

EcoTroFood European Service Platform for eco-innovation in food

NEWSLETTER 2011



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Commerce and Industry of Vaucluse:

EcoTroFood aims at improving the access of the food industry to information and knowledge on eco-innovation, in particular for SMEs and service providers.



EU FOOD & DRINK

Today the Food and Drink processing Industry is among the largest industries in Europe, with more than € 1 trillion turnover accounting for approximately 4.3 million workers and highly demanding in raw material consumption.

PARTNERS

1. **CCI Vaucluse**
Chambre de Commerce et d'Industrie de Vaucluse (France)
www.vaucluse.cci.fr

2. **ACTIA**
Association de Coordination Technique pour l'Industries Alimentaires (France)
www.actia-asso.eu

3. **ANIA**
Association Nationale des Industries Alimentaires (France)
www.ania.net/fr

4. **FEDSERV**
Federalimentare Servizi S.r.l. (Italy)
www.federalimentare.it

5. **FIAB**
Federación Española de Industrias de la Alimentación y Bebidas (Spain) www.fiab.es

6. **FEVIA**
Fédération de l'Industrie Alimentaire (Belgium)
www.fevia.be

7. **ICI**
Innovation Centre Iceland – Technical R&D and Innovation and Entrepreneur Support (Iceland) - www.nmi.is

8. **EQY**
Euroquality (France)
www.euroquality.fr

9. **MATIS**
Icelandic Food and Biotechnology Research and Innovation
www.matis.is

Partners



“At the initiative of the Chamber of Commerce and Industry of Vaucluse, twenty French colleges, universities and technical centers have organized TROPHELIA France, the "Student Awards of food innovation", since 2000 in the Palais des Papes in Avignon. In 2008, at the SIAL (International Food Trade Fair), the CCI of Vaucluse decided to launch the TROPHELIA contest at the European level with the participation of 8 countries. In 2010, the European competition was launched with 10 participating countries. And in 2011 another milestone was reached.

The European Commission has acknowledged our initiative and mandate to implement a € 4,6 million European program to promote eco-innovation in the food industry: ECOTROFOOD.

Taking into account the elements of sustainable development in developing food products is becoming a requirement and a major stake in the competitiveness of the food industry in the coming years. This program aims to promote and develop creativity, and facilitate access to eco-innovation for food SMEs. The ECOTROFOOD project is enabling the development and testing of new innovative practices, support SMEs, and create start-ups, via public-private partnerships”.

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www.ecotrophelia.eu/

WHAT IS ECOTROFOOD?

EcoTroFood – The European Service Platform for eco-innovation in food is a project financed via the CIP - Competitiveness and Innovation Framework Programme - the aim of which is to significantly increase the commercialisation of innovative eco-friendly solutions, products and services in the food and drink processing industry in order to radically decrease its environmental impact and reduce costs.

AIMS

EcoTroFood is intended to **improve access to information and knowledge** concerning eco-innovation in food, in particular for SMEs. The practices developed within the project will become part of a European food eco-innovation platform for the provision of information to, and the sharing of knowledge with, relevant eco-innovation players.

1. THE PROJECT

THE PROJECT

EcoTroFood will facilitate the introduction of eco-innovation into the food and drink processing industry through 3 main approaches:

1. Promoting creativity and training in eco-innovation solutions

- 34 national ECOTROPHELIA challenges (student food eco-innovation awards);
- 3 European ECOTROPHELIA challenges (Anuga 2011, Sial 2012, CIBUS-TEC 2013);
- SME support for product development and marketing of award-winning products.

2. Bridging the gap between R&D and the consumer for market-ready eco-innovations

- Developing new and better innovation support services to ease cooperation between various eco-innovation stakeholders and the food processing industry, thus bridging the gap between R&D and marketing for eco-innovative SMEs:
 - Holding 5 national pilot mini-matchmaking-forums and 2 European matchmaking-forums facilitating access of 100 eco-innovative SMEs in food to investors and first-users;
 - Developing a widely recognised Quality Certificate for trust, credibility and "proof of concept";
 - Developing new participant interaction methodologies ("speed-dating");
 - Developing new incentives for first-users (public procurement ranking methods).



3. Creating a useful stakeholder-networking tool through which SMEs, universities, research centres, investors, clusters, etc. can easily connect across Europe

Creating a European database for SMEs, containing information on all eco-innovative food products created by European students, research and transfer centers, new financing arrangements on specific eco-innovation, private equity risks, and other investors.

FOR COMPANIES

EcoTroFood will enable the development and testing of new innovation support practices, support SMEs, and create start-ups via public-private partnerships to:

- Help companies meet future requirements in terms of environmental standards at the European level;
- Enable SMEs to benefit from the possibilities and opportunities inherent in environmental issues;
- Create more effective links between research, entrepreneurship and finance;
- Make available to companies qualified young people mobilised on the issue of sustainable development.



For SMEs, these practices are a source of added value and profitability. The costs of eco-innovation are significant, but in a "global cost" approach companies can recoup their investments by increasing the added value of their products and their profit margins or by opening new markets, improving their processes and their capacity for innovation as well as through paying less tax on pollution, water consumption and energy or carbon emissions and on costs related to installations classified for environmental risk.

