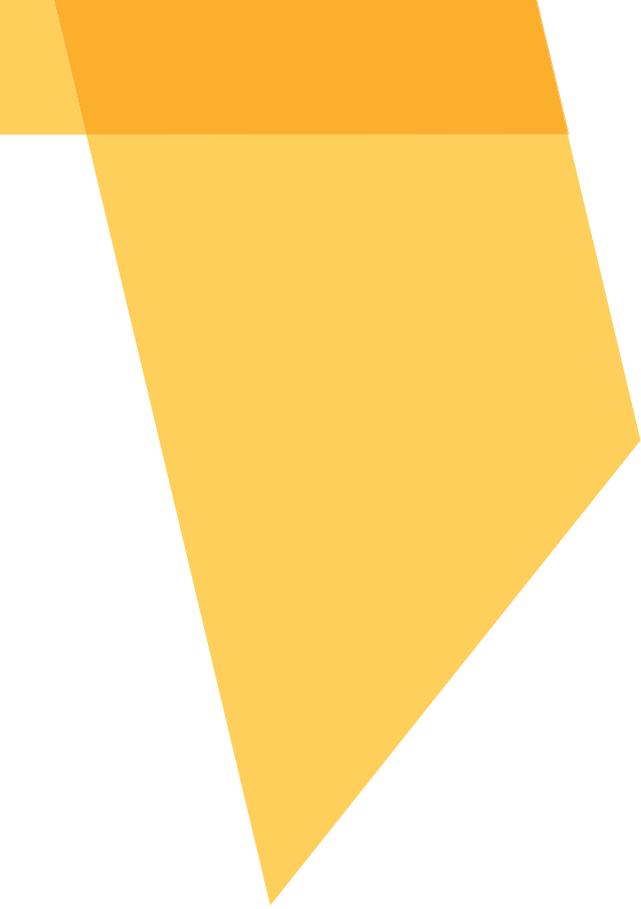
**Good
Practice
Booklet**

**A collection of
Good Practice case studies
demonstrating innovation
in the food industry**

**Interreg
Europe**



European Union | European Regional Development Fund



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INTRODUCTION

What is NICHE?

Food has become widely recognised as a key sector for economic growth internationally, giving rise to increased competition and a need to be innovative to grow and sustain food related businesses. The NICHE project brings together seven partners with the aim of developing a view of best practice in relation to innovation, and how organisations can apply technology and initiatives to increase their capability and capacity for innovation.

Collaboration & learning are central to achieving the objectives of NICHE, one of which is to increase the adoption of research and innovation solutions by food related businesses by an average of 15% in the partner regions. The seven regions participating in the NICHE project are:

- Regional Development Agency of West Region Romania (RO)
- Donegal County Council, Ireland (IE)
- Derry and Strabane District Council, Northern Ireland (UK)
- Regional Council of South Ostrobothnia, Finland (FI)
- Tartu Science Park, Estonia (EE)
- Kujawsko-Pomorskie Voivodeship, Poland, (PL)
- Region of Crete, Greece (GR)

Aim of this Good Practice Booklet

A key aspect of the NICHE project is to identify, exchange and learn from experiences gained by the partners involved. This booklet is a compilation of Good Practice (GP) case studies put forward by the partners, illustrating what has been done, how it has been innovative and the results achieved.

During the project there will be a number of opportunities to review and discuss these good practice case studies, with a view to identifying key insights which can then be taken by the partners and applied when supporting and developing the innovation capacity of the food sector in their region.

NICHE aims to pioneer an approach of open innovation in the food sector, where key stakeholders across the value chain and the agencies supporting the sector, can work together to share knowledge to enable innovation in the sector.

The NICHE project is funded through the Interreg Europe Programme. For more information on the Programme visit www.interregeurope.eu/niche.

ASAT: Association for the Support of Small-Scale Farming

Location:

Timișoara, Region of West Romania

Organisation responsible for the GP:

Association for the Support of Small-Scale Farming

Contact person responsible for the GP:

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Description

ASAT runs a country-wide network of partnerships of traditional small-scale farmers and consumers from nearby cities. It offers small-scale farmers a foot in the market and is an alternative model of development for small traditional scale farms, a model by which farmers receive a fair price for their work and which protects them from the instabilities of the food market dominated by large businesses.

The three pillars on which ASAT are built on:

1. Ecology and sustainability: small scale farmers supported by ASAT deliver healthy organic products to their consumers. ASAT farmers also work hard at preserving Romania's traditional seed diversity.
2. Social inclusion and solidarity: most of farmers supported by ASAT were marginalised people at risk of poverty. Now with the help of the partnerships they manage to make a decent living for themselves and their family and can slowly grow their farm through new investments supported by the partnerships (e.g. investments in greenhouses, irrigation systems, mechanising the farm).
3. Direct sales of farm made products: ASAT farmers sell their product directly to their consumer circumventing all intermediaries.

Results

ASAT received the mention of Good Practices from Romania's Ministry of Labour and Social Protection.

Over the years ASAT supported partnerships with 12 farmers in 6 Romanian cities: Timisoara, Bucuresti, Cluj, Arad, Oradea, Odorheiu Secuiesc.

ASAT is a recognised member of URGENCI: The International Network of Community Supported Agriculture.

Additional Information

Further information on the ASAT website: www.asatromania.ro

For the latest news and events visit the ASAT Facebook page: facebook.com/AsociatiaASAT

Research Platform - Organic Sustainable Agriculture and Food Safety

Location:

Banat's University of Agricultural Sciences and Veterinary Medicine King Michael I of Romania, Timisoara, West Region, Romania



Contact person responsible for the GP:

Banat University of Agricultural Sciences and Veterinary Medicine of Banat King Michael I from Timisoara, West Region, Romania

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Description

The main objective of the interdisciplinary research platform is to consolidate organic agriculture as a sustainable development form and as a source of agricultural food with high biological quality.

The platform is used to carry out scientific research in two areas:

1. Vegetable production and biotechnology:
 - Creating new varieties and hybrids for agricultural and horticultural species by classical methods of genetic engineering
 - Sustainable technologies in agriculture and horticulture - use of genetic engineering techniques on plant and inducing the genetic variability
 - Improving the integrated plant protection system
 - Improving the organic agricultural system under Romania's conditions
 - Sustainable use of soil and water resources
 - Improvement, preservation and re-establishment of soils fertility
 - Pollution prevention and control in agriculture
 - Evaluation of ecological impact and ecological restoring
2. Veterinary medicine, animal husbandry and foodstuff processing in agriculture:
 - Organic farm bio security
 - Animal diseases prevention and control
 - Food safety
 - Improvement of animal husbandry technologies
 - Nutritional value study of organic food
 - Welfare of farm animals

The platform is functioning with three laboratories: laboratory for microbiological research, laboratory for physical and chemical research and laboratory for the detection of genetically modified organisms.

