



CIAA and the Truefood Project

**Final TRUEFOOD Conference
13 April 2010, Brussels**

**Mella FREWEN,
Director General -CIAA**



- R&D expenditure for advanced technology in the food and drink sector requires investment that many individual companies have difficulties in financing on their own.
- Research networks and pan-European initiatives are important tools to help meet this challenge.
- Equally important is a broad dissemination of results to all segments of the food and drink sector and to all companies, regardless of their size.
- Projects such as TRUEFOOD play a crucial role in addressing these issues.



CIAA Contribution to the Truefood Project

Since May 2006, when Truefood was launched, CIAA has played a pivotal role in “Communication and Dissemination of Results”.

In cooperation with SPES GEIE, CIAA:

Was instrumental in the development and maintenance of EU and national information and dissemination channels

TRUEFOOD
Traditional United Europe Food

TRUEFOOD project IDENTITY CARD

TITLE: Traditional United Europe Food
NUMBER: FOOD-CT-2006-016264
DURATION: 4 years, starting from 1 May 2006
BUDGET: 20.08 millions of which 15.5 millions financed within the 6th Framework Programme for RTD
TYPE OF INSTRUMENT: Integrated Project (IP) – 6th Framework Programme for RTD
TECHNICAL PRIORITY: Food Quality & Safety (Priority 5)

COORDINATOR: The coordinator is SPES GEIE (Spread European Safety-Economic Interest Grouping). The Group associates 15 Food & Drink National Federations representing 15 countries and 35,000 European small to medium size enterprises.

Participating Federations:
 - Confédération Nationale des Industries Alimentaires (France)
 - CONFEDERAZIONE ITALIANA DELL'INDUSTRIA ALIMENTARE (Italy)
 - Confédération de l'Industrie Alimentaire (Belgium)
 - Union of the Food and Drink Industries (Czech Republic)
 - Union of Hungarian Food Industries (Hungary)
 - Industriens Danmark (Denmark)
 - Danmarks Fødevarerindustri (Denmark)
 - Österreichische Lebensmittelversuchsanstalt (Austria)
 - Confederación Española de la Alimentación y Bebidas (Spain)
 - Federação das Indústrias Portuguesas Agro-alimentares (Portugal)
 - Union of Dairy, Meat, Food Industrialists and Poultry Breeders (Turkey)
 - Federation of Hellenic Food Industries (Greece)

TRUEFOOD info
NEWSLETTER OF INTEGRATED PROJECT TRADITIONAL UNITED EUROPE FOOD (TRUEFOOD)

Contact
 SPES GEIE
 Rua da Restauração, 127
 1200-088 Lisboa, Portugal
 Tel: +351 21 314 21 00
 Fax: +351 21 314 21 01
 Email: info@truefood.eu
 Web Site: www.truefood.eu

CIAA
 Confédération Interprofessionnelle Agricole
 Rue de la République, 10
 1000 Bruxelles, Belgique
 Tel: +32 2 512 21 00
 Fax: +32 2 512 21 01
 Email: info@ciaa.be
 Web Site: www.ciaa.be





CIAA Contribution to the Truefood Project

- More particularly, CIAA developed and maintained the Truefood Website, through which the general public/consumers were informed on issues relating to quality and safety of traditional foods.

www.ciaa.eu/truefood



CIAA Contribution to the Truefood Project

- CIAA assisted in :
 - Creating brochures, leaflets, posters, and
 - Preparing press releases and press conferences
- CIAA organised the Conference « Truefood for Life » alongside the SIAL Exhibition in October 2008 in Paris

TRUEFOOD for life
First research results to boost innovation
in the traditional food industry sector





CIAA Contribution to the Truefood Project

- CIAA was a regular contributor to the bi-annual “Truefood Newsletters” and contributed with several articles



CIAA conference on 2 July 2008 promotes innovation for SMEs

CIAA Contribution

The ETP “Food for Life” strategy to boost communication, training and technology transfer and role of techno scientific mediators (TSMs)

Foreword

As defined in EURAB 04.010-final, a European Technology Platform (ETP) is “a major mission-oriented initiative aimed at strengthening Europe’s capacity to organize and deliver innovation - strengthening the Europe-wide innovation process. It will bring together relevant stakeholders to identify the innovation challenge, develop the necessary research programme and implement the results.”

The European Technology Platform (ETP) Food for Life was created in 2005 following the principles of the Lisbon Strategy, under the auspices of the Confederation of the Food and Drink Industry of the EU (CIAA). The main goals of the ETP are to strengthen the European innovation process, improve knowledge transfer and stimulate European competitiveness across the food chain.

The ETP “Food for Life” is led by the largest manufacturing sector in the European Union in terms of turnover (€10 billion Euro), value added and employment (4.3 million people), and the second leading manufacturing sector in terms of the number of companies located in the EU (308,000). The overwhelming

..., Director General of CIAA



Competitiveness and its challenges faced by the European food and drink industry are amongst the key issues on CIAA's political agenda. As a sector that is largely composed of SMEs - indeed 99% of the over 300,000 or so companies represented by CIAA, are in fact companies with 250 or less employees - it is vital that CIAA continues to work with European policy makers to ensure a stimulating business environment in which all of our companies big and small can remain competitive.





Truefood Contribution to CIIAA activities ...

- The Truefood project has played an important role in focussing the activities of the CIIAA Research, Development & Science Expert Group
- Clear recognition of the Truefood Project in relevant CIIAA work programmes, Annual reports, Priority setting and Messaging for EU Presidencies, etc.
- The project is fully recognised for its contribution to innovation in the food industry



Truefood Contribution to CIIAA activities ...

- The European Technology Platform Food for Life is instrumental in the dissemination of Truefood results and has helped make the necessary links to its «Food for Life » Strategic Research Agenda and the Implementation Action Plan



Conclusions

- The Truefood project has contributed to **strengthening the link between science/research and industry** especially for SMEs
- **The communication efforts** in the area of food quality and safety, targeting the European “Traditional Food” industry, are delivering results; in this project, 11 National Federations, 280 Branch Associations and ca. 6,800 SMEs were targeted.



**For more information about CIAA
&
Truefood**

<http://www.ciaa.eu/truefood>