



LIVE

THE FOOD INNOVATION LABORATORY



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October
2019

04

“10 BILLION HUMAN BEINGS TO FEED IN 2050, THAT IS TO SAY... TOMORROW!”

Edito



Without a pun, this figure sharpens appetites as much as it forces all actors in the agri-food sector to question and challenge each other to offer the products that consumers want.

Their expectations, for some years, have lived a real Big Bang!!!

This food revolution brings all professionals, from farm to fork, to reinvent themselves to remain in accordance with the requirements of customers always waiting for healthy products and... innovations!

No one can continue without bringing “novelty” to the plate, regardless of its place in the food chain.

Twenty years ago, ECOTROPHELIA was born.

At that time, gastronomy was not yet on every social network and difficult, it was to predict then the appearance of the “FoodTech”.

The terms: traceability, eco-responsibility, vegetarianism, veganism, locavore and short circuits, nutritional data... were still taking their first steps.

Organic farming, as well as fishing, pasture and farming techniques, appeared very rarely in the media.

Diets were less fashionable. The numbers of obesity were starting to worry... in the United States!

Few people were already concerned about waste recovery, food waste... and the word “ethics” was not the key note in speeches.

In 20 years, the world has changed dramatically... food too...

Professions have been transformed... the agri-food industry too.

Feeding is at the crossroads of many issues: cultural, nutritional, societal, solidarity or public health...

No more globalization, the consumer has regained the appetite for local products, in a concern for transparency and food safety ... born, no doubt, from many scandals.

The food revolution did not stop there!

What changes?

Purchasing and consumption practices have profoundly changed.

Before, it was essential to be effective on a linear of the large distribution. That is not enough today.

We eat on the street, walking, on a bench or in the office... We spend less time in hypermarkets... We order on the internet. We go to the drive-through or we get delivery, both at our place of work and at home.

Who would have believed it ... What other metamorphosis?

The digital!

It has changed the professional-customer relations, nowadays permanent with the social networks that become essential, indispensable...

A missed service, a missed product and we found ourselves with consumer's disappointment and anger that spreads at an incredible speed for an e-reputation with disastrous consequences.

The communication is thus deeply modified.

Other mutation?

The concern for sustainable food!

The fight against plastic pollution, the environmental impact (carbon footprint...) are significant today. They were not up until now. There is no turning back now.

All actors of the agri-food sector are aware that everyone must work to protect the planet.

Both well-established companies and start-ups know that taking this issue into consideration is not negotiable. It is an obligation to maintain their business or allow them to find their market.

The importance of taste remains but it must be eco-compatible. The values of the company and the brand are more important than ever.

ECOTROPHELIA takes into account all these dimensions of the agri-food of the 21st century...

Moreover, for its first edition in France in 2000, the contest was called TROPHELIA... Since 2011 it has adapted its name to the new challenges of the food industry, integrating the eco-responsibility and sustainable development in its specifications to students.

This is what makes it an arduous competition but recognized by the entire industry as a reference and therefore valuable on students' CVs.

ECOTROPHELIA is a competition that approaches clearly to the French, European and even worldwide agri-food reality.

Thus it is not a coincidence that ECOTROPHELIA Europe was born in 2008.

This competition meets the challenges of innovation, of course, but also the obligation to offer today quality, safety and health without omitting the pleasure a food product shall provide. The equation becomes more and more complex to solve...

The students' enthusiasm, generosity, creativity, audacity via ECOTROPHELIA is part of the solution to this five-legged sheep.

20 years have gone by since the first national ECOTROPHELIA competition and many others have followed. And today, ECOTROPHELIA is more than ever a veritable laboratory of food innovation: students that participated in the contest, either by creating their own start-ups or by working with manufacturers, producers, distributors, interprofessionals... become part of this challenge!

It is TOGETHER that we will be able to offer each inhabitant of this planet the opportunity to eat every day and to do it properly!

Dominique Ladeveze

“If you want to go fast, go alone. If you want to go far, go together.”

African proverb

Over 1/3 of the world's food is wasted. The **agri-food sector offers** key solutions to **reduce food losses** and treat waste.

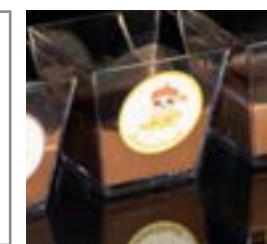


Healthy ageing is **emerging** as a **food and drink** opportunity in 2019. Preparing oneself for a longer, healthier lifespan is particularly relevant as consumers view **health and wellness as a holistic, proactive, and ongoing pursuit.**

A profound change of the **global food** and agriculture system is needed to **nourish today's 800 million hungry** + the additional **2 billion** increase in global population expected by 2050.



As part of its "*Unilever Sustainable Living Plan*", Unilever is committed to improving the nutritional profile of its offer by doubling the proportion of products that meet the strictest nutritional criteria. By 2020, **75%** of its food portfolio will meet the **5g per day** target for salt intake and its ready-to-drink teas **will contain 25%** lower sugar content.



There is a movement **towards circularity** as new approaches to sustainability span the entire life of a product, from **ingredient sourcing to package design, disposal, or reuse.**



The premium preferences of **today's consumers** are advancing *demand* for **more natural, nutritious, or customisable** products that help people keep pace with busy schedules without sacrificing their health goals or curiosity for new ingredients, flavours, or formats.

Consumers value product transparency and the lack of **product information creates** distrust and confusion amongst them. With new technologies available, consumers expect **more product information** in order to make informed purchase decisions.

Global attention on **plastic waste**, including bans on plastic bags and straws, is **creating momentum towards** a broader understanding of **sustainability.**

Communication is key to *attract consumers.* **Flavour-focused** labels can be a route to *getting people's mouths watering.*



The interest in **vegan** and **vegetarian** diets seemed to have taken the world by storm, but it has actually been a very gradual journey... **Around 2010** soy alternatives started to grow in the **US** and then globally, and from then on we have experienced a continuum in the evolution of **non-dairy milk, ice cream and yogurt,** until reaching the **meat alternatives and ready-meals.**



Nutrition and health continues to be a key factor for the **food industry**, reaching even the most indulgent categories. For its ice-cream offer, Thiriet has developed ice-cream sticks for children containing **less than 20% of single portion sugars**, as well as a low carbohydrate diet for populations with special needs.



With the **rising popularity** of **home delivery**, restaurants have to compete in areas beyond quality and efficiency. **Eating out** conventions are being **challenged** and direct restaurants to **transform meals into entertainment events.**

FoodTech is gaining place in the food industry by **introducing cutting edge ideas** across the whole food value chain, from farm to fork to bin - **production, transportation and storage, processing, marketing, distribution, consumption and ultimately disposal.**

“THE FOOD & DRINK INDUSTRY IS A DYNAMIC, COMPETITIVE AND EXTROVERT SECTOR WITH STRONG INVESTING AND COMMERCIAL CAPACITY”



National Food Federations play an important role on the agri-food sector, considering namely the European Union regulatory context and the ever-changing consumers' expectations.

Vasso Papadimitriou, General Director of SEVT, Federation of Hellenic Food Industries, clarified the role of a National Food Federation with a focus on the Greek example.

What is the role of a national food federation?

SEVT represents the Greek Food & Drink Industry at national, European and international level. It consists of Food and Drink companies and Sector Associations.

The Food Industry is the leading manufacturing sector in the country in terms of turnover, added value and employment and therefore represents a key pillar of the Greek economy, as well as a growth contributor.

The mission of SEVT is to facilitate the development of a friendly enabling business environment that attracts investments. A framework where all F&D companies, whatever their size, can operate responsibly to produce and provide tasty, convenient and safe products in order to meet the increasing needs of both consumers and society, while competing effectively towards a sustainable and inclusive growth.

The work of the Federation is based on sound scientific research, robust data management and effective communication, within the EU regulatory context, to ensure that all food and drink policy issues are dealt with a holistic manner. SEVT promotes its members' interests in areas such as food safety and quality, nutrition and health, consumers' trust, competitiveness, research and development, innovation and environmental sustainability.

SEVT aims to increase the recognition of its key role for the food industry, through the promotion of its cultural and social values, as well as its wealth, diversity and traditions and to enhance consumers' trust in the Greek Food & Drink Industry for its significant contribution to their daily lives in Greece and abroad.

Do national food federations support entrepreneurs?

The Food & Drink Industry is a dynamic, competitive and extrovert sector with strong investing and commercial capacity in Greece, Europe, Balkans and USA. It remains a stable, competitive, resilient and robust sector and a key job provider, yet open to new challenges and opportunities and it plays a major role in the social, cultural and economic fabric of Greece.

One of our main priorities, that we continuously support, throughout the years is Research & Innovation, by embracing specific actions and initiatives, such as the ECOTROPHELIA contest. SEVT places particular emphasis on linking the research & academic community with the Food & Drink industry, in order to develop innovative products. All parties involved in the competition, starting from the students, the Universities and the research centres, but also the Food Industry, are very excited and committed to participate and to give their best, as if it was a real business case. ECOTROPHELIA is a major meeting point of innovation and competitiveness in the food industry and a point of pride for entrepreneurs who invest their energy to support students engaged in food science that are designing the future of our food. Through ECOTROPHELIA our Federation proves its commitment to promote entrepreneurship and competitiveness, in the food industry, attracts and retains the talents of the new generation and facilitates the recruitment of young graduates trained in food innovation.