Results

Insuring highly qualified human resources and superior conditions for experiments

Growth of the international visibility of the Banat University of Agricultural Sciences and Veterinary Medicine from Timisoara on the Dunăre-Criș-Mureș-Tisa euro region

Scientific partnership with the European authority for the food safety and other scientific organisations

Provides advice for organic farming and performs analysis for certified organic products

Additional Information

Platform Website www.platforma.usab-tm.ro

ZAX Farm Software

Location:

Timisoara, Region of West Romania

Organisation responsible for the GP:

SC ETA 2U SRL – Timisoara -Romania

Contact person responsible for the GP:

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Description

ZAX Farm is a software solution providing the tools for the management of animal farms and the control of the zoo-technical flow starting from the reception of the growing lots, the identification and the registration of the animals.

Zax Farm can also easily follow the cost calculation by kilos and day of animal nutrition helping the evaluation procedure. It can follow the weight of the living animal and the weight gain. The complex software has been developed in accordance with the Common Agricultural Policy and its regulations. Thus, it can easily follow the flow in an animal farm and simultaneously adhere to legislations.

Results

By implementing Zax Farm Software, farmers and producers are provided with important information and visible data that allows them to make better management decisions. Implementation of the inventory management module from ZAX Farm Software can streamline and help obtain information on:

- Generating documents in relation to suppliers (invoices, notices) and a history of interactions with each provider
- Stock quantity and location of goods in the warehouses (row, shelf, segment)
- Movements of products between divisions
- Machinery consumption allows to follow each part used (by parts / value)

It can also provide the necessary information for optimizing internal processes and measures required to improve procedures for loading and unloading of stock in warehouses and will lead to an increased transparency regarding stock movement in each warehouse.



The Food Coast – Donegal's Good Food Initiative

Location:

Donegal, Ireland

Organisation responsible for the GP:

Donegal Local Enterprise Office

Contact person responsible for the GP:

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www.twitter.com/Donegal_food



Description

The Food Coast initiative is based upon the foundation of the Donegal Food Strategy, launched in July 2012, with the aim of developing the food sector in the region. The aim was to establish a central platform to encourage a strong food culture and economy to sustain economic activity and jobs in the region.

The Food Coast network offers a vehicle to bring all the strands of the food sector in Donegal together to collaborate and develop opportunities to make Donegal famous for food. It is collective as opposed to elitist. The central objective is to realise the economic benefits for Donegal, in terms of sustaining the county and creating job opportunities.

The good practice demonstrated relates to the public sector response to a need in the region, driving the development of the strategy with the input of the sector. A plan with tangible outputs was developed which then required the support of the private sector. The ability to get the wider food sector, both public and private sector to work together has allowed Donegal to build a stronger reputation and create commercial opportunities for its stakeholders. A stronger food culture is leading and building towards a stronger food economy in the county.

Results

Launch of the Donegal Food Strategy – based upon collective review of the sector and consultation with stakeholders. Key actions detailed to create implementation plan.

Recruitment of a dedicated resource with food experience to facilitate the implementation of the strategy.

Growth in the number of food producers in the county

Development of The Food Coast Network – open to all food businesses in the region

Launch of The Food Coast Mark of Origin – to support awareness of Donegal made produce

Strategy supported by Steering Committee made up of public and private sector stakeholders from across the industry.

Results Continued

Involvement in National and Regional food events to drive awareness of the initiative and involvement in the wider national discussion about the potential of the food sector.
Positioning Donegal as being a leader in how it approaches the development of the sector.

The initiative has created opportunities for the sector to be proud of and has also given energy and confidence to the sector, which now sees the food sector itself being more motivated and active in how they develop the food sector in the region.

Additional Information

The Donegal Food Strategy – July 2012

www.localenterprise.ie/Donegal/Publications-Resources/Strategic-Plan/Donegal-Food-Strategy-2012.pdf

The Food Coast

www.localenterprise.ie/Donegal/Start-or-Grow-your-Business/The-Food-Coast-Donegal-s-Good-Food-Initiative/The-Food-Coast-Donegal-s-Good-Food-Initiative.html

The Food Coast – Mark of Origin

www.localenterprise.ie/Donegal/News/Donegal-Food-Champions-invited-to-apply-for-Food-CoastBrand!.html



Seafood Product Development Project

Location:

Donegal, Ireland

Organisation responsible for the GP:

School of Tourism, Letterkenny Institute of Technology

Contact person responsible for the GP:

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lyit

Institiúid Teicneolaíochta
Leitir Ceanaínn
Letterkenny Institute
of Technology



Bord Iascaigh Mhara
Irish Sea Fisheries Board

Description

This three-year project was formed by Letterkenny Institute of Technology LYIT (School of Tourism) and Bord Iascaigh Mhara (BIM – Irish Sea Fisheries Board) in 2013 following a partnership agreement detailed in a signed Memorandum of Agreement between both parties. The agreement will be renewed in 2016. The main aim of the project is to promote seafood product development via links between culinary arts graduates and seafood companies in Co. Donegal. The agreement has three main activities:

1. Graduate placement in BIM's Seafood Development Centre and six-month industry placement.
2. Funding of 24 month Masters by research degree by BIM.
3. Special projects involving supporting seafood companies in terms of research, product development and company management.

Results

Graduate placement in BIM's Seafood Development Centre and six-month industry placement. To date, four LYIT School of Tourism BA (Hons) Culinary Arts graduates have joined the Graduate Food Product Development Chef Programme. All have been successful and have been placed in seafood companies in Ireland.

Funding of 24 month Masters by research degree by BIM. This programme is still in its initial stage and current research is focusing on expanding the shelf-life of white fish to ensure such products are available for export to the Chinese market.

Special projects involving supporting seafood companies in terms of research, product development and company management. So far over five individual companies have benefited from this programme via the 'Seafood Product Development Kitchen' at the School of Tourism or the Business Incubation centre 'CoLab' at LYIT's main campus in Letterkenny.

Additional Information

LYIT Signs Memorandum of Understanding with BORD IASCAGH MHARA (BIM)
www.lyit.ie/newsevents/newsarchive2013/name,4659,en.html

Donegal's Atlantic Coastal Trail

Location:

Donegal, West of Ireland

Organisation responsible for the GP:

School of Tourism, Letterkenny Institute of Technology

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Description

Donegal's Atlantic Coastal Trail is an innovative food and marine tourism project focused on marine leisure and seafood experiences, which will advance rural, coastal and island economic development in County Donegal. The aim of this project is to raise awareness of the excellent marine leisure and seafood opportunities on the Donegal coast and islands and to encourage local communities to experience local marine leisure activities and seafood coast that may be unexplored.

