

TeRiFiQ

Project no. 289397

Combining **T**echnologies to achieve significant binary **R**eductions in Sodium, **F**at and Sugar content in everyday foods whilst optimizing their nutritional **Q**uality

Start date of project: 1 January 2012

Duration of project: 4 years

Call: FP7-KBBE-2011-5

Theme: KBBE.2011.2.3-05 [Processed foods with a lower salt, fat and sugar content]

Funding Scheme: Collaborative Project (small or medium-scale focussed research project targeted to SMEs)



Deliverable D7.4 TeRiFiQ Industrial Advisory Board workshop

Abstract: This report gathers the feedback and recommendations made by the IAB members and participants to the IAB workshop.

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Lead contractor/partner for this deliverable: FEDSERV

WP7 Leader: FEDSERV

Contributors: IT, INRA, NOFIMA, IFR, WU, ACTIA, ACTALIA

Dissemination level	
PU Public (must be available on the website)	X
PP Restricted to other programme participants (including the Commission Services)	
RE Restricted to a group specified by the consortium (including the Commission Services)	
CO Confidential, only for members of the consortium (including the Commission Services)	



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1. Background

In relation to Task 7.2 Technology transfer to industry FEDSERV was responsible first to establish the Industrial Advisory Board adhesion and then to organise a plenary meeting with the members and the WP leaders concerned in order to assess the progress achievement and their impact on the SMEs behaviour. At the end of the second reporting period the Industrial Advisory Board is composed from the following members:

Orkla Brands (NO), Vitagora (FR), Panrico (ES), CRITT PACA (FR), McCain Continental Europe (FR), PortugalFoods (PT), Schiever (FR), VION Food (NL), McCormick (UK), Firmenich (CH), Nestlé (CH) and Soredab (FR).

The 1st Industrial Advisory Board workshop (IAB) was organised and moderated by Mr. Maurizio Notarfonso, as WP7 leader and main investigator, from FEDSERV on 8th September 2014 in Brussels.

2. IAB workshop details

2.1 Organisational aspects

In view to collect the attendance of all the IAB members, as wider as possible, Brussels was chosen as best venue. In particular FoodDrinkEurope hosted the event at their headquarters the 8th September 2014 from 11 to 15:30. Two main reasons were behind the choice of the venue:

- FEDSERV is member of FoodDrinkEurope and represented in several working groups (Environment, Research & Development, Diet and health claims) therefore this aspects favoured an easy organisation of the meeting also considering that special fees for renting room and services were applied to the members;
- The particular aim of the workshop, where food industry at EU level played the main role, encouraged to organise in such context. At this regard key representatives of FoodDrinkEurope were invited to attend to the meeting and to give an intervention. Last but not least TeRiFiQ project was already presented in previous meeting in order to discuss the impact on SMEs competitiveness of the outcomes and the PGPR dossier from WP4.

With regards to the participant list it was agreed upon inviting all the IAB members, the WP leaders and Ms. Caroline Sautot (IT) from the management unit and key external representative from BEUC (EU consumers association), EFSA (NDA unit) and DG SANCO. As explained previously also FoodDrinkEurope was asked to join the discussion.

In particular the list of attendees is the following:

From the consortium:

Christian Salles - INRA - Coordinator of TeRiFiQ & WP5 leader

Caroline Sautot - INRA Transfert - Project management

Yohan Lecuona - INRA Transfert - Project management & WP8 leader



Jean-René Kerjean - Actalia - WP1 leader
Eva Veiseth-Kent - NOFIMA - WP2 leader (by remotely webcam)
Markus Stieger - Wageningen University - WP3 leader
Peter Wilde - Institute of Food Research - WP4 leader
Christophe Cotillon - ACTIA - WP6 leader
Maurizio Notarfonso - Federalimentare Servizi - WP7 leader

From the IAB members:

