

Europeisk FoU samarbeid innen mat – FoU prioriteringer for 2011. Muligheter for norsk næringsmiddelindustri

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Mat, landbruk, fiskeri og bioteknologi

- 1 av 10 tematiske satsinger i 7. rammeprogram



Samarbeid (Cooperation) under 7.RP	Budsjett (€ millioner, 2004- verdi)
1. Helse	6 100
2. Mat, landbruk, fiskeri og bioteknologi	1 935
3. Informasjons og kommunikasjonsteknologi	9 050
4. Nanovitenskap, nanoteknologi, materialer og nye produksjonsteknikker	3 475
5. Energi	2 350
6. Miljø	1 890
7. Transport	4 160
8. Sosioøkonomi	623
9. Romfart	1 430
10. Sikkerhet	1 400
Total	32 413

EU ønsker **aktiv industrideltagelse** i FoU prosjekter innen "Mat, landbruk, fiskeri og bioteknologi"

- Mål om at 15% av midlene skal gå til SMB (små og mellomstore bedrifter)
- 2011: 5 øremerkede SMB utlysninger innen "Mat" => 35% av prosjektmidlene skal gå til SMBer

Mat, landbruk, fiskeri og bioteknologi

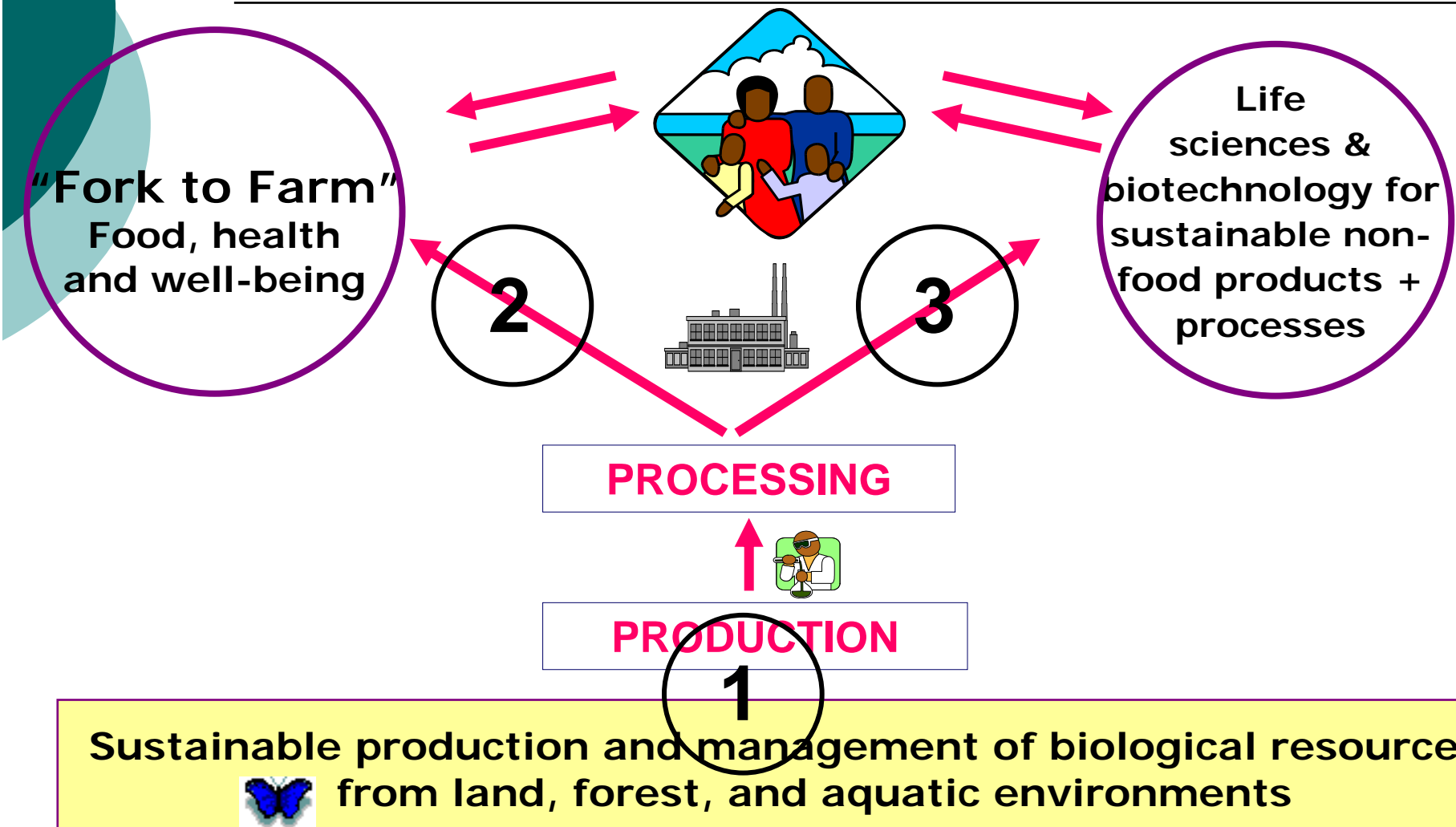


Hovedmålet med å finansiere forskning på « Mat, landbruk, fiskeri og bioteknologi » under 7. Rammeprogram er å bygge en europeisk kunnskapsbasert bioøkonomi

➔ **4 Fs: Food, Fiber, Fuel and Feed**

“THE EUROPEAN KNOWLEDGE-BASED BIOECONOMY”

SOCIETAL NEEDS





Europeisk matindustri har stor innflytelse på forskningsprioriteringer i 7RP

95% av ETP Food for Life's innspill på viktige FoU utfordringer finnes som utlysninger under "Mat, landbruk, fiskeri og bioteknologi" i 7RP

NTP Food For Life ga innspill via ETP Food for Life. Ett av disse er prioritert for 2011!



Utkast til FoU prioriteringer for 2011

- Publiseres i slutten av juli 2010
- Søknadsfrist i januar 2011



Aktivitet 2

“Fork to farm”: Food (including sea-food), health and well being




Food, Agriculture and Fisheries, and Biotechnology

EU food facts and figures

- Leading manufacturing sector
- Employs 4.1 million
- EUR 800 billion annual turnover
- 283 000 food companies (99% SMEs)

The food and drink industry is one of Europe's most important and dynamic economic sectors. The European Commission aims to maintain its competitiveness while taking account of the requirements of the Community's policies and the European Union's international obligations.