The Donegal Atlantic Coastal Trail Project is a collaboration between Donegal County Council, Údarás na Gaeltachta, Letterkenny Institute of Technology (LYIT) and the Department of Agriculture, Food and the Marine Commission for the Economic Development of Rural Areas Scheme (CEDRA).

Results

Donegal's Atlantic Coastal Trail will incorporate a unique training programme, which has been developed to assist business owners and employees of all types of tourism enterprises and will be offered as a Level 6 Special Purpose Award by LYIT's School of Tourism in collaboration with Donegal County Council and Údarás na Gaeltachta. The course will benefit owners/employees of seafood and marine/coastal tourism enterprises wishing to gain a greater understanding of these areas.

The programme which is delivered at LYIT School of Tourism, Killybegs Campus over 13 weeks, 1 day per week, commencing September 2016 is fully funded with no cost to the applicant. The modules will be delivered by LYIT staff, in conjunction with a panel of guest lecturers, via lectures, seminars, workshops familiarisation visits and excursions. The training programme comprises of two modules (i) Marine Tourism and (ii) Seafood Fundamentals. It is expected that between 20 and 30 participants will be enrolled on the programme in September 2016.

Additional Information

Training Programmes details:

<http://www.lyit.ie/full-timecourses/gastronomyculinaryarts/lygmtsfc/>

Walled City Brewery & North West Regional College

Location:

Derry, Northern Ireland

Organisation responsible for the GP:

North West Regional College (NWRC)

Contact person responsible for the GP:

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Website:

www.nwrc.ac.uk



Description

The Walled City Brewery initially approached the NWRC to help them open and develop their business in late 2014 and the relationship has since blossomed to a strong partnership that has progressed to the research and development of a new flavour of craft beer.

Initially the company lacked the technical skills and knowledge on how to:

- Develop a food menu to complement their innovative craft beers
- Specify the kitchen facilities required to deliver their new food offering
- Develop procedures to deliver a high-quality food offering

After this engagement the company required support with training of staff in customer service for their new premises and more recently a collaborative Invest NI Innovation Voucher project to conduct research on a new type of beer, based upon a medicinal broth recipe dating back 400 years.

Results

The North West Regional College (NWRC) has been collaborating with the Walled City Brewery for over 2 years now and has utilised support from the Connected programme, the Department for the Economy's (DfE) InnovateUs and Skills Focus programmes and more recently the Invest NI Innovation Vouchers programme to deliver multiple solutions for the business.

The Walled City Brewery received support in development of beer and food menu development for their Derry~Londonderry Brewery which opened in June 2015. Through the DfE InnovateUs support the Brewery received skills in beer and food matching so they can now offer a unique customer experience with strong focus on food and beer preparation, matched to their client's palette. Chef Brian McDermott assisted the company by providing benchmarking and idea generation to develop a food menu that would be suited to the Brewery's needs. The client was up-skilled in menu development, food sourcing and recipe standardisation to allow the company to develop repeatable menus that their staff can produce. In addition to this support, Brian also supported the client with kitchen planning, equipment specification and installation of a bespoke kitchen suited to their unique needs, linked to their menu.

Results Continued

The NWRC supported the company with a hot-desk incubation facility in advance of their opening, supporting them at the College's Strand Road Campus until the opening of their premises on the Ebrington site. The company took on a student chef for a placement with the company and the student has now progressed to being a full-time employee of the company.

The company received training for staff in customer service for their premises in advance of opening where they received a level 2 qualification that was 75% funded through the DfE Skills Focus programme.

More recently the NWRC delivered an R&D project for the Walled City Brewery that was funded by the Invest NI Innovation Voucher programme. The NWRC researched a new type of beer, based upon a medicinal broth recipe from 400 years ago and produced prototype products utilising the Brewery's micro-brewery.

Evaluation / Impact

The Walled City Brewery's business is thriving. They have grown from 12 to 17 staff and have won a host of awards, such as the Northern Ireland Tourism Awards (NITA) Most Promising New Business in 2016 and selected as the Hot Press Best Gastropub of 2016.

The company are continually looking to innovate as exemplified by their innovation voucher project and they hope to launch the new craft beer around Halloween 2016.

Additional Information

Successful Business Mentoring

<https://www.nwrc.ac.uk/NewsEvents/News/display.aspx?NewsID=1127>



Business Support Centre at North West Regional College



Location:

Derry / LondonDerry, Northern Ireland

Organisation responsible for the GP:

North West Regional College (NWRC)

Contact person responsible for the GP:

Dr Fergal Tuffy

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Website:

www.nwrc.ac.uk

Description

The NWRC has specialist experience in food product development and has provided technical support to over 90 food and hospitality businesses (SMEs) in the past 3.5 years in improving existing products and developing new products. Example areas of support include, new product development, diet & nutrition, process improvement, taste panels, package design & food labelling and craft beer development. The college has fully-equipped industry-standard training kitchens across the NWRC College campuses and 2 restaurants and an additional 2 bistros.

As a result of this continued industry need and expertise at the NWRC, the College has invested £450k in an industry-standard food development centre at the College's Derry Campus, which can offer industry support in food innovation, product development and food science/technology.

Results

With the support received from the NWRC companies have developed new products for market, increased efficiency, increased innovation and employed additional staff within the businesses. The good practice could be an exemplar for other regions where food product development is seen as a key economic driver for the economy. The College has worked with businesses to look at local provenance within their food innovations and encouraged the businesses to look at global market opportunities by developing new products that can have market potential outside the Northern Ireland region.

Additional Information

Company Profile Gallagher's Fresh Food Centre

www.creativedevelopmentni.com/bsc/gallaghers-fresh-food.php

Company Profile: Babas Foods

www.connected.ni.org/nwrc-babas-foods

Company Profile Flossies Foods

www.connected.ni.org/flossies-fudge-nwrc

'LegenDerry' Food Brand and Foodie Destination

Location:

Derry City, Northern Ireland

Organisation responsible for the GP:

Derry & Strabane District Council

Contact person responsible for the GP:

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Website:

www.derrystrabane.com/Subsites/Food



Derry City & Strabane
District Council

Comhairle Chathair
Dhoire & Cheantar
an tSratha Báin

Derry Cittie & Stràbane
Destrìck Cooncil

Description

Derry City & Strabane District Council have developed a strategy to make Derry City known as a top destination for food and be known as 'LegenDerry' and as a 'Foodie Town'. The strategy aims to increase tourism visitors to the city and to further develop the food sector. The strategy also coincides with 2016 being the year of Food & Drink in Northern Ireland (NI)

Tourism is a key economic driver in Derry City (Draft Tourism Strategy for NI to 2020) and visitors are up from 300,000 in 2009 to 700,000 in 2016, with targets for 1million by 2020. Revenue has also grown from £38m (2009) to £93m with targets for £100m by 2020. Food represents a third of visitor spend in the City and despite the economic downturn, the food sector has expanded with the number of restaurants and artisan foods growing. The Council secured £280k for the Year of Food programme and aims to generate a total of 305k foodie visitors and generate multi-million pound return for the private sector and producers.