DURATION

EcoTroFood is running from January 1st, 2011 to December 31st, 2013.

2. ECOTROPHELIA EUROPE COMPETITION

WINNERS OF NATIONAL ECOTROPHELIA 2011

Czech Republic Mendel University in Brno GREEN BARLEY JUICE



plants.

This product falls into the category of soft drinks, vegetable juice group. Juice is made from freshly pressed young barley

Denmark Technical University of Denmark HONEY APERITIF

"Honey" is a new sparkling sweet aperitif created with local Danish honey from local beekeepers and fermented at nearby vineyards. The high quality honey gives the aperitif a full bodied palate of nuts and caramel with a smooth mouth feel and is balanced by the touch of bubbles and acidity



France École Nationale Supérieure de Chimie, de Biologie et de Physique de Bordeaux TWIN CHOC



A chocolate mousse and a fondant cake in a single ready-made dessert. It should be tasted as chocolate mousse combined with crispy chocolate chips and, 2 minutes in microwave oven, it will turn into a fondant cake.

Germany Anhalt University of Applied Science ZWIEBISS

ZwieBiss is a round disc of rusk with the size of about two bites. The center consists of a round savory core. In addition to the dough, depending on the flavor, different components like milled press cake pellets are added.



Iceland University of Iceland AURORA SKYR



Skyr is a fermented dairy product produced from organic skimmed milk from the ancient, isolated, local and grass fed dairy breed of the country. Skyr is high protein and contains no fat. Aurora Skyr is packed with vitamins, minerals and antioxidants.

Greece University of Ioannina & Hellenic Open University DA VERO

The Da Vero – Eco Seafood Cold cuts is enriched with organic extra virgin olive oil, natural ingredients and with only 22 calories / slice, the new seafood product will address everyone looking for an alternative nutrient option with 100% no animal fat, no saturated fat, no chemical preservatives and no artificial coloring.



PROMOTION OF ECO-INNOVATION THROUGH COMPETITIONS

The main objective of the Ecotrofood project is the promotion of creativity and training for eco-innovation solutions. Several ECOTROPHELIA competitions have been planned at a national level while ECOTROPHELIA EUROPE is the annual contest which puts in competition the prizewinners of the national ECOTROPHELIA competitions:

- 34 national competitions;
- 3 European contests in Germany (Anuga 2011), France (SIAL 2012) and Italy (CIBUS-TEC 2013).

ECOTROPHELIA EUROPE 2011

The **2011 ECOTROPHELIA EUROPE competition** took place at the **ANUGA trade fair on 9th-10th October 2011** (www.anuga.com/en/anuga/home/index.php)

The European competition involved 12 competing countries and each team presented an eco-innovative product (see list on left). In fact, beginning this year and **at the request of the European Commission, the competition includes the requirement of environmental responsibility** thereby adding to the traditional specifications and taking into account issues such as the optimization of raw materials and the reduction of waste processes.

Each national team presented their products to a select judging panel, comprising 18 members representing the food industry and distribution industries, members of the European Commission and industrial representatives from the food industry designated by each participating country. The European judging panel was chaired by Michael E. KNOWLES, President of "Food For Life" and Vice President of Scientific and Regulatory Affairs for the Coca Cola Company. During their presentations, students indicated the main characteristics of the food product and described the production process, with particular focus on its eco-innovative features.



The winner teams

Italy

University of Milan
180

180 is a creamy dessert, to be eaten cold, made by three layers inspired by the Italians flag colors. The typical ingredients are the following: apple, raspberry, rhubarb and an alcoholic mint extract of internal production. All the first matter are Italian and would like to promote the best production of our peninsula such as the Golden Delicious apple IGP and soft fruits from Trentino.



Lithuania

Lithuanian University of Agriculture
SWEET GARDEN

The "Sweet Garden" is hand-made sweets from organically grown Lithuanian traditional fruits, berries and vegetables. Sweets' production technology and the chemical composition of the used raw materials allow the sweets to maintain the natural colour of the raw materials used, i.e. fruits, vegetables and berries, because no synthetic dyes are added.



Russia

Saratov State Agrarian University
«SIBERIAN» SAUSAGES

For the development of the sausages no smoking or heat treatment have been applied to the product. They are low energy compares to similar products and the price/quality ratio is very high. The packaging is ecological. The sausages are packed as pocket snacks to be easily carried everywhere. A long shelf life allows a friendly use.



Slovenia

University of Ljubljana
CRUNCHY MILLY

Crunchy Milly is formatted from the word "millet", the main ingredient of our product. Millet is one of the oldest cultivated grains. Its benefits are a good nutritional value and sensitivity for growth. Ingredients for millet cereal are: ecological millet, semi-skimmed milk and honey, which we buy directly from the farm.



Spain

Valencia technical University
QUE'S CAFE

Que's Café aim to join milk and coffee with subsequent coagulation process to develop a range of organic cheese of coffee from fair trade that surprised both consumers of coffee and fresh cheese. The products are characterized by the texture of the cheese mixed with the flavors of each grain of coffee.