How do you, as a national food federation, help innovations grow?

The main vehicles of SEVT for the promotion of innovation, is the Hellenic Technology Platform “Food for Life” and the ECOTROPHELIA contest.

The Hellenic TP was established in 2009 and is an industry-led stakeholder fora recognized as key actor in driving innovation, knowledge transfer and competitiveness. Since its establishment, the HTP “Food for Life” has brought together the main stakeholders of the food sector namely; food and related industries, academia and research community with the aim of working together to define the Hellenic research priorities in the food chain and the national strategy for research and innovation of the food sector.

Furthermore, SEVT organises the ECOTROPHELIA competition since 2011. ECOTROPHELIA encourages students from all Universities and research centres to reveal their creative spirit, implement and develop new food products with “eco-innovative” characteristics and act as incubator of innovative ideas for the Food Industry. Since 2011, 15 Universities & Research Centres from all over Greece, have participated, 440 students have presented 86 ideas for new products while 3 products are already in the market. At European level, the Greek teams have won 3 times awarded with 2 gold prizes (2011 & 2017) and 1 Bronze prize (2014).

Nowadays, the consumers are acting as trend creators. In your activities, do you take into consideration consumers' opinion? If so, how do you do it?

In the Food Industry we put consumers' well-being and satisfaction in the heart of our scope and we aim to preserve the important role that nutrition and food play in the everyday life and the perception of our consumers. In this respect, the Food Industry takes into account the new trends and the increasing needs of the modern consumer and continues to operate responsibly, to offer qualitative, innovative and affordable products with low environmental footprint and to provide economic growth, strengthening the links between food, people and the environment.

For you, as a representative of your country's food & drink industry, what is the role of the universities in the food innovation ecosystem?

The universities is one of the main pillars of the Greek innovation ecosystem with industry and the public organizations. Through ECOTROPHELIA the knowledge generated in our universities will be able to find its way to the market. The aim after all is to take advantage of the knowledge gained throughout the ECOTROPHELIA adventure and open the way to new business opportunities for the benefit of the new entrepreneurs and the Food Industry.

And what is your relationship with the universities?

One of our main priorities, that we continuously support, is the promotion of Research & Innovation. In this respect, SEVT has initiated initiatives to bring together the Industry with Universities & Academic communities, by organising throughout the years Brokerage Events as well as the ECOTROPHELIA contest. This depicts the important role that the Scientific & Academic network could play for the food innovation and for the food sector. For this purpose, we have managed to develop strong and solid relationships with the Universities, where the mutual respect and recognition ensures our long lasting & fruitful collaboration. SEVT through the Hellenic TP has forged strong links with industry, universities and researchers and public funding organizations in order to prioritize the major research needs for the food and drink industry and to secure the appropriate resources.

You organise ECOTROPHELIA Greece and you have been a jury member for ECOTROPHELIA Europe for a while. From your experience, what do initiatives like ECOTROPHELIA Europe and NEXT FOOD GENERATION bring to the food sector?

ECOTROPHELIA is a fantastic platform and source of innovation and inspiration that brings together students, teachers, researchers and professionals of the food sector in a network to think about tomorrow's eco-innovative food products and thus contribute to the development of several added value products and promote the superiority of the Greek diet and the competitiveness of the food sector as well.

As I have already mentioned ECOTROPHELIA national contest is organized by our Federation since 2011, while I also participate at the jury of the European competition. From my experience at both competitions, I only have positive feedback to share as the competition offers a ground for fruitful exchanges among education research sectors and the business world. Such initiatives support entrepreneurship and competitiveness, as they both develop a culture of food innovation and help students to be confronted with the real situation and lead them to fruitful collaborations that may generate opportunities for future recovery and growth.

“HIGHER EDUCATION IS HIGHLY CONNECTED TO INNOVATION, ESPECIALLY FOR FOOD PRODUCTS”



Universities provide the knowledge brought by education and research to help create solutions, but what is their role in the food innovation ecosystem?

Gilles Trystram, General Director of AgroParisTech, gives his insight on the role of Higher Education Establishments in the food innovation ecosystem and their contribution to the future of the food sector.

The Higher Education Establishments play a role in the food innovation ecosystem, what is the challenge for the higher education on the future of food innovation?

Higher Education is highly connected to innovation, especially for food products. On the one hand because teachers have long been putting students in front of real product designs and ECOTROPHELIA is a good illustration of this, but also because Small and Medium companies and large companies in the field need manpower and creativity and students perform these functions very well.

Innovation comes both from research, and therefore from the link to laboratories, but also from a very good knowledge of consumer needs, the market and opportunities. Higher Education is an excellent observatory of both dimensions.

The third reason is more linked with the fact that, today, innovation is clearly connected to a wide variety of disciplines and the combination of disciplines is the key and major approach that is developed in the higher education system. That permits to consider all the dimensions of the ecosystem concerned by food innovation.

In the last 20 years, since the first edition of a national ECOTROPHELIA competition, what has changed in terms of new product development, formulation and process?

Over the past 20 years, there have been significant changes. Initially, it was the sensory and taste-creating dimensions or new perceptions that dominated. Sanitary and in particular microbiological constraints were essential and already well considered. A wide variety of new foods were proposed and I think all the other animal and plant resources have been explored. Gradually three dimensions were introduced.

A professionalization of expectations has led to more and more complete dossiers on feasibility, engineering, economic development and the real ability to make the product. The business model and its arguments have become essential dimensions, which are very well addressed by students. This is also the case for product design engineering.

The second dimension is that of society's concern for nutritionally healthy products. Gradually, various dimensions are considered. The year 2019 illustrates this well with 100% of the products justifying its evaluation with the nutriscore. But in fact, many nutritional dimensions are addressed, substitution of loading compounds such as sugar or fat, promotion of fruits and vegetables etc...

More recently, the third dimension considered since the creation of ECOTROPHELIA is that of sustainability. It is both through impact estimates (often carbon footprint), but it is also the reuse of co-produced products and food recycling that we see these issues being approached. The origin and proximity of origin of agricultural resources is often a key factor used in students' arguments.

AgroParisTech is the head of the HILL network and also takes part in different European networks, such as the ISEKI network. How do these collaborations contribute to the future of the food sector?

The training of future executives, engineers, scientists today demands that the understanding of globalization be acquired. For food, it also requires understanding the food culture of different geographical areas ... It is therefore important to exchange with other universities, share lessons, course contents. It is also important to work on a variety of training methods, such as project-based training. In France, engineering schools have a great lead over French and foreign university courses. Consolidating our approaches, spreading our ways of training and passing on knowledge is very important. Networks like HILL are essential tools for this. The fact that a European project like FEEDtheMIND is accepted is also a key element because it makes it possible to compare our pedagogical approaches with other countries, other universities. HILL is a French network where each member brings their own experience, enriches themselves with others, opens up their potential and shares their experiences. ISEKI is finally an old historical framework (more than 25 years of existence) that allows to easily connect many universities in Europe or in the world. All these frameworks are therefore very favourable.

These networks have been rethinking the pedagogical methods in place, French and European-wide. How have pedagogical methods evolved to better respond to innovation?

What is innovation? Especially innovation for food? It's a difficult question. Without trying to be exhaustive, I see several dimensions.

A dimension covering the learning of many disciplines, their determinants with regard to food. This is a point that all institutions teach and what our network brings is the possibility of discussion, training, in various disciplinary contents.

The second dimension is more related to engineering and how these many disciplines that interact today in the creation of a food are mobilized. Knowledge is varied, ranging from engineering sciences, but also from the mastery of technologies and in the understanding of the human sciences and their mobilization for innovation. Here again, not all schools have all the skills on their own, so a network like HILL allows sharing and learning at the teacher level.

A third essential dimension is the ability to do. To really produce a food product, to test it on consumers, to face the difficult transition from the laboratory to the pilot scale, these are essential skills to acquire.

Experience in this area seems to me to be fundamental. It is acquired in France, in schools, in the autonomy of a project, in the confrontation with other cultures, other approaches.

It is all these that creates the innovation, the mind-set and the tools to make it a reality. Our common objective in HILL is to share and co-construct the tools that the young people we train will need to go in the direction of building a true state of mind of innovation, and entrepreneurship.

AgroParisTech also collaborates with companies from the agri-food sector. What will these companies need and what is going to be the answer from the French and European universities?

It is very difficult, if not impossible, to summarize what they expect today. The main point, I think, is the diversity of expectations. All companies, large or small - want to innovate, stabilize some markets, open others. Everyone is on the lookout for new customers, ideas and even anticipating changes in consumer expectations, consumption patterns and behaviour.

A company therefore expects above all well-trained young people.

There is also an expectation of more links with training, contact with research laboratories, the need to listen to new ideas and analyses.