This strategy and programme of events was developed in partnership with chefs and producers, the Food Innovation Unit at Northwest Regional College, the Innovate Us programme, as well as national agencies (Tourism NI, Food NI and Department for Agriculture & Rural Development Agri Food and the NI Association for Food & Drink NIFDA).

Result

Derry City and Strabane District Council with the Support of Department of Rural Development developed a series of events and initiatives as part of the Northern Ireland Regional Food Programme.

Foodie Events:

- Legenderry Food Festival (CIM Winner – 36,000 visitors);
- Flavours of the Foyle (20,000 visitors).
- Eat the Street (30,000 visitors);
- Big Cheese & Beer Expo (20,000 visitors)
- Clipper Race Kitchens (40,000 visitors).

Result Continued

Visitor Experiences

- Unique food experiences such as 'plot to plate', 'catch and cook' kayak angling; wild cycle food tours, cookery demos, foraging, cookery schools and wellness. The Council run residential courses in cheese, patisserie and chocolate making. Chefs offer demos to groups.
- Visitor Information: Developing in-room visitor LegenDerry-Food Guides in 1,900 rooms in hotels across the district.
- Slow Food: A Slow-Food NW collective has been established so visitors can experience slow food from soda to sourdough and foraged ingredients too. The council secured £75k for Slow Food through the Northern Periphery Programme (SEUPB NPP)

Increased Awareness

- Runner up in the Foodie Town Ireland Competition 2016 (beating 30 other foodie destinations)
- Derry City has been placed on the International Foodie Map and have been promoting Northern Ireland as a destination for food to audiences across the world including China, IBM Chicago and in New York. The Council has had significant media coverage generating 5m reach for LegenDerry Food Festival and 2.8m for Flavours of the Foyle Seafood Festival (Kantar media independently accredited). Derry is increasingly attracting tours and international fans to visit producers from cheesemakers to craft brewers, hand churned butter makers and fish processors.

The growth of Foodie Town supports job creation, working with NW Regional College (400 hospitality students) chefs are supported by the NW Regional College and Innovate Us Food Unit which offers 30 free mentor hours to local chefs and producers, running courses in cheffing; patisserie; craft brewing, chocolate skills and more. InnovateUs supports employer engagement and retains links with export markets.



Additional Information

Further information on the LegenDerry Food Festival
www.derrystarabane.com/Subsites/Food/LegendDerry-Food-Festival

Developing and Marketing “free from” products (gluten free, lactose free, no allergens) to Baltic Sea Countries

Location:

South Ostrobothnia, Finland

Organisation responsible for the GP:

Foodwest Ltd

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Eeva-Liisa Lehto

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Website:

www.foodwest.fi



Description

The aim of the project was to help Finnish SMEs to focus on free from products and find experts with industry knowledge to develop innovative products and technologies. The aim was also to find new international markets for SMEs around the Baltic Sea area.

The project would also assist the SMEs

- Develop food safety systems
- Mentoring & Industry Experts
- Study consumer behaviour and carry out consumers tests in Finland and in some Baltic Sea countries
- Explore the feasibility and opportunities to export the new ‘free from’ products

Results/Recommendations

- Find out the size of the market and delivery chains in the target country.
- Find the best possible partners to help in export efforts
- Develop innovative products with shelf-life long enough for export
- Develop products and packages suitable for the target market consumption habits
- Be sure of the safety of the products (quality management, e.g. ISO 22 000)

Additional Information

‘Free From’ Food from Finland Presentation

www.foodwest.fi/wp-content/uploads/2016/03/erihyva_tampere_03022016__food_from_finland_an-naleena_soult.pdf

Foodwest Website

www.foodwest.fi

Ruokaverstas (Food Workshop)



Location:

South Ostrobothnia, Finland

Organisation responsible for the GP:

Seinäjoki University of Applied Sciences, School for Food and Agriculture

Contact person responsible for the GP:

Laila Matikainen, Project Manager

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Website:

www.seamk.fi/ruokaverstas

Description

The information transfer between companies and research organisations has many kinds of levels, but the knowledge from either side is not always transferred into the best use. Ruokaverstas (Food Workshop) is testing and developing the good practices for that purpose in the food sector. The aim of the Ruokaverstas project is to find new forms of co-operation between research organisations and companies and to generate new ways to improve the development work in the food industry. The project also aims to bring competitive advantages to companies in Southern Ostrobothnia. New information may help the companies to create new forms of added value to their customers.

The project is based on the gastronomy food club concept. The gastronomy food club concept helps the firms to create new knowledge and skills. The concept also connects customers into the different phases of the food development process, which normally is not possible. The companies can use this process as a new innovation tool. This will be done with a tight co-operation between firms, researchers, students and customers.

The researchers and educational institutions bring their own know-how to gastronomy food clubs tailored directly to the needs of the company. In workshops the students are able to apply their learned knowledge in real cases. The contents of workshops are designed in close co-operation with the companies. A theory presentation is prepared into the workshops based on the literature. There are also small-scale tests such as how different production methods affect the properties of the product. All the parties who participate in the workshop act as the evaluators. An interactive discussion makes new ideas possible. With the help of workshops the innovative ability of companies increases. The results of the workshops are presented through social media. This confirms the dialogue between the food experts of the province. This also engages the people of the area as part of a national and international food network. Further, the transfer of the information and research results are examined in the project. An attempt is made to find out models to bring the research results for the practice.

Results/Recommendations

The information transfer between companies and research organisations has many kinds of levels but the knowledge from either side is not always transferred into the best use. Every party benefits from the co-operation in the following ways:

The companies of the area gain a customer-oriented problem-solving method for their development work and achieve a dynamic dialogue with the researchers, educational institutions and the students.

The researchers get the channel to an active dialogue with the companies, get interesting topics to their research projects and are able to apply their research information at a practical level.

The students are able to adapt their skills in the practice and are able to introduce themselves to the companies. The students are able to work in a new learning environment.

The consumers are able to participate in the product development process and to become familiar with the food production of the area.

The project promotes a common interest for the developing of the target region as a food province.

Additional Information

Further information on the Seinäjoki University of Applied Sciences
www.seamk.fi/fi/Tutkimus-amp;-kehittaminen/Projektit/Projektien-omia-sivuja/Ruokaverstas

Bacula Ltd 'Functional Jam'

Location:

Southern Estonia

Organisation responsible for the GP:

Bacula Ltd.

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Website:

www.moos.ee



Description

Bacula Ltd. has been in business since 1989 and is based on domestic capital. The enterprise is located in Aakre, Valga County, Southern Estonia. The company manufacture's jams, confitures, concentrated nectars, yoghurt and berry admixtures.

