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Danish Food and Drink Federation

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TRUEFOOD
Traditional United
Europe Food

PUTTING VALUES
ON TRADITIONAL
FOOD PRODUCTS

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Why TRUEFOOD?

One of the main challenges in traditional food production is to improve competitiveness by identifying innovations which comply with EU safety policies and regulations and guarantee the safety of **traditional food products (TFPs)**, while at the same time meeting general consumer demands and specific consumers expectations and attitudes to innovation in TFPs.

This is not an easy task. Consumer expectations are sometimes contradictory. For instance, traditional food consumers demand products, which are completely safe

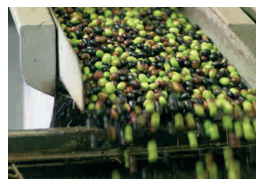


with respect to microbiological hazards but are also minimally processed, free or low in preservative content and of high nutritional and sensory value. This is a particularly challenging task for **SMEs**, which constitute the majority of European traditional food producers and processors.

innovations has mainly focused on the needs of large-scale production and processing systems, and SMEs often lack the facilities or capital to establish facilities for microbiological or toxicological safety assurance systems.

In addition, recent studies have indicated that many sectors of the traditional food industries have done little to identify and introduce innovations in primary production or processing in order to improve their nutritional values, while maintaining or improving their sensory qualities. A central goal of the EU policy is therefore to increase the **competitiveness of the traditional food sector** via improvements in food safety and quality characteristics that can be translated into consumer demand. The TRUEFOOD project focuses on supporting this European strategy.

The TRUEFOOD project represents a unique and pioneering initiative because it directly involves the SMEs which are a large part of the European food industry, but normally do not have such direct access to the benefits of high quality R&D.



TRUEFOOD Objectives

TRUEFOOD aims to improve quality and safety and introduce innovation into Traditional European Food production systems through research, demonstration, dissemination and training activities. Traditional Food Products include not only protected and patented food, but also all local and national products used in traditional cooking. The project focuses on increasing value to both consumers and producers and on supporting the development of realistic business plans for all components of the food chain, using a fork to farm approach. **The main strategic objectives** are therefore to:

- Identify and quantify consumer perceptions, expectations and attitudes with respect to (a) safety and quality characteristics of traditional foods, and (b) innovations that could be introduced into the traditional food industry.
- Identify, evaluate and transfer into the industry innovations which guarantee food safety, especially with respect to microbiological and chemical hazards.
- Identify, evaluate and transfer into the industry innovations which improve the nutritional quality, while at the same time maintaining or improving other quality characteristics recognised by traditional food consumers (e.g. sensory, environmental, animal welfare and ethical qualities).
- Support the marketing and supply chain development of traditional food products.
- Establish an effective and sustainable system of technology transfer of innovations (those developed within the TRUEFOOD projects and in other EU, national and industry funded R&D projects) into traditional food industry, focussing specifically to SMEs.

Work Package Activities

The project is divided in 8 different Work Packages (WP) covering research, technological development and innovation activities, demonstration and training:

- **WP 1:** Determination of consumer perception, expectations, and attitudes
- **WP 2:** Innovation for improving microbial safety of TFPs origin, and Control of biologically-derived and process-induced chemical hazards in TFPs
- **WP 3:** Predictive Modelling and Risk Assessment of Traditional Foods
- **WP 4:** Improving nutritional quality of traditional products in line with consumer demand
- **WP 5:** Improved marketing and food supply chain organisation methods for traditional food products
- **WP 6:** Pilot scale evaluation, demonstration and transfer of innovation to industry
- **WP 7:** Environmental, societal, human and economic impacts of innovation
- **WP 8:** Dissemination, training and technology transfer