Switzerland

Hes-so Valais
Department of Life Technologies

13 ETOILES
"13 Etoiles" ("13 Stars") is an apricot ice.

The association of apricot puree from Wallis (38%) and Mund saffron, as well as a very typical white wine (Petite Arvine) and apricot brandy (Abricotine, produced from the very aromatic Luiset variety) exhausts an interesting sensory profile. The texture is between an ice cream and a sorbet. The ice contains no preserving, colouring agent or additional aroma, excepting the aroma of the natural ingredients used.



WINNERS OF THE ECOTROPHELIA EUROPE 2011 COMPETITION

- **ECOTROPHELIA Europe GOLD Prize:** awarded to the **Greek team** for the creation of "**Da Vero**": eco-seafood cold cuts. The students are from the University of Ioannina and the Hellenic Open University Patra.
- **ECOTROPHELIA Europe SILVER Prize:** awarded to the **French team** for the creation of "**Twin Choc**": a chocolate mousse and a fondant cake in a single ready-made dessert. The 4 students are from Bordeaux Polytechnic Institute.
- **ECOTROPHELIA Europe BRONZE Prize:** awarded to the **Slovenian team** for their creation "**Crunchy Milly**": a breakfast cereal made with millet, milk, honey, nuts, dried fruits and chocolate. The students are from the University of Ljubljana.

THE JUDGING PANEL MEMBERS

- **Michael E. KNOWLES**, Panel Chairman ECOTROPHELIA Europe 2011, President «Food For Life» Platform – FoodDrink Europe, Vice-President Global Scientific & Regulatory Affairs, The Coca-Cola Company
- **EUROPEAN COMMISSION DG Enterprise and Industry: Thomas HEYNISCH**, Deputy Head of Unit F5 Food and Healthcare Industries, Biotechnology and **Michel COOMANS**, Former Head of Unit (e.r.) - Food Industry
- **NESTLE - Dr.-Ing.habil. Chr. HARTMANN**, Group Leader Aroma and Taste Research at NRC
- **KOELNMESSE - Gerald BÖSE**, Chief Executive Officer
- **SPES - Daniele ROSSI**, SPES GEIE Consortium Administrator
- And 12 industry representatives of the 12 participating countries

FUTURE ECOTROPHELIA COMPETITIONS

The following have been planned for 2012:

- EcoTrophelia **SPAIN**: 24th March 2012
- EcoTrophelia **ICELAND**: 24th March 2012
- EcoTrophelia **GERMANY**: 17th April 2012
<http://www.fei-bonn.de/veranstaltungen/trophelia/trophelia-2012/>
- EcoTrophelia **BELGIUM**: 26th April 2012
<http://www.fevia.be/#ref=news&val=44369>
- EcoTrophelia **ITALY** 8th May 2012 (CIBUS, Parma)
<http://www.federalimentare.it/>
- EcoTrophelia **FRANCE**: 3rd-5th July 2012 (Palais des Pâpes in Avignon)
<http://www.trophelia.fr/1-32260-Calendar-2012.php>
- EcoTrophelia **EUROPE**: 21st to 22nd October 2012 (SIAL, Paris)
www.sialparis.fr/

ECOTROPHELIA WEBSITE

A food product database related to all national and European food products presented during the 2011 competitions is under construction and will be ready at the end of December 2011 on www.ecotrophelia.eu. This database will represent the European portal of new eco-innovative food products and the provision of information to, and the sharing of knowledge with, relevant eco-innovation stakeholders. Other products issuing from the different ECOTROPHELIA competitions in the coming will be gradually added to the website which will increase the marketing potential of eco-innovative food products.



3. OTHER ACTIVITIES

INFO DAYS

The *info days* are intended for the general public (SMEs, university teachers, students, political entities, etc.). Their purpose is to provide information about the objectives of our project. In addition, during these info-days, details will be provided on the participation requirements of the ECOTROPHELIA competitions. One info-day has already been held in Hungary. Other info-days are planned for participating countries:

- BUDAPEST: 2nd May 2012
- SPAIN: 27th March 2011 (ALIMENTARIA, Barcelona)
- ITALY: 8th May 2012 (CIBUS, Parma)
- FRANCE: 5th July 2012 (Palais des Pâpes, Avignon)
- ICELAND: to be defined

TRAINING SESSIONS

The *training sessions* are intended for food and drink federations from different European countries wishing to organize their respective national ECOTROPHELIA competitions and to participate in the European competitions. The aim is to promote the adoption of tools, methods and recommendations developed in the project by the partners.

A training session will be organized on **17th January 2012** at the **FOODDRINK EUROPE** premises in Brussels for national food federations, to present the rules of participation, the specific requirements, and to clearly explain what is expected from competitors participating in the ECOTROPHELIA competition. A second training session will be organized for 2013.

NEXT SEMINARS, EVENTS AND MEETINGS

The ECOTROFOOD project will be presented on **15th December 2011** during the **4th ECO-IP Steering Group** meeting in Brussels at the premises of DG Enterprise and Industry.

The first training session will be organized on **17th January 2012** at the **FOODDRINK EUROPE** premises in Brussels.