Bacula prefer to use domestically grown fruit and berries. It aims to makes their products tastier and suitable for both children and adults.

There are over 50 product names in their product list for bakers, confectioners, dairies, cooks and jam devotees. The products are available in a range of various sizes so everyone can choose the most suitable ones.

The company's main aim is to be a reliable partner and to create new savoury experiences together.

Results

Bringing to market new innovative products in cooperation with academia, industry and public sector innovation facilitator: Bio-Competence Centre of Healthy Dairy Products BioCC.

The first Estonian functional jam was created with the cooperation between Bacula Ltd and BioCC. BioCC, worked on the technology and composition for functional jam. Laboratory scale tests were made in BioCC laboratories and industrial tests in Bacula Ltd. Functional Jam is a source of fiber (fiber is added) and contains manganese.

Additional Information

Bavula Ltd. Website:

www.moos.ee



A food innovation system based on Competence Centre (triple helix model) environment

Location:

Estonia

Organisation responsible for the GP:

Bio-Competence Centre of Healthy Dairy Products

Contact person responsible for the GP:

Andre Veskiõja

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Website:

www.tptak.ee/en



Bio-Competence Centre of
Healthy Dairy Products LLC

Description

BioCC (Bio-Competence Centre of Healthy Dairy Products) covers the full chain of product development & commercialisation process starting from academic research and finishing with an end product on the market.

BioCC is established by Estonian companies and Universities in frame of Estonian Competence Centre Programme. BioCC is structured, long term RTDI collaborations in strategic important areas between academia, industry and the public sector. BioCC aims to bridge the gap between scientific and economic innovation by providing a collective environment for academics, industry and other innovation actors and creating sufficient critical mass (we are working with ca 20 food SME). BioCC is involved in multiple activities: pooling of knowledge, creation of new knowledge by performing different types of research, training and dissemination of knowledge and networking.

BioCC will give a detailed overview how commercialisation of academic research into marketable product works in every given phase of the process and how to involve and link all stakeholders from scientist to raw material producers to manufacturers for licensing bodies to retailers. Generally different involved parties are aware of previous and following link in the product development chain. BioCC has the whole system approach or so-called bird-eye view over full picture.

Results

Bringing to market new innovative products in cooperation with academia, industry and public sector innovation facilitator (BioCC) such as Heart cheese Harmony and functional jam.

Südamejuust Harmony® (cheese) containing probiotic strain *L.plantarum* TENSIA® was created in cooperation between the BioCC and the E-Piim production Ltd. Unique properties of the strain *L.plantarum* TENSIA® give Südamejuust Harmony® added value by maintenance of normal blood pressure. Several clinical trials conducted in Estonia and in Russia confirm the effect of Südamejuust Harmony®. Bio-Competence Centre of Healthy Dairy Products LLC has granted license of *Lactobacillus plantarum* TENSIA® to E-Piim production Ltd. for producing the Südamejuust Harmony®.

Results Continued

The Estonian first functional jam was created with the cooperation between BioCC and Bacula Ltd. BioCC worked out the technology and compositions for functional jam. Laboratory scale tests were made in BioCC laboratories and industrial tests in Bacula Ltd.

BioCC also helped with the communication with The Veterinary and Food Board, designing the correct labelling of the package and launching the product to the market.

Additional Information

Bio-Competence Centre of Healthy Dairy Products Website:
www.tptak.ee/en

Research and Implementation Fund (FBiW)

Location:

Kujawsko-Pomorskie Voivodeship, Poland

Organisation responsible for the GP:

Kujawsko-Pomorska Agencja Innowacji Sp. z o.o.

Email & Telephone:

biuro@kpai.pl - Tel: +48 56 661 17 11

Website:

www.kpai.pl



Description

The aim of the project was to create a system for funding innovation in the Kujawsko-Pomorskie region and stimulate the cooperation between entrepreneurs and science through the support of services and investments. There are 5 individual modules within FBiW:

Module 1. Support for the purchase of the module R & D services to businesses, essential for entrepreneurs in the process of developing a new or improved product and process changes in the company;

Module 2. Support for the implementation of the results of research and development services in a business enterprise;

Module 3. Investment support related to the acquisition of fixed assets in research organisations (research laboratory equipment);

Module 4. Support for the use of demonstration projects, prototypes, pilot projects for commercial purposes (investment support);

Module 5. Investment support related to the acquisition of fixed assets necessary to carry out R&D in enterprises.

Results

27 projects were funded and implemented in the Kujawsko-Pomorskie region. The total projects value was 39 mln PLN, and the sum of support was over 17 mln PLN. 109 new jobs were created in the framework of the projects.



One of the implemented projects dedicated to the food sector is providing a next-generation sequencer (NGS) for the IFG Research Division to conduct research in the area of assessment of contaminants in food and in the environment (Beneficiary: Institute of Forensic Genetics Jolanta Powierska-Czarny (IFG)).

The aim of the project was to equip a research laboratory in order to conduct the industrial research. With the purchase of a next generation sequencer (NGS) based on the semiconductor technology, defining the incorporation of a specific DNA base to the elongated DNA fragment bound to the substrate by proton potential change at a specific location in the matrix.

The project is a response to one of the basic requirements for food producers – to define the composition of food products, particularly complex and processed products. Identification of the composition of food products, especially meat, is very important in terms of economy and health.

In the course of research a set of DNA fragments has been developed whose simultaneous analysis by NGS allows the identification of all animal species, even in complex mixtures and is able to identify the presence of plant-based additives.

After analysing the demand for this technology, it was found that there is a market demand for the bioremediation and food biotechnology service in Poland and the rest of the world and among people interested in this type of research as well as large retailers and consumers, companies, owners, municipalities possessing contaminated sites. Economic-technical data of services indicate a cheap and highly innovative research with the profitability of the project on an international scale.

Additional Information

Research and Implementation Fund
www.kpai.pl



**KUJAWSKO-POMORSKA
AGENCJA INNOWACJI
sp. z o.o.**



**WOJEWÓDZTWO
KUJAWSKO-POMORSKIE**

Cooperative Linkages Fund

Location:

Kujawsko-Pomorskie Voivodeship, Poland

Organisation responsible for the GP:

Toruńska Agencja Rozwoju Regionalnego S.A.
– Toruń Regional Development Agency

Contact person responsible for the GP:

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Website:

www.kpodr.pl



**FUNDUSZ POWIĄZAŃ
KOOPERACYJNYCH**

Description

Cooperative Linkages Fund (Cluster Cooperation) - is a project that allows interested entities to obtain grants for the creation and development of cooperative linkages, including clusters. Cooperative Linkages Fund (Cluster Cooperation) - is a project that allows interested entities to obtain grants for the creation and development of cooperative linkages, including clusters.

The fund offers support for the development of a strategic document which outlines the objectives of the cooperative linkage, its governance, long-term vision and plan of action (**Stage I**). The fund also supports actions leading to the implementation of agreed measures in step I (**Stage II**).