- Consumer, societal, industrial and health aspects of food and feed
- Nutrition, diet related diseases and disorders
- Innovative food and feed processing
- Improved quality and safety of food, beverage and feed
- Total food chain concept

Aktivitet 2

“Fork to farm”: Food (including sea-food), health and well being - utkast til FoU prioriteringer for 2011

CONSUMERS	<ol style="list-style-type: none">1. <i>Strategies for improving communication between social and consumer scientists, food technology developers and consumers</i>
NUTRITION	<ol style="list-style-type: none">1. Development of functional foods and ingredients (SME)2. <i>New technologies and tools and its potential application to nutrition research</i>3. <i>Long-term influence of early nutrition on health</i>4. <i>Translation mechanisms for targeting interventions on micronutrients – Mandatory South Asia</i>



Aktivitet 2 - forts

“Fork to farm”: Food (including sea-food), health and well being
- utkast til FoU prioriteringer for 2011

FOOD PROCESSING

1. ***Sustainable cleaning and disinfection technologies (SME)***
2. ***Food Factory of the Future – Design study (SME – Industry)***
3. ***Advanced and flexible technologies for sustainable and functional food packaging (SME) – 3 prosjekter***
4. ***Satiety control through food structures made by novel processing (SME)***
5. ***Processed foods with lower content of salt, fat and sugar (SME-Industry) – 2 prosjekter***

Aktivitet 2 - forts

“Fork to farm”: Food (including sea-food), health and well being
- utkast til FoU prioriteringer for 2011

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FOOD QUALITY AND SAFETY	<ol style="list-style-type: none">1. Safety and quality of ready-to-eat foods (SME) – 3 prosjekter2. <i>Pan-European Total Diet Study</i>

Aktivitet 2 - forts

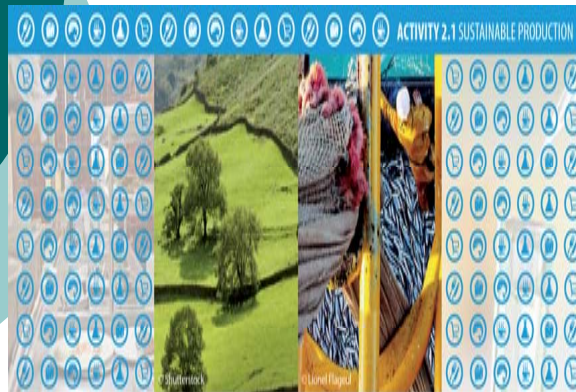
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TOTAL FOOD CHAIN	<p>2 av 7 utlysninger:</p> <ul style="list-style-type: none">▪ Environmental sustainability in the European food and drink chain (SME) – 2 prosjekter▪ <i>Food science and the retail sector. A platform for preparing the effective integration of research findings into innovative concepts and applications</i>