It is undoubtedly notable today that this concerns both producers of agricultural, plant and animal resources, food and drink manufacturers, but also distribution, logistics and all the new forms associated with them (including the use of digital tools). We see great changes in these relationships between actors and there is again a demand to accompany these changes.

“DEALING WITH START-UPS IS ALWAYS VERY EXCITING AS THE PASSION OF THE ENTREPRENEURS IS INFECTIOUS”

This year Campden BRI celebrates its centenary and **Bertrand Emond**, Head of Membership & Training, took the time to tell us the story of this organisation and its contribution to the food innovation ecosystem, without leaving behind some words on the creative minds of the ECOTROPHELIA candidates.

Campden BRI celebrated this year 100 years of Food and Drink Research and it all started with canning. Can you tell us a little bit about your history and what you do?

This year (2019) we celebrate our centenary – it is 100 years since the first organisation that is part of what is now Campden BRI was established. And now, Campden BRI is the world's largest independent membership-based food and drink research organisation – serving food and drinks companies the world over. We currently have over 2,600 member companies from 80 countries, including the top 15 global food and drink manufacturers, and many of the world's biggest brands. Here's a brief history, from how we began to where we are now...

During the First World War the UK government was looking for methods to preserve foodstuffs for transport to the troops in Europe. As the Vale of Evesham was a major area for fruit and vegetable production, a pheasant feed milling facility by Chipping Campden railway station was selected as a base for two scientists from the University of Bristol to investigate options. The war ended before the building had been secured, but the project continued, and the Campden Experimental Factory came into being in 1919.

Canning was deemed to be the most suitable preservation method, and for the next 30 years most of the pioneering scientific studies that led to the now well-established UK canned food industry were performed here. Direct government funding was gradually replaced by industry contributions until the organisation became fully self-funding in 1953.

Around this time, work began into frozen food production, and in the 1960s expanded rapidly into all areas of food and drink processing and preservation, including all the back-up services such as chemical and microbiological analysis, fruit and vegetable variety trials, packaging considerations, consumer and sensory studies, hygienic design of facilities and equipment, publishing of guidance documents and training of food industry staff.

Subsequent mergers brought this expertise together with expertise in milling and baking (through the Flour Milling and Baking Research Association, in 1995) and alcoholic drinks (through Brewing Research International, in 2008). We now have nearly 400 staff in the UK, a Hungarian subsidiary and an office in South Korea, and perform work for companies throughout the world. In the UK, our headquarters is in Chipping Campden, our alcoholic drinks focus in Nutfield, and our consumer centre is at Leamington Spa. Collectively our facilities include three fully equipped food processing halls, milling and bakery pilot plant, pilot plant facilities for malting and brewing, product and process development facilities, a leading-edge sensory analysis suite, and extensive research and analytical laboratories covering microbiology, hygiene, chemistry, biochemistry and microscopy.

Our remit is to provide the food and drink industry with the research, technical and advisory services it needs to ensure product safety and quality, process efficiency and product and process innovation.

On your 100th anniversary celebration you held a lecture on the past, present and future of the food and drink industry. What would you say were the key messages to retain from this conference?

One of the key messages was that we are now able to provide the widest range ever of safe, nutritious, enjoyable, sustainable, ethical and affordable food and drink products to the largest number of people ever.

Some of the industry needs and discussion points expressed were long-standing, such as:

- assuring product safety through assurance schemes and analytical tools
- encouraging consumer well-being through healthy diets
- protecting consumers and industry from food fraud
- encouraging sustainable practices and reduced use of resources
- tackling industry's 'skills shortage'.

Some others were more prominent than in previous years, including:

- sustaining product quality in the face of rising costs of operations and materials
- soil health - recognition of soil as a resource and methods for its protection
- human microbiota - understanding and harnessing the role of gut microbes in diet-related health conditions
- anti-microbial resistance - addressing its significance for the food and drink sector
- artificial intelligence (AI) and cyber-security - managing the benefits and risks of the 'connected world' (e.g. Internet of Things, Industry 4.0, 'Big Data', machine learning and intelligent robots).

Brexit did of course feature in many of the discussions - in particular, for example, around regulatory change and uncertainty, potential changes to labour, and impact on costs of food ingredients, raw materials, packaging and distribution.

We have been seeing an evolution of the consumer, each time more demanding, and also the food safety regulations are getting more strict. Which challenges are you facing with this progress?

Consumer food choices are increasingly shaped by health and environmental considerations along with a desire for transparency regarding ingredients and production processes. The market is responding with innovative products that focus on:

- plant-based and fibrous foods
- gut and microbiota health (kombucha, kefir, kimchi)
- transparency with 'clean label' food,
- foods that promote a sustainable future.

It is crucial that industry truly listens to their customers and understands how receptive consumers are to innovation as this determines the likelihood of consumers purchasing their new products. We use 'Food related lifestyle' segmentation as an approach to achieve this understanding. This approach gathers feedback from participants across a range of attitudes and behaviours towards purchasing, preparing and consuming food. We then use this data to identify the consumers who are likely to purchase products that, for example, include a novel ingredient or are produced through an innovative process. Coupled with advances in sensory segmentation techniques, the knowledge we gain from this help guide product development, future testing and may even speed up the innovation process. Food trends are often changing. We help companies to ensure they stay on top of what is influencing their consumers' purchase decisions, and provide detailed insights throughout the product development journey.

Your motto “With industry, for industry” clearly reflects the close relationship you have with the food industry. What role does Campden BRI play in the food innovation ecosystem?

Our vision is to be the partner of choice for the development and application of technical knowledge and commercially relevant solutions for the food and drink chain.

We have a broad membership based covering all parts of the agri-food supply chain including primary producers, plant breeders, agrochemicals, manufacturers, suppliers of equipment, ingredients, chemicals, packaging, wholesalers and distributors, retailers and food service/

caterers as well as universities, technical centres, government agencies and industry bodies... we are owned and governed by our members.

We therefore work closely with industry to ensure the absolute relevance of all our activities - from analysis and testing, process validation and safety assurance to product innovation, consumer studies and training, events, databases and publications. We achieve this partly through frequent meetings of our 12 member interest groups.

All our activities are underpinned by a strong programme of research - steered by industry/our members for maximum relevance.

We address their needs in various ways, including:

- The Campden BRI member-funded pre-competitive research programme and tailored, company-specific innovation projects
- Scientific, technical and knowledge based services (e.g. courses, seminars, publications and databases) from Campden BRI
- Raising awareness of industry needs amongst government departments, agencies, funding bodies, standards organisations and other third parties - to stimulate and inform new approaches in the application of science and technology
- Carrying out contract research and development work on behalf of UK government departments, levy boards, industrial consortia and the European Union. Consultancy work is also carried out under aid-funded programmes for countries with developing market economies.
- Collective provision of innovation and technical support through collaboration between wide-ranging, interdisciplinary and internationally dispersed third parties that serve the supply chain globally.

As an Innovation, Research and Technology Organisation, we are at the interface between all parts of the food ecosystem and in particular bridge the gap between universities/academia and the industry. We elicit, identify and define specific requirements for a new product or service then either offer a client-ready technology or solution or work in collaboration with academia to carry out underpinning research to help to find a solution. We will also work with academia to translate and find practical application for some of their new ideas and fundamental research outputs.

Among your services, you provide help to start-ups and young entrepreneurs. What would you say are the main challenges they have to overcome to reach the market?

Dealing with start-ups is always very exciting as the passion of the entrepreneurs is infectious. Our top priority is to ensure that the product (including packaging and claims) is safe and legal. Other key aspects include setting and validating shelf life, use instructions on the pack, optimising process to ensure best eating/drinking quality, ensuring the packaging is fit for purpose, identifying market opportunities and target consumers as well as evaluating consumer acceptability (product and/or packaging).

We also help later when there is a need to scale-up to ensure that quality, safety and the values of the business are not compromised.

And some of these start-ups even came from ECOTROPHELIA competitions. What would you say is the impact of the ECOTROPHELIA competition on the professional future of the students?

The impact on the students is positively huge and very rewarding as an organiser! The opportunity to, in effect, work on setting up your own business and having to deal with all the multidisciplinary aspects (technical, marketing, finance...) that this entails as well as having to work effectively as part of a team and engage with a range of stakeholders is fantastic. Pitching your idea to a group of senior industry representatives and being able to share your story and discuss your plans with them provide great exposure to potential industry mentors and/or employers. You create career/life-long relationships that are invaluable.

“THE COMMERCE IS ADAPTING AND WE ARE SEEING NEW BUSINESSES DEVELOP IN VERY DIFFERENT DIRECTIONS”



All the food chain, from farm to fork, is evolving to answer the new societal challenges and trends. **Philippe Goetzmann**, expert in retail, explained the challenges the big surfaces are facing nowadays and the opportunities that come from this transformation.

We are now witnessing a period of great changes in the agri-food sector responding to changes in society and consumer expectations. Is retail and, of course, the big surfaces affected?