List of feasible measures includes:

1. Creation of a platform of communication in the field of new technologies
2. Acquisition and use (implementation) of the results of R&D members in business relationships
3. Acquisition of new customers for the products manufactured or services
4. Preparation of foreign language information and promotional materials about the participant links, products and services

Results

It was with the support of the Regional Operational Programme for the Kujawsko-Pomorskie Voivodeship for 2014-2020, that it was possible to create 31 cluster initiatives. 29 cooperative linkages received funds for the development of strategic documents, defining the direction of their further development and operation, while 14 of them have implemented specific tasks planned in these strategies.



Results Continued

One of the clusters known as “Kujawsko-Pomorskie Pantry” is a cluster that is dedicated to the food sector and is an initiative of the Marshal’s Office and is supported by the Kujawsko-Pomorskie Agricultural Advisory Centre in Minikowo. The mission of the cluster is to promote and showcase branded traditional, regional and organic food products within the Kujawsko-Pomorskie Voivodeship province.

The “Kujawsko-Pomorskie Pantry” cluster is a unique undertaking and is made up of 16 companies comprising of business environment institutes, food producers, hotels and restaurants. The cluster not only represents the province in the Kujawsko-Pomorskie region but throughout Poland. The aim of the cluster creators and shareholders is to offer customers and visitors outstanding products with unique quality inherent in the Kujawsko-Pomorskie province.

Based on the Cluster Development Strategy, cluster members in 2015 conducted an extensive promotional campaign of its products. Activities such as participation in trade fairs, advertising in the media, business trips or economic joint meetings, promotion at festivals and conferences, conducted on such a large scale, was only made possible by the cooperation within the cluster.

The large regional brand promotion by the Kujawsko-Pomorskie Pantry helped the producers of regional products develop a brand that associates the Kujawsko-Pomorskie Voivodeship province with quality products.

Additional Information

Cluster “Kujawsko-Pomorskie Pantry” website and online Shop:
<http://spizarniakujawskopomorska.pl/>

Cluster “Kujawsko-Pomorskie Pantry”
Facebook page: www.facebook.com/spizarniakujawskopomorska



Agronutritional Cooperation of the Region of Crete

Location:

Region of Crete

Organisation responsible for the GP:

Agronutritional Cooperation of the Region of Crete

Contact person responsible for the GP:

Evaggelia Vrontaki

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AGRONUTRITIONAL
COOPERATION

REGION OF CRETE

Description

The “Agronutritional Cooperation of the Region of Crete” is a specialised body, and constitutes the main vehicle for implementing the strategic plan for the development and upgrading of the food industry on the island. Apart from the main partner which is the Region of Crete, included in this cooperation is a mix of private companies operating in the food industry of Crete, Chambers of Commerce, groups of producers and associations of agricultural cooperatives. The government established “Agronutritional Cooperation of the Region of Crete” and the main areas in which it operates are the following:

1. Support the strategic development of the primary sector of Crete.
2. Support the management of the “Basket of Goods of Crete” and guidance for producers.
3. The creation of standards for the certification of products included in the “Basket of the Region” with the brand “Crete”, enhancing the quality of their identity and their commercial value to markets inside and outside the island. After the implementation of standards and the certification of enterprises, follows the visibility and promotion in markets inside and outside the country. This process protects and helps to increase the added value of quality products that meet the standards of the brand.
4. Supporting the networking of producers and companies of agri-food sector (eg Network of Winemakers of Crete, Groups of Producers, etc.).
5. Promotion of Cretan agri-food products.
6. Creation of an integrated marketing strategy for the Cretan products
7. Connection of agricultural production to tourism through:
 - the increase in consumption of Cretan products in the hotels of Crete
 - the strengthening and development of agri-tourism, gastronomy and wine tourism.

Description Continued

“Agronutritional Cooperation” advises the Region of Crete on local produce and the strategic planning required by the Region to support the production, processing and promotion of competitive products in a local, national and international market. In addition to this, the Cooperation provides services to all involved parties or individual businesses, regarding the best way of promoting, distributing and improving all products in order to expose them to the market (hotels, restaurants, provision chains, produce and public markets).

As well as certifying local products with the quality label “Crete”, Agronutritional Cooperation also certifies restaurants, hotels and ecotourism accommodation with the quality label “Cretan cuisine”. Wine businesses and wine tourism are also supported by the quality label of “Open wineries”. The most recent label is that of “Cretan Grocery stores” which concerns stores that deal with the marketing and sales of Cretan Products and is intended for the promotion of quality local products both in the Greek and international markets.

Among the activities delivered by the Cooperation are workshops for consumers about the benefits of Cretan products, participation in national and international food shows and promotional programs aimed at promoting the Cretan Diet and products.

Business missions are organised by the Agronutritional Cooperation aimed at creating international contacts for Cretan entrepreneurs offering opportunities for the introduction of Cretan products and to start new partnerships. Such business missions included those to Russia and with Arab and Israeli businesses.

Results

The number of certified Cretan products has been increasing considerably: 285 certified Cretan products from 57 businesses and 25 entrepreneurs of restaurants and hotels.

Significant numbers of Cretans were encouraged either to return to the primary sector motivated by the chance of producing quality products with added value through the process of certification with the Quality label “Crete”, or to start and improve related businesses which can be supported by these products.

Cooperation with other institutions/organisations is of great importance for Agronutritional Cooperation of the Region of Crete:

Cooperation between and within the Region of Crete, the municipalities, associations of Primary sector (producer groups, Networks, Organisations, Associations), Cretan Exporters’ Net and Chambers of Commerce is well established in order to certify the Cretan products and to promote them.

A significant cooperation has also been formed with the Region of Veneto in Italy, aiming to transfer know-how regarding procedures of certifying products and the process for farmers.

Agronutritional Cooperation of Region of Crete has also worked with Academic Institutions, the Greek National Tourism Organisation bureau, Greek Embassies, foreign entrepreneurs, Greek and foreign journalists - always in order to promote and feature Cretan Diet and its products.