Aktivitet 1



Sustainable production and management of biological resources from land, forest and aquatic environments - utkast til FoU prioriteringer for 2011



Food, Agriculture and Fisheries, and Biotechnology

Agriculture, forestry and fisheries:



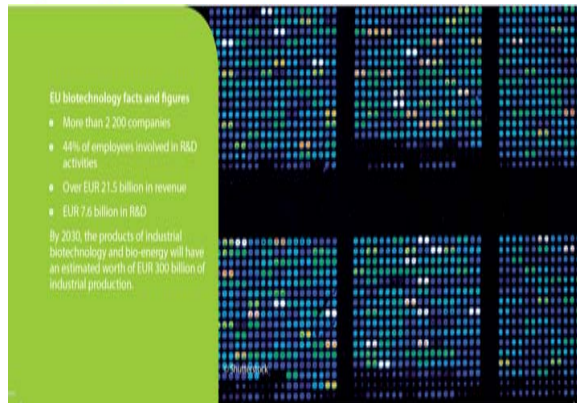
Enabling research	4 utlysninger
Increased sustainability of all production systems	12 utlysninger <ul style="list-style-type: none"> Aquaculture feeds and fish nutrition: paving the way to the development of efficient and tailored sustainable feeds for European farmed fish – SME (15%)
Optimised animal health, production and welfare across agriculture, fisheries and aquaculture	7 utlysninger
Socio-economic research and support to policies	7 utlysninger

Aktivitet 3

Life sciences, biotechnology and biochemistry for sustainable non-food products and processes



Food, Agriculture and Fisheries, and Biotechnology



Novel sources of biomass and bioproducts	<i>3 utlysninger</i>
Marine and fresh water biotechnology (Blue biotechnology)	<i>1 utlysning</i>
Industrial biotechnology: novel high added-value bio-products and bio-processes	<i>3 utlysninger</i>
Biorefinery	<i>2 utlysninger</i>
Environmental biotechnology	<i>1 utlysning</i>
Emerging trends in biotechnology	<i>6 utlysninger</i>



Eksempel på utlysningstekst for 2011

26.04.2010

NTP Food for Life, mre@nofima.i



KBBE.2011.2.3-05: Processed foods with lower content of salt, fat and sugar - UTKAST

The aim of this topic is to **reduce the content of salt (sodium), fat (saturated and trans-fatty acids) and/or sugar (mono- and disaccharides) in processed food products** in order to **over-come technological barriers to the reduction of the components** concerned while **ensuring food safety and quality, and maintaining taste experience and pleasure**. The food types worked on should be **major contributors to high intakes of the components concerned in Europe**. At least the following food categories should be addressed: **bakery products, meat products, cheeses and ready-to-eat meals**. The proposal has to show clear quantitative goals for reduction.

The work will also **include a sensory optimisation, an evaluation of the acceptance of the new products by consumers, including labelling issues and affordability**, and an estimation of the impact of the reformulation on the overall nutrient intake of consumers. A **multidisciplinary collaboration of researchers in food processing, nutrition and consumer science with food producing enterprises** will be needed to reach the objectives of the topic. Efficient technology transfer will be achieved through **substantial demonstration activities** aimed at **application of the developed processes by the industry, in particular SMEs**.

Additional information:

Participation of **relevant partners from the food industry (one per food category studied), in particular SMEs**, should add to the scientific and/or technological excellence of the project and **is essential to achieve the expected impact of the research to be undertaken**. This will be considered in the evaluation. **Up to 2 projects may be funded**.

Expected impact:

The European added value lies in coping with the **different recipes for traditional and processed foods from different countries in order to lower the risk of nutrition-related health problems**. Contribution to **European health policy**, in particular the Strategy for Europe on Nutrition, Overweight and Obesity related health issues and the EU salt reduction initiative. The expected project results should clearly be of interest and potential benefit to SMEs. To enlarge the range of processed foods that will help consumers reach dietary adequacy.