Of course, and in a first instance. You're right, it's the society that is changing and the eating behaviours. More meals are eaten out of home or are being delivered, there's a desire to eat better but with a budget that remains constrained, the lacking of time to cook, and unstructured families where everyone eats his meal at his own time, all these and other factors directly affect the distribution.

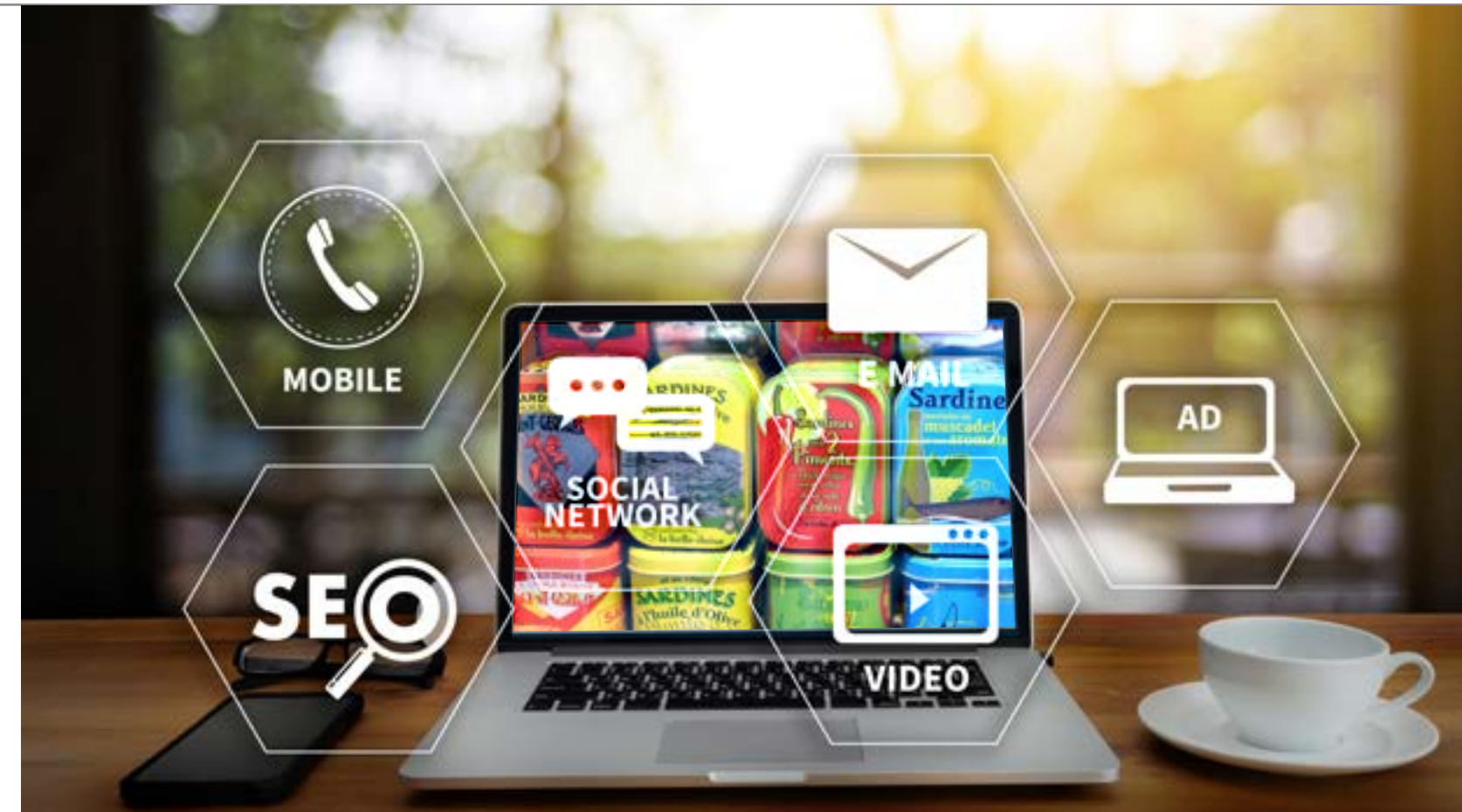
In France, for example, the food market does not grow on the retail but rather on the out of home. Result: Franprix develops the salad bar and the dining areas. Auchan has set up at Fontenay a restaurant in store and Carrefour has opened in Dijon its first hypermarket called "Next" with an impressive "fresh avenue".

Are changes in distribution so important? Can we talk about a revolution?

I would not speak of revolution; the term is excessive and used too often and carelessly. On the other hand, there are two important facts to consider.

The first is that there is a merging of distribution models. The hypermarkets are doing catering, restaurants have groceries, and grocers invite you to have lunch. And all of them deliver directly or via platforms. In fact, they all do the same job of feeding the inhabitants.

The second is the service! Aligned with the need for prepared dishes due to the lack of time. All actors develop "meals", dishes to eat on the spot or at home. This is major because it changes the value chain and the skills necessary to the seller. Cooking on site is not the same as to display on the shelf. Moreover, Carrefour Next has set up 8 kiosks granted to



expert external companies. Finally, it also changes the role upstream. Before, the manufacturer produced the brands that were displayed in stores and assembled at home to become a meal. Now the assembly of the meal is done in store and there is no more need of brand but of "subcontractors".

How have the uses of commerce evolved? And do consumers influence this evolution?

It is always consumers, their uses, their expectations that bring the commerce to change. The term "consumers" is also misused nowadays because it assumes a homogeneous consumption, as if everyone behaved the same, more or less. And that was the case roughly from 1970 to 2010.

We are witnessing a rapid and strong change in needs under the pressure of four factors:

- The demography is declining and aging which changes the portions, the nutritional needs, the financial means, the health concerns, the arbitrations, the references.
- Lifestyles, more sedentary and less physical, reduce the energy needs, limit the time of the meal and often make it accessory. Before, the meal, indispensable as it was, was a moment of conviviality. Now this commensality may be an extended aperitif followed or not by a meal.
- The service evolution of which I have already spoken. The ready-to-eat!
- The fragmentation of society between social groups having no common consumption codes. There is no more "big consumption" for everyone but a "consumption" for each one particularly.

The commerce is adapting and we are seeing new businesses develop in very different directions.

We talk about transparency, distribution channels (short), communication with the consumer... How are the new relationships between the different actors? What are the new tools of communication with the consumer?

With the smartphone, we have the world in our pocket and all the information is available. So what is hidden is necessarily suspicious. So it will be necessary to be honest, to assume the practices and to explain them.

Nonetheless especially with more engaged consumers but in fragmented groups, the "average" brands that wanted to reach everyone, whether they are the retailers or agri-food giants, no longer touch anyone. They are attacked everywhere by smaller but militant brands that have federated around them a community of active customers. And whatever the fight may be, notably veganism, bargains, pesticides, health...

And who says community says social networks to interact with its customers.

ECOTROPHELIA's initiatives show us the creative and entrepreneurial spirit of future professionals in the agri-food sector. What role can they play in the distribution sector?

They have learned to design products. But the distribution will more and more implement "prepare on the spot" concepts. The ECOTROPHELIA candidates could work on these concepts; imagine an offer and a way of producing to implement in-store, think the material, the furniture, the production process for the "just-in-time". They too can be in a logic of service!

LAUNCH OF NESTLÉ R&D ACCELERATOR TO BOOST INNOVATION AND SPEED-TO-MARKET

Nestlé R&D Accelerator partners with EEIG ECOTROPHELIA EUROPE to support the ECOTROPHELIA initiatives: ECOTROPHELIA Europe and NEXT FOOD GENERATION, as a recognition of their value for the food sector.



"Innovation has been at the heart of our company since its beginning. ECOTROPHELIA Europe showcases European innovation in the food industry and gives students the opportunity to demonstrate their reactivity and entrepreneurial talent. This is an important mission which we fully support."

Christoph Hartmann, Academic Alliances and Expertise Development Lead at the Nestlé Research Center, assumes this year the role of President of the Judging Panel of the ECOTROPHELIA Europe competition.

In April, Nestlé announced the creation of the Nestlé R&D Accelerator based in Lausanne, Switzerland. The accelerator brings together Nestlé scientists, students and start-ups to advance science and technology with the objective to accelerate the development of innovative products and systems. Internal, external or mixed teams are eligible to use dedicated hot desks at the accelerator over a defined period of time. They have access to Nestlé's R&D expertise and infrastructure, including shared labs, kitchens, bench-scale and pilot-scale equipment. The first teams have been selected and the accelerator will be operational by the end of 2019.

The accelerator is part of Nestlé's global R&D network and located at the company's fundamental research entity Nestlé Research, which employs around 800 people in Lausanne. It is at the heart of a unique innovation ecosystem with a high density of expertise in food and nutrition. This ecosystem includes several units of Nestlé's R&D organization, leading academic institutions such as the Swiss Federal Institutes of Technology in Lausanne (EPFL) and Zurich (ETHZ) and the Swiss Hospitality Management School in Lausanne (EHL) as well as a wide range of innovation partners, suppliers and start-ups.