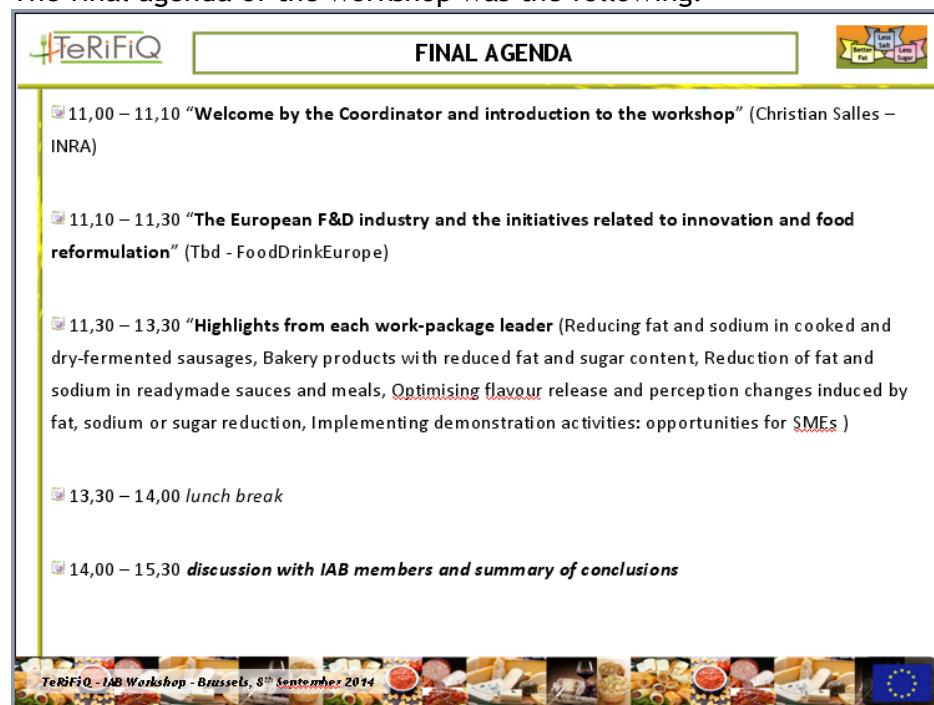
PortugalFoods
Firmenich
Nestlé Research Center
CRITT Agroalimentaire PACA
Vitagora
McCain Continental Europe

From external institutions:

European Commission - DG Health & Consumers
BEUC
FoodDrinkEurope

2.2 Agenda and interaction during the meeting

The final agenda of the workshop was the following:



The slide features the TeRiFiQ logo at the top left, a title bar with "FINAL AGENDA" in the center, and a decorative graphic of a glass with a straw and a small menu icon on the right. The agenda is listed in a vertical column:

- 11,00 – 11,10 "Welcome by the Coordinator and introduction to the workshop" (Christian Salles – INRA)
- 11,10 – 11,30 "The European F&D industry and the initiatives related to innovation and food reformulation" (Tbd - FoodDrinkEurope)
- 11,30 – 13,30 "Highlights from each work-package leader" (Reducing fat and sodium in cooked and dry-fermented sausages, Bakery products with reduced fat and sugar content, Reduction of fat and sodium in ready-made sauces and meals, Optimising flavour release and perception changes induced by fat, sodium or sugar reduction, Implementing demonstration activities: opportunities for SMEs)
- 13,30 – 14,00 lunch break
- 14,00 – 15,30 discussion with IAB members and summary of conclusions

At the bottom, there is a decorative footer banner featuring various food items and the text "TeRiFiQ - IAB Workshop - Brussels, 8th September 2014". To the right of the banner is the European Union flag.



Prior to the workshop IAB members received a “booklet” containing generic info on the meeting (logistic, agenda, list of participants), the slides to be given by the WP leaders as well as a series of key questions, which were given in advance in order to get a feedback during the round table discussion. In particular after the meeting they were also asked to provide a remote feedback by email containing the main comments to each question. The key questions were the following:

TECHNOLOGY TRANSFER

How do you imagine the transferability of TeRiFiQ results to your sector?

Are the actions (ongoing results) presented relevant for your sector?

Do you retain other neighbor business areas interested in? If yes, which?

What do you think about our strategy to broaden the use of PGPR in food?

Are you aware about other good practices in food reformulation? If yes, which?

How cost issues in food reformulation can be tackled? (costs of compliance with regulations and the benefits for SMEs)

What about the trend and acceptability of consumers towards “new reformulated foods”? (barriers and cultural values, analysis of local context)

COMMUNICATION and REGULATORY ISSUES

How efficiently communicate about food reformulation (in particular towards consumers and regulatory bodies)?

What would you suggest as contacts/networks/actions to disseminate the results?

Regulatory issue is a crucial item on the road of the dissemination of possibly new formulations or technologies. Effective dissemination should induce regulatory changes, including important regulatory costs. How to better dialogue with EU regulatory bodies at this aim?