KBBE.2011.2.4-01: Safety and quality of ready-to-eat foods -UTKAST

New eating habits, like the increasing consumption of convenience food, are changing the ways of preparing and storing food. The consumption of ready-to-eat (RTE) or minimally processed foods is growing together with the pressure on the food industry to reduce costs and waste and increase shelf-life. **Research in this area should address public health risks focusing on pathogens – their growth and possible toxin production – and organoleptic quality aspects associated with modern food processing and storage.** In order to produce safe products and stay competitive on the global market, the European food industry **needs new predictive and probabilistic models and decision-making tools to quantify and manage spoilage and pathogen risks, taking into account possible abusive conditions further along the food chain.** This will also enable the food industry to implement safe milder processing procedures. **Strategies at food business operator level to mitigate the identified public health risks and organoleptic quality aspects from RTE food products should be developed in cooperation with food producing SMEs.**

Funding scheme: Collaborative Project (small or medium-scale focused research project targeted to SMEs). The requested European Union contribution shall **not exceed EUR3.000.000.**

Additional selection criterion: SME-targeted Collaborative Projects will only be selected for funding on the condition that the requested EC contribution going to SME(s) is **35% or more of the total requested EC contribution.** This will be assessed during evaluation and checked during negotiations. Proposals not fulfilling this criterion will not be funded.

Additional information: Up to **three proposals** may be funded

Expected impact: The European added value lies in **offering food of increased quality and safety to consumers as well as in an enlarged innovation capacity of the food industry, strengthening its competitiveness.** Comparable scientific evidence to serve as basis for increased safety and quality of RTE foods will be provided, enabling food business operators and especially SMEs to better identify where improvements are still possible from the public health point of view in the RTE food production chain. **The research activities are expected to produce, implement and validate user-friendly decision making tools for optimisation of food processing techniques, product innovation, and/or food product shelf-life determination.** In the interest of consumers, industry and policy makers, the efforts will **improve food safety and minimise food spoilage.** The expected project results should clearly be of interest and potential benefit to SMEs.

Bedriftene får delfinansiert aktiviteter i egen bedrift som deltager i forskningsprosjekter i 7RP

	Forskning	Demonstrasjon	Ledelse
SMBer (Små og Mellomstore Bedrifter)	75% dekning	50% dekning	100% dekning
Store bedrifter	50% dekning	50% dekning	100% dekning

Egeninnsatsen dekkes i form av egen aktivitet

Hvilken rolle kan bedriftene ha i EU prosjekter

- eksempel fra "Prosafebeef" Advancing beef safety and quality through Research and Innovation
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○ Forskning

- Furuset – modell bedrift. "Teste ut metode for å detektere faces på slakteskrott"
- Prima Jæren – modell bedrift. "Teste ut nytt nedskjæringsmønster"

○ Opplæring- og demonstrasjonsaktiviteter

- Høytrykksprosessering
- 3 nasjonale kompetansenettverk. Eks "Nedskjæringsmønstre" i Norge



Læring fra bedrifter som har deltatt i EU prosjekter

Dybdeintervju av 8 matbedrifter januar 2010

RESULTATER FRA DELTAGELSE:

- Nytt utstyr som er tatt i bruk i produksjon.
- Ny prototype "Novel Food" og ny produksjonsprosess
- Økt faglig kunnskap koblet til kjernevirksomheten
- Styrket konkurransekraften gjennom ny kunnskap
- Nytt nettverk og kontakt med faglige partnere
- Arbeidet i EU prosjektet gjorde at vi igangsatte nye prosjekter og lanserte nye produkter
- Bedre evne til å dra nytte av forskning

VIKTIG LÆRING

- Bedriften må ha mottakerkompetanse for å ha glede av deltagelse i EU prosjekter
- Topplederforankring i bedriften er viktig
- Tydelig rolle for bedriften i prosjektet
- Store vide prosjekter; "må velge hvilke epler man vil plukke"
- Bedrifter som investerte i tid og ressurser (var aktive), var gjennomgående mer fornøyd
- Fordel med norsk forskningspartner

Informasjon



➤ Mat, landbruk, fiskeri og bioteknologiforskning i 7.RP:
http://cordis.europa.eu/fp7/kbbe/home_en.html

➤ Forskningsrådets EU info:
<http://www.forskningsradet.no/eu>

➤ ETP Food for Life:
<http://etp.ciaa.eu>

➤ NTP Food for Life:
<http://www.f4l.no>