Additional Information

Further information on the Crete.gov website via this link: www.crete.gov.gr/index.php?option=com_content&view=article&id=5456&catid=107&Itemid=101&lang=en#.V93dPvArLIU

Heraklion Winemakers Association (Wines of Crete)



Location:

Region of Crete

Organisation responsible for the GP:

Heraklion Winemakers' Association (Wines of Crete)

Contact person responsible for the GP:

Nicolas Miliarakis, CEO

Email & Telephone:

info@winesofcrete.gr - Tel: +30 2810 300 688

Website:

www.winesofcrete.gr

Description

Starting in November 2006 with the establishment of the Heraklion Prefecture Winemakers Network, and followed two years later by the establishment of the Chania and Rethymno Prefectures Winemakers Network, thirty-one (31) wineries covering more than 90% of the bottled production on the island are working together, organising common actions, and managing national and EU funds, with a view to promoting both the product and its tourism potential. An important element in this cooperation and “common action” activities is that the members consist of both private and cooperative wineries, small and large scale, all operating at the same level. “Wines of Crete” aims:

- To promote and expand its brand worldwide by generic and equal actions for all winery-members,
- To increase brand awareness for bottled quality wine globally,
- To spread the word for wine tourism in Crete
- To create and maintain a very powerful cluster with 31 Cretan winemakers-members, which represent the regional PDOs and PGIs certifications, the identity of Cretan Terroir
- To highlight the major characteristics of the 11 indigenous grape varieties that produce single varieties of wines or blends
- And most importantly, to increase the sales and exports of Cretan wine worldwide.

Main Activities

- Organised the Annual Wine Exhibition “OINOTIKA” at HERAKLION & CHANIA for the last eight years
- Organise wine seminars in order to educate, locally and globally (USA, Norway, China, France, Crete, Athens etc)
- Participate in National and International wine-exhibitions with all the winery-members located in one area-kiosk & under one brand “Wines of Crete” (e.g Prowein, Vinisud, Oenorama, Dionysia, Chartis ton Geuseon etc)
- Submit, coordinate and manage approved Project Proposals supported by National and European Funds.

Results/Recommendations

- Understand the strategic actions that lead to successful generic and equal actions for all members under one cause: increase brand awareness for wines that belong to one region.
- Learn more about the rules and policies that a non-profit organisation should be aware of and acknowledge
- Re-evaluate team work and horizontal actions between wine companies that are at once both competitive but also collaborating for the trade mark “Wines of Crete”.
- Experience organising wine exhibitions and wine seminars and wine tours.

Additional Information

Wines of Crete Website:

www.winesofcrete.gr/cretewines/en/home.html

Taste of Arran

Location:

Isle of Arran, Scotland

Organisation responsible for the GP:

Co-op Taste of Arran

Contact person responsible for the GP:

Alastair Dobson

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info@taste-of-arran.co.uk - Tel: 01770 302374

Website:

www.taste-of-arran.co.uk



Description

Taste of Arran was born of necessity in 2001 when a number of small island producers began to work together in order to “export” their produce to mainland Scotland. Now they export premium Scottish produce all over the world, allowing more and more people each day to enjoy A Taste of Arran.

The good practice demonstrated relates to how the producers created a co-operative to allow them to access a wider market using a new distribution model. This has allowed them to sustain and grow their collective businesses. The link to tourism has allowed them to create a strong perception of their region which also benefits how their producers are viewed in wider markets.

Background:

Arran is only 20 miles long and has a population of just 5000, but the range of food and drink is impressive: from traditional Scottish oatcakes, a whole host of cheeses, real dairy ice creams & sorbets, fruit preserves and mustards to real ales and malt whisky from the 2007 distiller of the year.

Taste of Arran products are all made on this one tiny island using as many natural ingredients as possible: the milk for cheeses and ice-cream is collected daily from the island’s three small dairy farms. Their award winning products are handmade by people who care passionately about food and the wonderful environment in which they’re lucky enough to live and work. Each product captures the essence of Arran and every bite gives a taste of island life.

Track Record

The ‘Arran Brand’ is becomingly increasingly well recognised and is synonymous with excellence; their products are regularly sighted on the menus of some of the country’s leading restaurants including Andrew Fairlie @ Gleneagles and The Kitchin.

Quality Assurance

Quality is an intrinsic part of each product, and Taste of Arran is committed to providing premium food and drink – their members were the first in the UK to achieve the Safe & Local Supplier Approved (SALSA) accreditation and this is the minimum quality stand for Taste of Arran producers.

Results

- Food & Drink worth £14-16m
- Tourism worth £39m
- 230,000 visitors annually
- Need to protect and grow and broaden base
- Created distribution network to allow the collective of smaller producers to reach a wider more sustainable market.
- Collaboration with Tourism efforts on the Island to create food reputation.

Additional Information

Taste of Arran Website:
www.taste-of-arran.co.uk/

Taste Organics in South Savo

Location:

South Savo region, Finland



Organisation responsible for the GP:

University of Helsinki/Finnish Organic Research Institute, Mikkeli
University of Applied Sciences/Small Business Center, Luke -
Natural Resources Institute Finland and ProAgria South-Savo/Rural Advisory Services

Contact person responsible for the GP:

Mrs. Sinikka Mynttinen, Mikkeli

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Website:

www.luomuinstituutti.fi/luomuinstituutin-jalkauttaminen/

Description

Duration: 1.1.2015–31.12.2016

Organic Institute cascaded aim of the project is to increase the organic competitiveness of enterprises and to increase the organic business as well as increase organic food enterprise. The project is carried out in four different sets of measures:

Budget: €472 500

Goals of the project:

Increase competitiveness of organic companies and grow organic business and to further increase entrepreneurship in the organic food sector. There are four different actions:

1. Advance marketing of South-Savo Organics (Marketing team)
2. Strengthen and increase cooperation between entrepreneurs of organics (Cooperation team)
3. Increasing organics in public and private kitchens (Food team)
4. Expanding organic product range in South-Savo region (Product range team)

Target groups include actors in the food chain: primary production, processing, business, professional kitchens and consumers.

Results

Project ongoing – Results to be determined

Additional Information

Organic Institute's primary research projects:
www.luomuinstituutti.fi/tutkimus/alkutuotantotutkimus/

Green Plastics for Food Packaging

Location:

Finland (Coordinator), Hungary, Ireland, Portugal, Italy, Norway, Spain, Turkey

Organisation responsible for the GP:

University of Oulu, Finland

Contact person responsible for the GP:

Geza Toth

Email:

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Website:

www.susfoflex.com



Description

Most plastics currently used to package food are made from petrochemicals and are not biodegradable. While the industry has been seeking greener, sustainable alternatives the solution has so far been elusive – food packaging must meet high quality and safety standards.

To help, the EU has been funding research projects to develop greener, sustainable alternatives, cut waste and boost Europe's competitiveness in alternative plastics.

Promising candidates have emerged from the SUSFOFLEX project, which produced novel packaging using polylactic acid (PLA), and from SUCCIPACK, which adapted polybutylene succinate (PBS) for use by the food industry.

PLA and PBS can be made from by-products left over from farming crops such as wheat, corn and beetroot. The two plastics are biodegradable – they can be broken down into their basic constituents, such as water, carbon dioxide and compost. Both projects laid the groundwork for the commercialisation of PLA and PBS for food packaging.