2.3 Follow-up of the IAB members

Main remarks which were collected from the IAB members are summarised hereafter.

CRITT Agroalimentaire PACA

How do you imagine the transferability of TeRiFiQ results to your sector?

The CRITT Agroalimentaire PACA is a technical center that accompanies the food industry in the PACA region. These are various sector but especially: fruits and vegetables, grain products (milling and semolina, bakery and pastry, etc), meat (meat meals), grocery (sauce), and sweet products. There is also cheese industry in one of her department. A feature of the region is the high quantity of SMEs. I think TeRiFiQ project results are interesting because of their applicability for SME, We have seen that reductions or improved nutritional quality are possible without too much negative impact on certain product.



Are the actions (ongoing results) presented relevant for your sector?

I think so but it would be ascertained from companies directly

What do you think about our strategy to broaden the use of PGPR in food?

I understand that it can be considered as an alternative to the reduction of fat (emulsifier for stable low-fat emulsions) ...but it is a synthetic additives and its widespread use is not going in the direction of clean label trend.

How cost issues in food reformulation can be tackled? (costs of compliance with regulations and the benefits for SMEs)

Collectively? by pooling with other partner? by financial assistance from local communities? From a technical perspective, there are computer modeling tools under constraints that can take into account the costs

What about the trend and acceptability of consumers towards “new reformulated foods”? (barriers and cultural values, analysis of local context)

Results suggest that innovation which does not substantially change the traditional product are generally well accepted by consumers. Indeed, the preservation of the traditional character was highlighted as essential. The profile of a European consumer attached to traditional foods, enjoying the products with new features and meet high standards of quality has been struck. However, it has been shown that the acceptance of a traditional product innovation strongly depends on the type of product and innovation (Traditional United Europe Food <http://www.truefood.eu>)

In a regional project named OPTIMED, the CRITT PACA interviewed Eric Birlouez who is an Agronomist consultant and lecturer in History and Sociology of Food : he wrote this for us (CRITT PACA, 2014) :

For the act of eating remains a serene act, the eater must know what he eats, you can assign an identity that it incorporates in the depths of his being. For concerned consumers, products rooted in a territory and a history exhibit reassuring virtues. This type of reinsurance is sought with even more intensity than in a socio-economic and political context became particularly scary, many of our citizens are in search of roots and safe havens (nature, foods of childhood, the rural life of the past, identity "regional", sharing family meals, etc.). Contemporary eater is both neophobic (spontaneously, he is wary of the novel food, unknown) and néophile (it is instinctively attracted by the novelty because, being omnivorous, it needs to diversify its supply). The application of existing technologies (in terms of formulation, process, etc.) to provide food yesterday's ability to meet the expectations of today's consumers and tomorrow - in short, the retro-innovation - can help to reconcile neophilia and neophobia, overcome this paradox specific behavioral omnivores. In particular - and because it responds to a strong societal expectation - improved nutritional characteristics can alleviate fears of a typical industrial region of certain processed products ... and help showcase the extraordinary potential intangible (tradition , collective identity, spaces and landscapes, symbols, etc.) of these foods "cultural".



COMMUNICATION and REGULATORY ISSUES

How efficiently communicate about food reformulation (in particular towards consumers and regulatory bodies)?

Effective communication requires knowing the product, applicable regulations (Regulation 1924 / 2006 and Novel food for example) but also customer expectations. Some results show that consumers prefer a simple communication on the ingredients rather than the nutrients which do not always understand

What would you suggest as contacts/networks/actions to disseminate the results?

ACTIA and his RMT Nutriprevius (coordinator : CRITT Poitou Charente). ANIA : national Association of French food industry and its federations. The CRITT Poitou Charente organizes JAS La Rochelle every two years (the next will be in 2016) <http://www.aliments-sante.fr/cms/rubrique-1-presentation.html>, but also the SIAL, Vitagora Congress, etc..

PortugalFoods

How do you imagine the transferability of TeRiFiQ results to your sector?

1. *Organize a dissemination session open to public - industry, linked to a EU trade show (ANUGA or SIAL) in order to have the evolvement of more industry*
2. *Share with Advisory Board newsletter, or a very short resume so that we can redirect to our network (associates, in case of Portugalfoods) that work in the field.*

Are the actions (ongoing results) presented relevant for your sector?

Yes, the ongoing results very interesting and very promising to be applied to the industry, not only in the core areas that are being covered, but as well to be transported to other areas - as drinks...