Stefan Palzer, CTO of Nestlé S.A. said "We have taken a number of steps to accelerate innovation, including our enhanced prototyping capabilities and the funding of fast-track projects. With the Nestlé R&D Accelerator and its proximity to our R&D and business teams, we will bring open innovation to a new level. Combining our internal expertise and the deep knowledge of our academic and industrial partners with the external entrepreneurial creativity is a unique approach and will create an innovation powerhouse. It will accelerate the translation of innovative ideas and concepts into tangible prototypes and products."

"THANKS TO ECOTROPHELIA, NESTLÉ BECAME AWARE OF US"

At ECOTROPHELIA Europe 2018, the German team presented Kof.co, a "breakfast cookie with caffeine in terms of Guaraná and algae". Since the competition, **Annika Eiden, Katrin Braun, Sebastian Höhne** and **Jessica Braun** decided to pursue this adventure and talked to us about it.

Creating an innovative and sustainable food product from scratch is not an easy task, how did it all start? How did you get to TROPHELIA Germany?

In one of our lectures at university, a project about developing an innovative food product within one semester was presented. Goal was to take part in TROPHELIA Germany 2018. As we were all interested in the food business, even though most of us had no scientific or food background, we signed up and were chosen as the team who would represent our university at this competition. We started with a white sheet of paper and wrote down every idea that came to our mind. We looked for what we would want and need in our daily life. Right from the beginning, the idea of a caffeine product to eat was one of our favourites. The next day we went to the biggest supermarket in the area to check out what the competitors do and what did not yet exist on the shelves.

After some baking and cooking sessions, our idea was clear. We wanted to create a healthy cookie with nutritious Alga and the natural caffeine source Guaraná that gives the consumer an awakening kick.

What have you gained by participating in ECOTROPHELIA, in Germany and in Europe?

As a team, we worked together for nearly one year, which taught us teamwork, working independently and self-organization. Besides many soft skills, we also gained a lot of knowledge that goes beyond what we learn in university. It was also a great way to apply the knowledge we already had in a practical work.

During the competition at the SIAL in Paris, we were able to meet many of the other teams and got to know their concepts and products, which was very inspiring.

Where did the connection with Nestlé come from? And what are you doing now on their R&D locations?

Thanks to our participation to ECOTROPHELIA, Nestlé became aware of us and a few months after the competition in Paris we were contacted by Nestlé Research, which is part of the global Nestlé R&D network, to see whether we were interested in working together with them on our product. After ECOTROPHELIA, two members of kofco left the team to pursue new projects while a new member joined. We started in the new Nestlé R&D Accelerator in April as a team of four.

The goal of the Accelerator is to boost innovation and speed-to-market. To make this happen Nestlé provides support, access to expertise and infrastructure. Our team is in fact able to use all the facilities of Nestlé Research in Lausanne. With the help of Nestlé experts, we further developed our product to make it feasible to produce; we also worked on communicating clearly the concept and benefits to the consumers.

Since the beginning of the program, we have also been supported by a coach (each of the teams participating to the R&D Accelerator is given one by Nestlé), who worked exclusively with us to help in advancing our work and reaching our objectives.

What does the future hold for the product and the team members?

As a next step, we will test our product directly in shops in Switzerland with consumers at a small scale from mid-August to mid-September. Our goal is to get qualitative feedback from our target customers for the further development of our product.



NEXT FOOD GENERATION

AT ANUGA FROM 5 TO 9 OCTOBER

The EEIG ECOTROPHELIA EUROPE, continuing its work in the benefice of the food innovation ecosystem, sets up once again a prospective space for the most innovative projects and early-stage start-ups to unveil the food trends of tomorrow.



To talk about the agri-food sector is to talk about a constantly changing sector, which accompanies namely the evolution of lifestyles, societal concerns and scientific/technologic discoveries. Nowadays, we are seeing an exponential growth in the number of entrepreneurs worldwide that are using their creative minds to launch their innovative ideas into the market attracting the most curious consumers. By trying to answer some of the challenges of the agri-food sector, these innovations intend to meet consumers' expectations and present us the future of food.

In 2018, ECOTROPHELIA took a step further in its existence as a Food Innovation Laboratory and launched the first prospective space for the most innovative European early-stage start-ups. For the second edition, ECOTROPHELIA NEXT FOOD GENERATION promises to give the opportunity to 20 innovative projects and early-stage start-ups, a privileged space in one of the most attractive trade fairs for the food sector.

This year the initiative is held as part of the special event Anuga Horizon 2050 that celebrates Anuga's 100th anniversary and gives light to the food innovation ecosystem displaying the future of the industry.

Organized by the EEIG ECOTROPHELIA EUROPE, partnering up with Nestlé, it is a showcase for the multidimensional length of food innovation, intended for food & beverage products or ingredients; equipment, processes or logistics; services (physical or digital) and packaging.

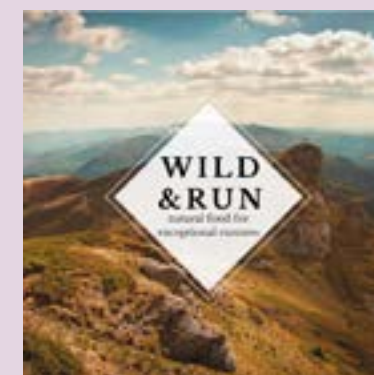
An European-wide call for applications that mobilized once again several networks, namely European agri-food federations, the organizers of national ECOTROPHELIA competitions, agri-food clusters, incubators, accelerators, R&D centres, and 180 European Universities, resulted in a diverse and interesting range of candidates. It is no surprise that the candidates' profile gives a glimpse of the food trends we have all been discussing and that is what we are going to see in the space. Thus, from October 5th to 9th, the Anuga visitors will be able to see what the future of food looks like! As for the start-ups, besides having a dedicated space, they will be offered a pitch at the heart of the Anuga 2050 event, a visibility to 165, 000 visitors and 7, 500 exhibitors, and the opportunity to interact with entrepreneurs, investors, potential clients, and journalists - an unbelievable networking platform.

ECOTROPHELIA NEXT FOOD GENERATION is therefore the ideal place to be for early-stage start-ups!

THE FUTURE OF FOOD

The first edition of this prospective space for the food sector took place at SIAL Paris 2018 and gathered 40 innovative European projects and early-stage start-ups in the heart of this international event. The innovative character of the initiative did not leave anyone untouched and it turned out a success, as we can realize by the testimony of the young Belgium start-up Wild&Run and its founder, **Anne-Christine Gouder**.

"The Rising Start-ups was a turning point for Wild&Run: there was a before and an after!"



What are your thoughts on your participation on RISING START-UPS?

It was an incredible experience of development and extension for my start-up. As I didn't have any experience at SIAL nor other trade fairs, I appreciated the support of the ECOTROPHELIA team in some phases. The organisation is wonderful, we arrive and we can just sit down, everything is ready!

Which advantages did you get from your presence in the RISING START-UPS space?

I had the possibility to test my product's value and the validation that is possible to picture a distribution outside Belgium. Also, being at SIAL has given me visibility and credibility near scientific and economic partners. I increased my network, made contacts with commercial partners to propose my product in Switzerland and France. In the end, I was flooded with positive vibes and I was searching for it.

As every other start-up, you were present only for a day. How many contacts (national and international) have you made?

150! 150 contacts from 15 nationalities in one day. I kept the contact with 12 professionals (raw materials suppliers, manufacturers and retailers). After SIAL, the opportunities accelerate themselves and I envisage a new dimension for my start-up: a SME that prospers in Belgium and Europe, by conveying our values and enthusiasm. Our presence at SIAL has opened up some doors and has allowed us to have unexpected meetings. RISING START-UPS is a strong business card that provides credibility.

NEXT FOOD GENERATION

AT ANUGA FROM 5 TO 9 OCTOBER

PROJECTS AND START-UPS BY TYPE OF INNOVATION:



Food & Beverage Products or Ingredients

Services

Equipment, process or logistics

AVOYOG

Greece

AVOYOG Smoothie Beverage is a smooth consistency eco-friendly, ready-to-drink beverage containing avocado and strained (Greek) yogurt whey naturally rich in fibres, unsaturated lipids, proteins, minerals, and enriched with prebiotic fibres and antioxidants.

BoniaFit - Swips

Spain

Swips is a healthier option that integrates a new technology during the development of snacks. Swips uses the surplus of sweet potato from local agriculture and the technology used during the frying process reduces the amount of fat by up to 50%.

Chestnicks

Greece

Chestnicks aims to support our local forestry communities by using chestnuts to produce innovative and delicious food products. The first product are delightful gluten-free cookies made of organic chestnut flour with orange flavour, chocolate chips and inulin.

Delichi

Portugal

With a light and crunchy texture, Delichi's crackers carry the Mediterranean flavours that give them life, along with the fermentation benefits of the grass pea tempeh flour, perfect for an easy nutritious snack.

EauLab®

Ireland

In a new era of drinks, what is the place of bottled water? EauLab® offers a range of waters firmly rooted in the fast-growing sphere of health and wellness in a 100% recyclable can.

