Improving knowledge transfer in the traditional food sector

Susanne Braun

Portorož, October 17, 2015
Congress Centre Portus
University of Hohenheim

World-class research and modern teaching

- Stuttgart’s oldest University, since 1818
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Hohenheim Research Center for Bioeconomy

The task of the Hohenheim Research Center for Bioeconomy is to establish and implement Bioeconomy in a targeted and sustainable way at the University of Hohenheim.

Bioeconomy is a key concern of politics and society and the strategic priority topic at the University of Hohenheim.

The challenges facing Bioeconomy are complex, and its success is heavily dependent on research efforts. Answers can only be found if researchers work in interdisciplinary projects with other subject areas.
Please find more detailed information on the website of the Hohenheim Research Center for Bioeconomy!

www.bio-oekonomie.uni-hohenheim.de
General Information

Name: TRAFOON

“Traditional Food Network to improve the transfer of knowledge for innovation”


Project duration: 36 months

Consortium: 30 partners from 14 European countries

Scope: TRAFOON addresses SMEs from the sector of four product groups, which play a key role in the value chain of traditional food:

- Grain
- Vegetables & Mushrooms
- Sweet Fruits & Olives
- Fish

World Food Day / Svetovni dan hrane 2015
TRAFOON Partners
Maintain an active lifestyle
Choose raw or minimally processed food over processed food
Eat vegetables, fruits, breads and grains on a daily basis
Substitute all other oils and fats (including butter and margarine) with olive oil
Eat fish and seafood, poultry, eggs, yogurt on a daily to twice-weekly basis
Eat meat and high sugar sweets not more than a few times per month
Mediterranean Diet and TRAFOON

Mediterranean Diet

- Grains
- Fruits
- Fish
- Vegetables
Product Groups

The product groups for TRAFOON were chosen based on their relative importance in their respective country, taking into account:

- **Economical** relevance in food sector and for local employment
- **Rootedness** in tradition and consumption habits of consumers.
The TRAFOON Network

- SMEs
- Universities & Research Institutions
- Entrepreneurs
- Consumer Associations
- Technology Transfer Agencies
- Food Associations
- Food Industry Associations
- Policy Advisors
Mediators

Within the project, **SMEs become principal actors** in the knowledge transfer process. **Mediators** make sure that the knowledge are being understood and guide the SMEs through the innovation cycles. These Mediators come from national associations and transfer centres, and **they are directly connected with the SMEs and their needs**, ensuring a central involvement of the SMEs in the innovation process.
Main Objectives

1. Improvements in **technology transfer** to SMEs producing and processing traditional foods:
   - For improved **food quality, safety** and **environmental performance**
   - Stabilized **production protocols**
   - Correct use of **IPR**, European food law, use of **labels, marketing**, product development strategies

2. Development of **strategic research and innovation agenda** for traditional foods responding to the needs of **all stakeholders**.

3. Stimulation of **entrepreneurship** among food researchers, commercial take-up of food R&D results, and entrepreneurial networking.

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TRAFOON Work Plan

Acquisition
- Performance of inventory of needs (IoNs) (questionnaires and interviews with identified SMEs)

Analysis
- Qualitative analysis of IoNs in multi-stakeholder workshops

Training
- Training Workshops for SMEs 2015 answering the identified needs

Analysis
- Feedback Analysis

Training
- Training Workshops for SMEs 2016

Strategy
- Strategic Research and Innovation Agenda
SWOT Analysis for olive oil and table olives

**Strengths**
- Authenticity
- Tradition
- High quality
- Mature market

**Weaknesses**
- Poor marketing
- Low consumer education
- Barriers to enter new markets
- Difficulty in ensuring a consistent quality

**Opportunities**
- Health products
- Labelling
- Wide consumer market
- By-products
- Exploitation

**Threats**
- Labelling frauds
- Sustainability
- Supplies and costs
- Offer increase

World Food Day / Svetovni dan hrane 2015
TRAFOON Training Workshops for SMEs

Product of Grains
→ 7 Workshops

Products of Fruit (Sweet Fruits)
→ 10 Workshops

Products of Vegetable & Mushrooms
→ 6 Workshops

Products of Fish (Aquaculture)
→ 4 Workshops

Fostering Entrepreneurship
→ 1 Workshop

Food Safety & Quality
→ 1 Workshop

World Food Day / Svetovni dan hrane
2015
TW Impressions

World Food Day / Svetovni dan hrane
2015
What does TRAFOON offer?