Do you retain other neighbour business areas interested in? If yes, which?

Ex: Drink sector, products to the mass market, where the items covered in this project (reduction salt, sugar, fat) will have a big impact due to the broad consumption by the public.

What do you think about our strategy to broaden the use of PGPR in food?

EFSA must validate and approve.

Are you aware about other good practices in food reformulation? If yes, which?

1. *Yes, other technologies that contribute to less processed food, and more natural.*
2. *Use of natural ingredients - colour, flavours, sweetners...*
3. *The opportunity of proteins, and all the potential of proteins and its correlation with satiety, weight reduction, elderly ...*



What about the trend and acceptability of consumers towards “new reformulated foods”? (barriers and cultural values, analysis of local context)

If the product to be developed has a natural positioning, i.e. if it claims to be a good product, for the health, I believe it will have a well acceptance by the consumer

What would you suggest as contacts/networks/actions to disseminate the results?

Towards, news letters and technical directed information to be spread among the industrial association, clusters... trade shows and technical forums

VITAGORA

How do you imagine the transferability of TeRiFiQ results to your sector?

Vitagora gathers in its network the 4 sectors where technologic solutions have been developed. Transferability can be done by seminars, training sessions with SMEs, newsletter....

Are the actions (ongoing results) presented relevant for your sector?

All the actions are relevant. Stability of multiple emulsions has to be studied on all the shelf life of the products, with different temperature cycles, to be representative of the supply chain conditions.

Do you retain other neighbor business areas interested in? If yes, which?

Not yet

What do you think about our strategy to broaden the use of PGPR in food?

Using PGPR doesn't answer to the needs of the consumer in simplifying ingredients list, looking for more natural and authentic food. My fear is that if PGPR is validated as a transversal solution in that project, SMEs will not be able to apply it if nothing is done to help them for the authorization of the ingredient in each range of applications.

Are you aware about other good practices in food reformulation? If yes, which?

I know the ones that consists in decreasing salt or fat or sugar as much as possible with our impact on sensory properties (minus 20-25% is achievable). Unilever use citrus fiber with to mimic fat in low fat mayonnaises.

How cost issues in food reformulation can be tackled? (costs of compliance with regulations and the benefits for SMEs)

Increase of cost can be managed as soon as the new product has a new benefit, not only on nutrition but also on taste. There should not be any compromise on taste.

What about the trend and acceptability of consumers towards “new reformulated foods”? (barriers and cultural values, analysis of local context)



Products with «less...» are not so much accepted. We need to find new attributes of the products to sell it.

What would you suggest as contacts/networks/actions to disseminate the results?

Congress Vitagora, Vitanews, Newsletter for SMEs, Demonstration days to show improved products (les formations Welience?)

NESTLE

How do you imagine the transferability of TeRiFiQ results to your sector?

The double-emulsions approach might be transferable to some of Nestlé culinary products (fat-rich liquid matrices like mayonnaises, soups, ...) and related fat-rich emulsion-based formats. I'd see transfer options on the sweet side (Nestlé has a portfolio of soft bakery products). However the use of PGPR as emulsifier would be a strong limitation.

The aroma-taste congruencies is promising but rather difficult to transfer from an industrial perspective as it is very much recipe/matrix dependent (specific to implement, need to rework for every recipe reformulations).

Are the actions (ongoing results) presented relevant for your sector?

Definitively relevant; salt/sugar/fat is on top of Nestlé's agenda (as it is for most players of the food industry)

Although TeRiFiQ matrices aren't the most relevant for Nestlé, the ongoing results are relevant and the selected scientific concepts/route followed might be transferable with additional R&D efforts (see above section)

Do you retain other neighbor business areas interested in? If yes, which?

- *Bread, pizza doughs for salt reduction*
- *Liquid format (coffee-type beverages, cocoa-based beverages, ...) high in fat (double emulsions)*

What do you think about our strategy to broaden the use of PGPR in food?

The use of PGPR in food is rendered difficult by current regulatory framework for this emulsifier. If this regulatory framework would not be re discussed I would see it difficult to pursue current strategy as final applications would be extremely limited. Part of the strategy should be dedicated in setting up scenarios to re discuss current PGPR regulatory framework (stakeholders? applications? usage limits? ...)

Are you aware about other good practices in food reformulation? If yes, which?