In Extremis

France

In Extremis is the project of an anti-waste food company. The first food product that In Extremis wants to value is bread: dried, crushed, reduced in flour and used to make biscuits for breakfast.

Kefya

Slovenia

Kefya is a new family of innovative organic kefir spreads with crunchy vegetables

Lady Culottée

France

Lady Culottée presents Tess Tartelettes essentielles!, the first snack allowing women to get rid of premenstrual and menstrual symptoms.

Les Céréales du Goût

France

Les Céréales du Goût has developed the least processed and sweetest crispy breakfast cereals on the market. The idea? Revolutionize breakfast and snack break with a practical, tasty and guilt-free product.

Max de Génie

France

The company's mission is provide simple and fast solutions that allow all gourmets to indulge themselves while maintaining a healthy lifestyle. The goal is to show that healthy eating can be yummy and is not only associated with eating greens and veggies.

Peace by Peas

Greece

Peace by Peas produces foods that help people improve their lifestyle by enjoying tastier healthy nutrition. It offers natural fermentation techniques from world's traditions, with local organic ingredients, creating special food technologies to produce foods for any kitchen need.

SAS Wonderwomalt

Maltivor

France

Maltivor transforms spent grain from brewery into a super flour.

As spent grain is an unstable product, Maltivor proposes to salvage this waste. After process, malt's starch is almost removed remaining a high percentage of protein, fibre and iron.

SMAC

France

SMAC, your new reflex for a balanced meal, customizable in a responsible cone.

ZestUp Beverages

Germany

ZestUp Beverages is an innovative drink that recycles peels of citrus fruits used to produce juices, lemonades and other beverages. The skins are turned into a drink with a bittersweet taste profile and a fruit content made of 100% peels.

Zzinga

The Netherlands

Zzinga is an exciting refreshing, cider-like honey drink with 4% alcohol that aims to bring this exciting honey flavour back by creating a modern reinterpretation of mead while supporting the development of bees.

Direct Market, Your direct line to producer

France

Direct Market is the first marketplace dedicated to short distribution channels for retailers, with an integrated logistic service.

Klimato

Sweeden

Through a web-application, Klimato allows companies to calculate, compensate and communicate their food-related CO2-emissions. By nudging users, they help companies reduce their climate impact.

Pandobac

France

Pandobac was created to provide an innovative way to suppress all packaging waste resulting from the disposable packaging that wholesalers and producers use to deliver products to restaurants.

Regiothek

Germany

Regiothek is a B2B2C platform that creates a maximum of food transparency from farm to fork. The supply chains are geographically visualized on a map, so that consumers can easily apprehend the origin of products and even of single ingredients.

BRIC À VRAC

France

BRIC À VRAC is an automated and connected distribution solution in solid bulk. It develops a machine that allows the consumer to control the quantities of products he wishes to buy and the distributor to improve services and profitability.

“THE ECOTROPHELIA EUROPE COMPETITION IS A GREAT INCUBATOR OF IDEAS FOR THE FOOD INDUSTRY”



The increased demand for innovative products is reflected also in trade fairs worldwide that follow the trends by proposing new spaces and experiences to its exhibitors and visitors. For the 2019 edition, **Lorenz Rau**, Director of Anuga, points out the role that trade fairs can have in the food innovation ecosystem.

This year you celebrate your 100th anniversary as a meeting point for the food and beverage industry. Looking back, what role has innovation been playing throughout the years?

Innovations and trends have always played an important role at Anuga. Since its foundation in 1919, Anuga has always striven to stay on the pulse of time. This also includes observing the market, recognising trends, innovations and important themes of the industry and integrating these into the trade fair. This is how special exhibitions such as Anuga Trend Zone, the central lecture stage, or Anuga taste Innovation Show, the hotspot for the top innovations of the year, have become part of the trade show. Of course, this also has to do with the fact that we want to continue to offer the exhibitors and visitors relevance. Because only if a trade fair reflects the market and additionally creates added value and impulses via new themes and trends, interesting events and the possibility for exchange, can it remain successful. Furthermore, Anuga offers diversity and internationality with regard to trends by the impressive “10 trade shows under one roof” concept. Each of the individual trade shows is unique in itself and in some cases also the leaders of their segment. Due to its 10 trade shows, Anuga offers a targeted selection of specialised and trend themes for all needs and every target market. No other platform has succeeded since its foundation in providing so much space for new food trends, for inspiration and impulses as well as for specifically oriented future themes and in guaranteeing a continual exchange between the industry participants.

In light of these 100 years, you will throw a special event called Anuga Horizon 2050. What can you tell us about this event?

At “Anuga Horizon 2050”, the trade visitors can inform themselves about the visions and solutions for the next 50 years on all days of the trade fair and also engage in an active exchange with industry pioneers, start-ups and experts. It deals with issues such as how new technologies are changing the food industry, how disruptive innovations are being implemented, and what is needed to ensure lasting transparency and safety in the food chain. Topics such as convenience, sustainability, waste reduction and reformulation will play an important role. Anuga Trend Zone, Anuga taste Innovation Show and Anuga Horizon 2050 form the new Boulevard of Inspiration. These are basically the hot spots for food and beverages trends, innovations and future developments, which should not be missed when visiting Anuga.

Part of this event is the NEXT FOOD GENERATION initiative, intended for early-stage start-ups and innovative projects for the agri-food sector. How do you think they will benefit from the opportunity to exhibit at Anuga?

As part of the special event Anuga Horizon 2050 the initiative “ECOTROPHELIA Next Food Generation” aims to offer new and innovative concepts for the food industry, a unique platform to promote the exchange within the industry. Each day four different young companies have the chance to present their ideas and concepts in the scope

of Anuga Horizon 2050. In addition, these young companies can also present themselves every day at 12:30 p.m. in a short start-up pitch on the stage Anuga Horizon 2050. For young companies or new start-ups of the food industry, this initiative is a great opportunity because they get the chance to promote their new concepts to a greater audience, because more than 165,000 trade fair visitors will be expected at Anuga 2019. With all these expert visitors from the food & beverage industry, Anuga is the perfect place to meet national and international decision-makers from the food industry, retailers and the out-of-home market that look for creative new solutions. These new contacts will help to bring their business to the next level.

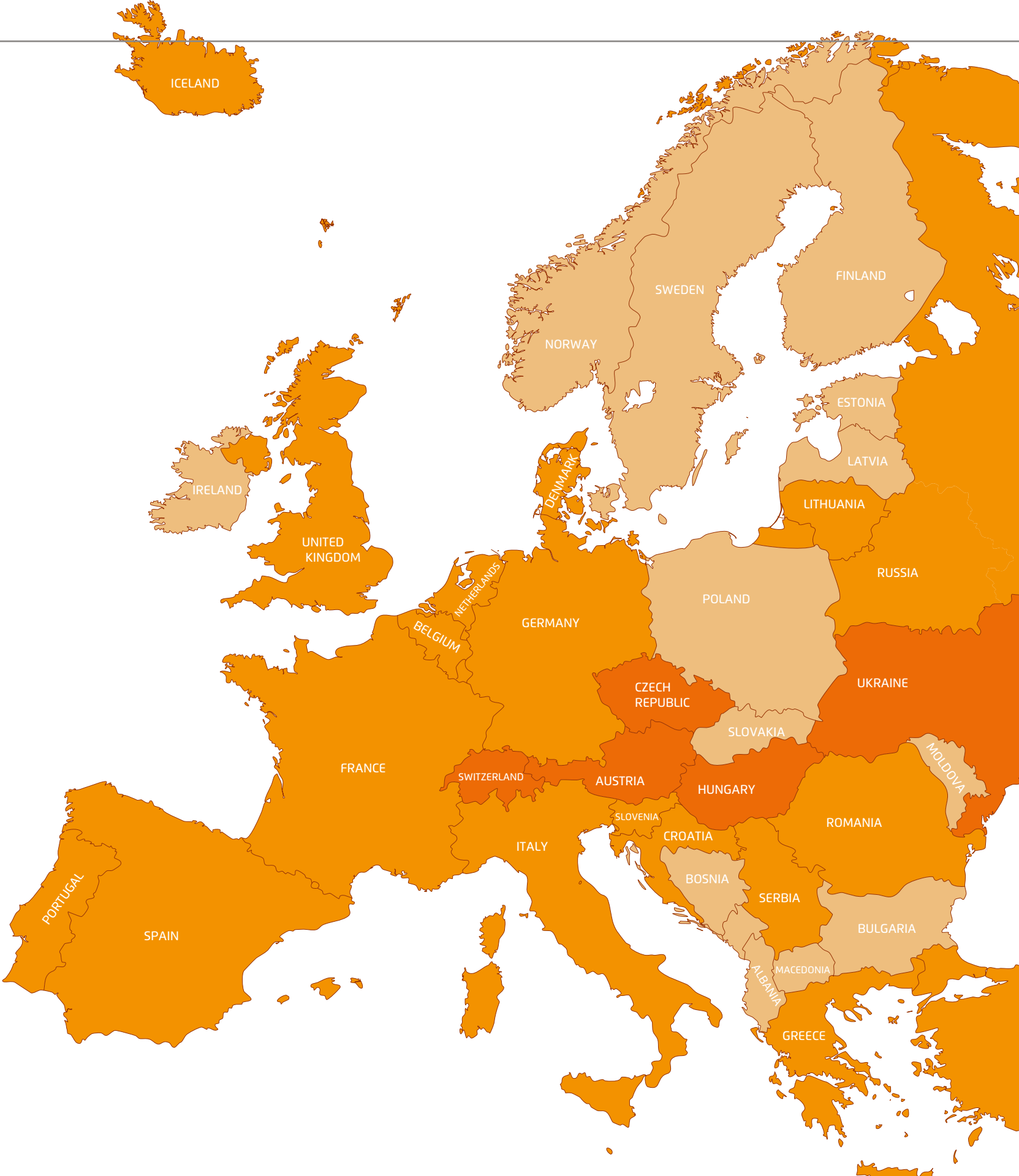
Before growing into the Food Innovation Laboratory that it embodies today, ECOTROPHELIA started as a food innovation competition for higher education students. This year you also welcome the ECOTROPHELIA Europe competition at Anuga. From a trade fair point of view, what does this competition bring to the food sector?

