

<http://etp.ctaa.be>



What is ETP 'Food for Life'?

The European Technology Platform (ETP) concept, introduced by the European Commission, is aimed at strengthening the European-wide innovation process.

European Technology Platforms bring together relevant stakeholders in key economic sectors, committed to working together to identify the innovation challenge, develop the necessary research programme and implement the results.

The vision of ETP 'Food for Life'

Under the auspices of CIAA, the ETP 'Food for Life' addresses these requirements for the agro-food industry - the largest manufacturing sector in Europe.

The vision of the ETP 'Food for Life' is that an effective integration of strategically-focused, trans-national, concerted research in the nutritional-, food- and consumer sciences and food chain management will deliver innovative, novel and improved food products for, and to, national, regional and global markets in line with consumer needs and expectations.

Policy objectives of ETP 'Food for Life':

- ☒ Strengthen the competitiveness of the EU food and drink sector
- ☒ Increase R&D investment
- ☒ Promote better-coordinated EU food and nutrition research

Key ETP priorities

To underpin the growth and competitiveness of the agro-food industry by innovation, six key interacting research areas have been proposed:

1. Food and Health
2. Food Quality and Manufacturing
3. Food and Consumer
4. Food Safety
5. Sustainable Food Production
6. Food Chain Management

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Objectives, challenges and opportunities

The objective of future research in the food sector should be

'to develop safe, high quality and affordable foods that offer a wide variety of healthy nutritional products that are enjoyable to eat, and that can be targeted to both specific groups of consumers and consumers in general'

In achieving this, ETP 'Food for Life' has identified 7 major challenges

1. Ensuring that consumers make the healthy choice the easy choice
2. Delivering a healthy diet
3. Developing value-added food products with superior quality, convenience, availability and affordability
4. Assuring safe foods that consumers can trust
5. Achieving sustainable food production
6. Managing the food chain
7. Communication, training and technology transfer

Key dates

July 2005	Platform launch
April 2006	Publication of the draft SRA*
April-December 2006	Consultation process on the SRA
March 2007	Publication of the final SRA

(*) *Strategic Research Agenda*

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For more about ETP 'Food for Life' visit
<http://etp.ciaa.be>

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ETP Food for Life

The agro-food sector

The food and drink industries alone had a turnover of 840 billion € in 2005, transforming over 70% of Europe's agricultural raw materials. The sector employs over 4.1 million people, the majority in SMEs which are the engine for economic growth, job creation and national and regional development. However, in 2003 the sector invested only 0.3% in R&D, much less than its global competitors and well below the average across European manufacturing sectors.

ETP Food for Life

ETP Food for Life was initiated in November 2004 specifically to unite stakeholders in a common long-term programme of research, communication, training and technology transfer with the aim of stimulating innovation, enhancing the global competitiveness of European industry and exerting a positive impact on the health and well-being of European consumers.

The ETP Food for Life Vision Document was published in July 2005 [<http://etp.ciaa.be>], following which expert groups of academics and representatives of industry and consumer bodies were established to identify the major challenges to innovation in the agro-food sector. Following consultation, the resulting Stakeholders' Proposal for a Strategic Research Agenda [SSRA] is now posted at <http://etp.ciaa.be>, where it will form the basis of extensive national-, regional- and website consultations.

The research challenges

The SSRA identifies seven trans-disciplinary challenges deemed necessary to stimulate or underpin innovation. These are:

- Ensuring that the healthy choice is the easy choice for consumers,
- Delivering a healthy diet,
- Developing value-added food products with superior quality, convenience, availability and affordability,

- Assuring safe foods that consumers can trust,
- Achieving sustainable food production,
- Managing the food chain, and
- Communication, Training and Technology Transfer.

Complementary activities that will deliver innovation are also identified: these include increasing the financial resources at European and national level that are committed to innovation of the food chain, improving education, skills and facilities in Europe, optimizing stakeholder understanding and engagement, and initiate scenario studies to identify and address future challenges and opportunities.

Next steps

Consultation on the SSRA will last until early next year and a definitive Strategic Research Agenda and Implementation Plan will be published in March 2007 detailing the research, training and communication activities crucial for enhanced innovation together with a strategy for their management and funding.

ETP Food for Life will closely interact with other ETPs addressing food, biotechnology and agriculture, most notably ETP Plants for the Future, and will support national food platforms to underpin its activities and ensure that it addresses the needs and opportunities of all of Europe.

ETP FOOD FOR LIFE

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ETP Food for Life



well-being

Be healthy for longer

Be free from Health Problems

Sustainability

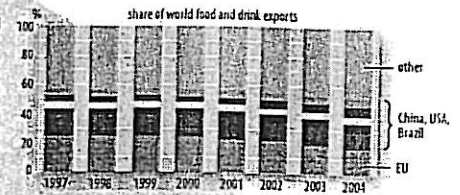
Food you can trust

Give Children a Good Start

welfare

European agro-food industry

- Largest manufacturing sector in EU (13.6% in EU15)
- Turnover EU25 was € 840 billion in 2005; limited growth at 1.9 %
- Total exports in 2005 amounted € 45 billion with a positive trade balance of € 5.8 billion
- Major employer with 4.1 million workers of which 61.3 % in SMEs



how do we as European agro-food industry become more competitive?

how do we make sure that we have the right personnel and sustain-careers in the agro-food industry?

how do we make sure that all stakeholders including the SMEs benefit from more research and innovation?

how do we reduce the fragmentation in European and national research?

how can we contribute to a healthier society?

vision

An effective integration of strategically-focused, trans-national, concerted research in the nutritional-, food- and consumer sciences and food chain management will deliver innovative, novel and improved food products for, and to, national, regional and global markets in line with consumer needs and expectations.

These products, together with recommended changes in dietary regimes and lifestyles, will have a positive impact on public health and overall quality of life ('adding life to years').

Such targeted activities will support a successful and competitive pan-European agro-food industry having global business leadership securely based on economic growth, technology transfer, sustainable food production and consumer confidence.

Communication, Training & Technology Transfer

Food & Health

Delivering a healthy diet

- brain function in relation to diet
- dietary effects on immune and intestinal function
- diet and metabolic function e.g. obesity, cardiovascular diseases and diabetes

Food Quality & Manufacturing

Developing value-added food products with superior quality, convenience, availability and affordability

- tailor-made food products
- process- and packaging design and process control
- process-structure-property relationships

Food Safety

Assuring safe foods that consumers can trust

- biological and chemical hazards
- risk assessment and risk-benefit evaluation
- tools to ensure security of the food chain

Sustainable Food Production

Achieving sustainable food production

- sustainability of food production and supply in Europe
- scenarios of future European food production and supply
- sustainable processing, packaging and distribution
- sustainable primary food production

Food & Consumer

Ensuring that the healthy choice is the easy choice for consumers

- measuring consumer behaviour
- comprehensive models of food choice
- effective interaction through communication and public participation
- strategies to induce behavioural change to improve consumer health and social responsibilities

Food Chain Management

Managing the food chain

- stabilizing markets and supporting food chain dynamics
- supporting competitiveness through integration
- improving the innovation potential of the food chain
- participation of small producers in food chain operations

Key dates

- July 2005 Platform launch
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