Results

SUSFOFLEX resulted in prototypes of a PLA-based plastic, an innovative pack design, and two types of sensors to indicate whether the food inside is safe to eat. The project targeted pre-cut fruit products, an important market segment. "These new active, intelligent and sustainable solutions are consumer-oriented, ensure the safety and quality of food, cut food losses, and reduce the environmental impact of food packaging," says project coordinator Geza Toth of the University of Oulu in Finland. The plastic could be adapted for other types of foods, such as cut vegetables, and meat, he adds.

SUSFOFLEX developed techniques to combine PLA with cellulose extracted from wheat straw, an agricultural by-product, and with a natural antioxidant obtained from waste orange peels. Antioxidants extend shelf-life by reducing the interaction of oxygen with the cut surfaces of the packaged fruit. This interaction, called oxidation, blemishes the cut surfaces – turning apple slices brown for example – and speeds up rotting.

SUSFOFLEX's plastic also incorporates a nanoclay, which are tiny mineral particles, and silver nanoparticles. The nanoclay further strengthens the PLA and helps prevent the entry of oxygen into the package. Silver nanoparticles inhibit the growth of pathogens in the package, improving safety.

As a demonstration, the project used the PLA-based plastic for new packaging it designed for fruit salads and similar products. The package has a reservoir to collect liquid exuded by the fruit, thus increasing shelf-life and maintaining quality.

Safety sensors

To complete the package, the project team also developed two types of miniature safety sensors to detect when cut fruit could be unsafe to eat. Both sensors can be put on a package label using special printing techniques and inks. One has a tiny wire that is inserted through the package and senses the level of ethanol inside. Ethanol is produced as microorganisms start to degrade fruit and make it unsafe to eat. The information on ethanol levels is stored on a radio-frequency identification (RFID) tag on the package. An electronic device can receive this information using radio signals transmitted to the tag – signalling to suppliers when their products are no longer fit for consumption.

The second SUSFOFLEX sensor signals this information via a colour change. The sensor changes colour when cut fruit has been exposed to a temperature above 15°C. This indicates that at some time along the supply chain, the product has not been kept sufficiently chilled to remain safe. SUSFOFLEX ended in December 2014. The industrial partners in the project plan to further develop the PLA-based plastic, the new package design and the sensors before commercialisation, says Toth.

PBS – another solution

Meanwhile the SUCCIPACK project demonstrated a production process to produce PBS-based plastics suitable for food packaging. The innovations included a process to improve the resistance of PBS-based packaging to oxygen and water – resulting in increased shelf-life and food safety.

SUCCIPACK, which ended in December 2014, also produced demonstration film wrapping and containers (trays) for packaging cheese, meat, fish and vegetarian food products.

Based on its research, the project also developed guidelines recommending ways industry could further develop PBS-based plastics to the commercialisation stage. The project forecasts that its research could help European industry, especially small businesses, leapfrog over other competitors vying to produce PBS-based food packaging.

Additional Information

Researchers deliver green plastics for food packaging;
www.ec.europa.eu/research/infocentre/article_en.cfm?&artid=37676&caller=SuccessStories

Food Matters Live / London

Location:

London, United Kingdom

food matters live...

Organisation responsible for the GP:

Food Matters Live

Contact person responsible for the GP:

Valerie Pondaven

Email:

v.pondaven@gre.ac.uk

Website:

www.foodmatterslive.com

Description

Food Matters Live is a B2B annual event bringing together the food and drink industry, retailers, foodservice providers and those working in nutrition, to enable collaboration and innovation to support a sustainable food landscape for the future.

The Food Matters live exhibition hosts a number of theme areas, such as Drink Well, Free-From Zone, Innovative Ingredients, International Innovation, Innovation Lounge and others. During the exhibition, participants can take part in conferences, seminar streams, and exhibitions with over 600 exhibitors, a series of special events such as pitching events, matchmaking events, and presentations from different global companies.

Results

The 2015 event was attended in the past by over 10.000 visitors from various types of organisations, representing an increase of 40% from 2014. Feedback was very positive and the event is becoming a leader in its field, attracting more attendants each year and offering them the opportunity to meet clients or partners and to start collaborations.

Additional Information

Food Matters Live Website:

www.foodmatterslive.com/

Food Matters Brokerage event website on B2Match

www.b2match.eu/foodmatterslive2016

Chios Mastiha from Food to Medicine / Functional Food (Chios Mastiha Growers Association)

Location:

Chios Island, Greece

Organisation responsible for the GP:

Chios Mastiha Growers Association



Contact person responsible for the GP:

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Website:

www.gummastic.gr

Description

In the early nineties, the management of the Chios Mastiha Growers Association (CMGA) proceeded to a series of findings that in turn led to the decision to change. These findings concerned the organisation and operation of the Association, the prevailing perception of the mastic in Greece and abroad and the image of Greek Traditional Products.

In order to adapt to the demands of the economic environment of that period, the CMGA proceeded with an extensive reorganisation plan that attempted to remedy the weaknesses of the Agency (CMGA) and to stimulate market interest in the mastic. This project has covered almost all the Agency's activities and was largely financed by equity.

The key points of the CMGA strategy for the previous decade concerning the promotion of Chios Mastic were:

- The commitment of significant resources for scientific research
- The design and production of new products
- The legal protection of the product
- The intensive exploitation of the internal market
- Large productive investments
- The commitment of resources for communication and promotion
- The enrichment of the executive staff
- The improvement of the organisation and operation of the CMGA

Results of this strategy were:

- The renewal of corporate / cooperative identity of the CMGA
- The creation of the highest awareness for Chios mastic in Greece
- The certification of the beneficial actions of mastic
- The improvement of all financial figures relating to mastic



Results

- Mastic is recognised as a natural traditional medicine (European Medicine Agency, EMA)
- In Greece there is now a wide variety of mastic products (food, beverages, cosmetics, parapharmaceutical).
- The gum ELMA records market shares over 7%.
- The “mastishop” stores are a recognisable and promising brand.
- The mastic liqueur category is the Greek digestive Lemon cello.
- Almost all of the greats of Greek Industry have dealt with mastic.
- The producer price has reached €78.
- The mastic is only sold packaged (max 500gr).
- The price of the essential oil of mastic has touched €3000.
- The average annual production is moving steadily above 130 tons.
- The average selling price in Greece amounted to as much as €13 higher than that abroad.

30% of the annual production of mastic is being used in pharmaceutical products, with a view to exceed 70% in five years.

For the future

Today, the political, social - economic environment in which this strategy was designed and decided on, along with the subsequent policies, have radically changed. The mastic achievements, the current expectations of producers and the bleak prospects of the already suffocating Greek economy require or even impose different priorities and speed in decision making and implementation.

Already, the management of the Agency is undertaking an evaluation of the existing structures and priorities in order to adapt to the new circumstances. Features of the strategy of this decade should be: Duration, realism, targeting, measurable results and speed.

Additional Information

Further information on the Chios Mastiha Growers Association Website:
www.gummastic.gr