For visitors the most important aim at trade fairs is to experience new products, and for exhibitors the presentation of new products or concepts and services is one of the four most important aims. From a trade fair point of view, the ECOTROPHELIA Europe competition is a great incubator of ideas for the food industry. It can serve as a knowledge lab for future ideas and gives insights concerning eco-friendly food products based on profound research results. Experienced companies can benefit from these ideas because they can use the results of the competition as a source of inspiration for future developments and innovations.

What advices would you give to the students that want to pursue their project and one day hope to be exhibitors in this trade fair?

Of course, visiting trade fairs such as Anuga is one important step, because here you can meet important decision makers who they can talk to and promote their ideas or concepts. If you want to build up a business, it is important to have a good network that helps students to drive their idea forward. An incubator such as ECOTROPHELIA can help to make the next steps. Once the project has become a start-up business, I recommend the participation in trade fairs. Many of these shows offer special areas for young companies such as space for special presentations and exhibitions that address the future of the sector. But the preparation of a trade fair visit is very important. Young companies should think about their goals at the fair, who they would like to meet and what results they expect. In doing so, they have a clear focus and don't get distracted by other topics which are not relevant for their business. Furthermore, there are also governmental programs e.g. by the Federal Ministry for Economic Affairs and Energy in Germany who support the start of such a business. I think, if the project or the business idea is good, you have to promote the project. In the end, it's a matter of getting together with the right people. But more and more experienced businesses create their own department for new innovative ideas. This raises the chance to become successful.

THE TRACE OF FOOD INNOVATION IN EUROPE



Austria
2008 - 2010 - 2012 - 2015

Belgium
2008 - 2010 - 2012 - 2013 - 2014 - 2015 - 2016 - 2017
2018 - 2019

Czech Republic
2010 - 2011 - 2012 - 2013

Croatia
2014 - 2015 - 2016 - 2017 - 2018 - 2019

Denmark
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France
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Hungary
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Italy
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Lithuania
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The Netherlands
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Portugal
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Romania
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Russia
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Serbia
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Slovenia
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Spain
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2017 - 2018 - 2019

Switzerland
2011 - 2012 - 2013 - 2014

United Kingdom
2013 - 2014 - 2015 - 2016 - 2017 - 2018 - 2019

Ukraine
2013

THE ECOTROPHELIA EUROPE 2019 JURY

PRESIDENT OF THE 2019 JUDGING PANEL

Mr Christoph Hartmann

Academic Alliances and Expertise Development Lead
Nestlé Research Center

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Head of Membership & Training - Campden BRI UK

INDEPENDENT RETAIL EXPERT

Mr Philippe Goetzmann

NESTLÉ

Mrs Ariane Andres
External Alliances and Licensing Manager - Nestlé
Research Center

DG ENTERPRISE & INDUSTRY - EC

Mr Michel Coomans
Head of Unit Food Industry, (Retd.) - European
Commission

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University of Denmark, National
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Food Innovation & Renovation
Lead - Nestlé Product
Technology Centre (PTC)
Lebensmittelforschung GmbH

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Kaunas University of Technology

THE NETHERLANDS

Dr Kees De Gooijer
CEO - TKI Agri&FOOD

PORTUGAL

Prof Tim Hogg
Director / Research Professor
PIVV-UTAD & ESB-UCP

ROMANIA

Mr Cătălin Bilbie
Head R&D
EXPERGO SENSORY
RESEARCH

RUSSIA

Prof Tatyana Giro
Professor - Saratov State Vavilov
Agrarian University

SERBIA

Prof Viktor Nedovic
President - Serbian Association
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Quality, RDI & Environment
Manager
MAHOU-SAN MIGUEL

UNITED KINGDOM

Prof Julian Cooper
Owner / Director
342 Consulting Ltd





ECOTROPHELIA EUROPE

17 COMPETING COUNTRIES

Once again, the innovative products winners of national ECOTROPHELIA competitions reflect the current food trends that answer consumers' needs and expectations.

For the 2019 edition, ECOTROPHELIA Europe is going to be a gastronomic experience with an interesting range of categories being represented, such as: bakery products; beverages; dairy products; fish products; meat products; and vegetarian / vegan alternatives.

The projects address the different food trends in an innovative manner, providing:

- Convenient solutions to time-restricted consumers, in the form of ready-to-eat meals and snacks;
- Eco-friendly products that tackle the environmental challenges that concern the product conception from ingredients sourcing to packaging;
- Healthier alternatives to snacks, pastries and desserts;
- Indulgent but nutritious products to satiate food cravings;
- A twist to traditional ingredients and dishes.



• BELGIUM

STRATIVEG

Biscuit & cake, Bread and pastry
A delicious puff pastry enriched with 30% vegetables, and reduced fat content of 30%.
KU Leuven - Geel

• CROATIA

CROAT

Bread and pastry, Breakfast, Dessert
Protein toast that seduces with its taste and cares for the environment.
Faculty of Food Technology and Biotechnology, University of Zagreb

• DENMARK

VEGAN DELICIOUS

Dessert, Mousse
Two vegan mousses made of aquafaba with a cracker crust and the taste of raspberry and chocolate.
Technical University of Denmark

• FRANCE

ORIZGINAL

Dessert
L'oRIZginal, the tasty plant-based dessert made from organic French ingredients!
ISARA - Lyon

• GERMANY

TEMPSTA

Side dish
A nutritious savoury cracker made of organically grown peas fermented by means of a fungus.
Technical University of Berlin
Department of Food Biotechnology and Food Process Engineering

• GREECE

GREATINGS

Dessert, Ready-cooked meal, Soup
Ready-To-Cook meal-pot based on traditional recipes, instantly reconstituted by adding hot water.
Agricultural University of Athens

• ICELAND

POTATO PATTY (POTATTY)

Ready-cooked meal
A vegan/vegetarian burger with no soy and potato protein as the main protein source.
Háskóli Íslands

• ITALY

SPIGO BITE

Biscuit & cake, Breakfast, Chocolate & candy, Dessert
Healthy, yummy and eco-friendly: here it is Spigo bite, a chocolate, almond and spirulina algae bar.
Fondazione ITS Tech&Food – Nuovi saperi per l'Agroalimentare

• LITHUANIA

GILE, FERMENTED ACORN COFFEE

Drink
Fermented acorn coffee is an organic, innovative product with improved antioxidant properties.
Kaunas University of Technology

• THE NETHERLANDS

OAT IT

Breakfast, Dessert
A tasty, sustainable & healthy alternative for quark: plant-based and allergen-free. Oat it, eat it!
Maastricht University, Health Food Innovation Management

• PORTUGAL

SALMAR

Ready-cooked meal
Salmon preserved in escabeche sauce (olive oil, vinegar, onion and bell pepper) with glasswort.
School of Agriculture, University of Lisbon
Institute of Accounting and Administration of Porto, Polytechnic Institute of Porto

• ROMANIA

HEMP MINI-MEAL

Biscuit & cake, Spreadable
Perfect bites for brunch or a light lunch which contains vegetable spread and hemp biscuits.
Faculty of Food Science and Engineering, Dunarea de Jos University of Galati

• RUSSIA

JERKY "SIBIRSKIE"

Meat product
Uncooked air-dried meat appetizers superfine, enriched with essential trace elements in organic form.
Saratov State Vavilov Agrarian University

• SERBIA

MOCAMELA

Milk product
Pasta filata cheese with honey and molasses, with specific taste and appearance.
Faculty of Agriculture, University of Belgrade

• SLOVENIA

KEFYA

Breakfast, Milk product, Side dish, Spreadable
Kefya is a new family of innovative organic kefir spreads with crunchy vegetables.
Biotechnical Faculty, University of Ljubljana

• SPAIN

MR. PINX

Bread and pastry
Mr Pinx are edible sticks created to generate new sensory experiences from an eco-friendly approach.
University of Barcelona

• UNITED KINGDOM

VENERGY

Sports Nutrition Energy Product
Vegan lemon and lime flavoured energy sweet.
University of Reading



StratiVeg

A delicious puff pastry enriched with 30% vegetables, and reduced fat content of 30%.