I've not been exposed to other initiatives

How cost issues in food reformulation can be tackled? (costs of compliance with regulations and the benefits for SMEs)



Corporate R&D initiatives face the same hurdle: companies operations and markets generally do not adopt R&D developments if they aren't "forced" to. I would see two incitives: (i) stricter regulations, tax applications for "non-compliant" foods (high in salt/sugar/fat) forcing adoption of reformulated foods and (ii) part of reformulation costs taken in charge by governments for "compliant" foods

What about the trend and acceptability of consumers towards “new reformulated foods”? (barriers and cultural values, analysis of local context)

Barriers are higher cost and depreciated taste quality; except for some clusters (premium products, health conscious customers) "reformulation" is not a primary driver of purchase (only a driver of purchase intention) - I don't think communication should be focused around "reformulation" but cost neutral/taste neutral will allow adoption of "reformulated" foods

How efficiently communicate about food reformulation (in particular towards consumers and regulatory bodies)?

That goes beyond traditional skills sets of scientists and should be tackled by involving people expert in marketing and communication (from Actia?); the main challenge in communicating on “reformulation” is the inevitable question about what has been used to replace ingredients that have been removed/reduced and this is a sensitive topic

What would you suggest as contacts/networks/actions to disseminate the results?

Scientific congresses / professional fares to show concepts / emails newsletters / higher intensity to communicate (“brand”) on TeRiFiQ on the internet / leverage FoodDrinkEurope (network) for dissemination/branding; is there any EU forums where key scientific concepts/results and/or food prototypes could be shared (and used to engage a discussion on the regulatory aspects?)

Regulatory issue is a crucial item on the road of the dissemination of possibly new formulations or technologies. Effective dissemination should induce regulatory changes, including important regulatory costs. How to better dialogue with EU regulatory bodies at this aim?

I think opening TeRiFiQ review meeting to external participants was a good idea and is the way to go. More regular interactions with stakeholders from EU regulatory bodies should be setup, but need to involve someone experienced with such discussions from TeRiFiQ partners (from Actia?) who can setup a proper strategy and lead those discussions.

Firmenich

How do you imagine the transferability of TeRiFiQ results to your sector?

Sensorial results are directly transferable to our systems (flavors). Double emulsions are interesting, but likely not possible to transfer (legal, costs)

Are the actions (ongoing results) presented relevant for your sector?

Very relevant, especially on the findings around sensory when changing the model systems from full fat/sugar/salt to the reduced versions. Time Dominance of Sensations very strong tool. Furthermore, all textural hurdles take are to be taken are clearly laid down,



so that solutions can be sought after in a targeted manner. The value for SMEs of this project and how the project could help bringing this value forward. One very important aspect of Innovation is the side of Marketing: Innovation can almost always be used for marketing purposes, creating buzz around a company, a brand or an idea. Clearly the SMEs might not be extremely well positioned for doing so, and the consortium, including full professional communication people, are! My idea would be that this type of marketing (i.e. FoodNavigator, IFT-journal, etc) could be well appreciated by the SME.

What do you think about our strategy to broaden the use of PGPR in food?

This is not a route to go forward from a consortium perspective, but should be led by the main players in the ingredient industry that will benefit from this decision.

How cost issues in food reformulation can be tackled? (costs of compliance with regulations and the benefits for SMEs)

Cost issues in reformulation can be tackled by all players: tax on specific ingredients, possibility for commercials for products (e.g. No tobacco commercials on TV in certain countries); information & awareness to customers and consumers can be pushed on (international) level where all companies, including SME can benefit.

What about the trend and acceptability of consumers towards “new reformulated foods”? (barriers and cultural values, analysis of local context)

Main point will be to deliver quality!

What would you suggest as contacts/networks/actions to disseminate the results?

Conferences, Exhibitions (SIAL, FI Europe, HI Europe, ...), Food Navigator, Press releases

Regulatory issue is a crucial item on the road of the dissemination of possibly new formulations or technologies. Effective dissemination should induce regulatory changes, including important regulatory costs. How to better dialogue with EU regulatory bodies at this aim?

Not sure if I agree with the statement. However, contacting the Key Opinion Formers of the EU would be useful.

3. Post evaluation

In order to get a post evaluation from the IAB members about workshop itself and the relevance of the topics discussed, IT provided an evaluation questionnaire which was distributed during the meeting and collected just afterward.

The overall results, also available in the TeRiFiQ workspace are presented in Annex I. The summary of the evaluation score is displayed in the following picture:

1st TeRiFiQ IAB Workshop evaluation