Website

Training Workshops, Webinars, News & Events

www.trafoon.eu

@TrafoonProject

World Food Day / Svetovni dan hrane
2015
What does TRAFOON offer?

Information Shop

- provides **information about innovations** in production and marketing of traditional food, using regional raw materials
- fosters **entrepreneurship** in the sector of traditional food producers and researchers
- develops **strategic research and innovation agendas** for the traditional food sectors to be competitive on future markets

www.trafoon.org
The results of PREDIMED, a study of Mediterranean diet led by UB researchers, are presented

25/02/2013

Recerca

The results of the study PREDIMED, aimed to assess the efficacy of the Mediterranean diet in the primary prevention of cardiovascular diseases, have been published on the journal *The New England Journal of Medicine*. They prove that the Mediterranean diet supplemented with extra-virgin olive oil or tree nuts reduce by 30 % the risk of suffering a cardiovascular death; a myocardial infarction or a stroke. The study has been coordinated by the researcher Ramon Estruch, from the Faculty of Medicine of the UB and the Hospital Cliní —affiliated centre with the health campus of the UB, HUBo—, and has had the collaboration of the professor Rosa M. Lamuela and her team from the Natural Antioxidant Research Group of the Faculty of Pharmacy —located at the campus of International excellence BKC—, which determined the biomarkers of Mediterranean diet consumption.

The research is part of the project PREDIMED, a multicentre trial carried out between 2003 and 2011 to study the effects of the Mediterranean diet on the primary prevention of cardiovascular diseases. The study was funded by the Carlos III Health Institute by means of the cooperative research thematic network (RETIC RD06/0045) and the CIBER of Physiopathology of Obesity and Nutrition (CIBERobn).
EFFoST Conference

Food Science research and innovation: Delivering sustainable solutions to the global economy and society.

Join the 29. Conference of the European Federation of Food Science and Technology (EFFoST)!

Athens, Greece 10-12 November 2015
Workshops

Upcoming Workshops in October

„Innovation in production and processing of raspberry“

The workshop will cover topics related to raspberry production, quality and safety management, innovation, marketing and valorization of raspberry waste

October 22-23, 2015, Ivanjica, Serbia

„Fostering Entrepreneurship“

How to transform innovations into sustainable businesses and solutions to societal challenges?

October 28-30 2015, Brussels, Belgium

www.trafoon.eu/training-workshops
1st Algarve International Conference on Mediterranean Diet

Med Diet
Health, Wellbeing and Tourism

1st Algarve International Conference

17th - 19th March 2016
Faro, Portugal

Themes

We welcome the submission of abstracts to the following themes:

- Mediterranean Diet: Health, Wellbeing and Tourism
- European Policy Towards the Mediterranean Products
- Raw Products and Traditional Mediterranean Products
- Mediterranean Diet and Sustainability
- Market Trends and Globalization
- Heritage and Cultural Landscapes
- Other related subjects

Find more Information about this event at:

http://www.trafoon.eu/events

http://cieo15.wix.com/mediterranean-diet
EuFooD-STA Participants
Network

Through a virtual platform and physical hubs in each country a consistent network of companies and universities will be created.

You are very welcome to join our constantly growing network!

Find more information on the EuFooD-STA website
http://www.food-sta.eu
Thank you for your attention.
Any questions, comments?

Contact:
University of Hohenheim
Hohenheim Research Institute for Bioeconomy
Wollgrasweg 43
70599 Stuttgart

Susanne Braun (coordinator):
s.braun@uni-hohenheim.de
Tel.: + 49 (0) 711 459 24026