“StratiVeg” is a new, tasty and healthier version of the traditional puff pastry by adding 30% vegetables and reducing the fat content with more than 30%. The vegetables that are processed are class 2 and “misfit” vegetables. “Misfit” vegetables have the same nutritional value as their more beautiful brothers and sisters. The addition of vegetables increases the fibre and mineral content of “StratiVeg”. Furthermore, the addition of different vegetable combinations creates a delicious taste pallet rich in new flavours and creates beautiful colours. Another advantage of “StratiVeg” is that it is perfectly processable in the same way as traditional puff pastry.

“StratiVeg” is an eco-innovative product. Innovative, because it opens a new door in the world of puff pastry. On top of the addition of vegetables, the fat content is reduced with more than 30% compared to the traditional puff pastry. Furthermore, extra fibres are added to a content of more than 3%. “StratiVeg” is thus a “Light” puff pastry that is “a source of fibres”. The ecological aspects are the possibility to use “misfit” seasonal vegetables and use of fibre rich by-products such as pea fibre and chicory root fibre. In the production of “StratiVeg”, the vegetables are added in a form of a spread. The vegetables spreads are not evaporated and added with the total moisture content. The total energy expenditure is reduced in this way.

Team members

Wiebe Saerens
Achille Thys
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Contact Person

Mr Johan Claes, Professor
Mr Eric Lens, Lector



FEDERATION

FEVIA – Federation of the Belgian Food Industry



The food industry is Belgium’s leading industrial sector. Food companies account for a significant proportion of industrial activity, creating direct and indirect employment for hundreds of thousands of people. As the Belgian food industry federation, Fevia aims to promote the sustainable development of the sector by cooperating with all stakeholders. Its membership includes large companies and SMEs; local, small-scale producers and companies engaged in mass-production based on leading-edge technology. Fevia also cooperates with 29 associations each of which represents a specific sector of the food industry. With Food.be - Small country. Great food. The sector highlights the quality, diversity and innovation of Belgian food across the world.

<https://www.fevia.be/>

Contact Person

Mr Bart Buysse, Managing Director
Mrs Melissa Augello, Event Specialist



CROATIA

CrOat

Protein toast that seduces with its taste and cares for the environment.

CrOat, protein oat toast with fresh cheese is ecologically using food industry by-products sour whey and pumpkin seed flour as nutritionally desirable components while also being categorized as high in protein without adding any protein isolates to the product. CrOat also cares for the environment by using organic biopolymer PLA (polylactic acid) as packaging instead of classic polymers. CrOat is desirable for everyone, especially for those who are always in a hurry or those who hardly find to meet daily protein and dietary needs. Due to its practicability and simplicity of consumption, it is suggested to consume it as a part of a snack in any part of the day. It has a neutral taste with crispy bite that makes it easy to pair with any kind of toppings- sweet or salty, as you wish! To increase your experience, of course, always toast just before usage!

Team members

Filip Zlatar
Ena Sokić
Marijan Klinar
Marija Gregov
Antea Komljenović
Zoe Šarlija
Roko Marović

University

Faculty of Food Technology and
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Contact Person

Prof Draženka Komes, Professor



INGREDIENTS
oat flour (38,4%), fresh low-fat
cheese (38,4%), acid whey, pumpkin
seed flour, acidity regulator: sodium
bicarbonate, salt

PREPARATION
toast before use
store at a temperature of +4°C to +6°C, after
opening keep in refrigerator and use within 2 days
We care, therefore we use PLA - natural
biopolymer for our packaging!

APPROXIMATE NUTRITIONAL VALUE PER 100 g OF PRODUCT	
ENERGY	3258,41kJ/260,91kcal
FATS/OF WHICH SATURATES	4,45g/1,20g
CARBOHYDRATES	30,33g
OF WHICH SUGARS	2,28g
FIBERS	5,08g
PROTEINS	22,05g
SALT	1,4g

produced for the purpose of the Ecotrophelia
competition, country of origin: Croatia 105 g

FEDERATION

Croatian Society of Food Technologists,
Biotechnologists and Nutritionists
(CROFOST) at Faculty of Food
Technology and Biotechnology,
University of Zagreb.



The Croatian Association of Food Technologists, Biotechnologists and Nutritionists is an association with the goal of linking Bachelors and Masters of Food Technology, Biotechnology and Nutrition Science at the Faculty of Food Technology and Biotechnology, University of Zagreb in order to develop and promote the profession, preserve the dignity of the profession and advocate interests of the profession. The Association's Programme is primarily focused on the research of employment possibilities; their influence on legal regulations; linking to related associations and non-government organisations internationally; popularising of profession through media and publishing of a Croatian Journal of Food Technology, Biotechnology and Nutrition. Every year, the Association is organizing several food events, such as the national ECOTROPHELIA competitions and the national professional meeting Functional Food in Croatia, and every second year, the Association is involved in the organization of the International Congress of Food Technologists, Biotechnologists and Nutritionists.

<https://www.pbn.pbf.hr>

Contact Person

Prof Draženka Komes, PhD, Full Professor



Vegan Delicious

Two vegan mousses made of aquafaba with a cracker crust and the taste of raspberry and chocolate.

Vegan Delicious does not think desserts should be that complicated, which is why we developed our raspberry and chocolate mousses from a very simple feeling that we are sure you know as well. The feeling of being tired and cold and wanting nothing else than to get home and crawl into bed, flicking on Netflix en route. A great partner in crime? A mousse. Something convenient, tasty, portion controlled and just dirty enough to hit all the right buttons of self-indulgence. This luxury has been readily available for most of us for decades, but the team had never seen a vegan mousse option. Vegan Delicious wants to provide the expanding number of vegan consumers with the same options for indulgence as everyone else. We provide both a sweet raspberry mouse with a tangy layer of raspberry gel on a bed of crunchy, salty cracker as well as a rich chocolate variety made from dark chocolate also with a crunchy cracker base. They are both made of aquafaba, a waste product from the production of boiled chickpeas, and packaged in biodegradable PLA, making them sustainable and environmentally friendly.

Vegan Delicious believes in challenging the status quo of vegan product availability. All too often, vegan desserts must be healthy at the cost of amazing taste. The mousses are not especially healthy, not especially low in calories – after all, they are a dessert. Vegan Delicious has made a, well, delicious treat that just happens to be vegan and sustainable all at the same time. Curious?

Team members

Andrea Donau Lauridsen
Reem El-Moussa
Sarah Elisabeth Nystrup
Maysoon Samir Hajjo

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Technical University of Denmark
<https://www.food.dtu.dk/english>

Contact Person

Prof Timothy Jon Hobley,
Associate Professor



FEDERATION

Technical University of Denmark,
Institute for Food / DTU-Food

DTU Food

National Food Institute

The National Food Institute researches and communicates sustainable and value-adding solutions in the areas of food and health for the benefit of society and industry. The institute's tasks are carried out in a unique interdisciplinary cooperation between the disciplines of nutrition, chemistry, toxicology, microbiology, epidemiology and technology. The vision is that the National Food Institute creates welfare for the future through research into food and health. The institute makes a difference by producing knowledge and technical solutions which: prevent disease and promote health, make it possible to feed the growing population, develop a sustainable food production.

<https://www.food.dtu.dk>

Contact Person

Prof Christine Nellemann
Dr Timothy Hobley, Associate Professor



oRIZginal

L'oRIZginal, the tasty plant-based dessert made from organic French ingredients!

You are a food lover, careful about your health, and/or concerned about environmental issues? Try oRIZginal, plant-based and delicious! oRIZginal is the first dairy-free dessert in three layers: a crunchy biscuit with a roasted hint, a smooth rice yogurt, and a fruity topping. To meet all your desires, this vegan dessert exists in four flavors: the sweetness of the raspberry, the tangy taste of the apricot, the delicacy of the pear and the mellowness of the chestnut. Made only from French and organic ingredients, oRIZginal is eco-friendly and takes care of your health: marked B on the Nutriscore scale, it is additives and preservatives-free thanks to the fermentation process. And, because it is dairy-free, oRIZginal is perfect for lactose intolerants and vegans. Find this exceptional new vegan dessert in your organic shops for only 3.49€ the two cups. And enjoy oRIZginal right out of the fridge at the end of your meal!

Team members

Morgane Penel
Clara Bessière
Astrid Brunel
Laure Da Costa
Inès Forquin
Jade Homan
Lina Olivares-Charreyron
Pascaline Perrier
Faustine Tchakamian

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ISARA
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Contact Person

Mrs Hélène Scion, Consultant
& coordinator of marketing and innovation courses
Mrs Christine Monticelli, Engineer consultant



FEDERATION

ANIA - Association Nationale des Industries Alimentaires



ANIA is the association representing the French Food Industry. First industrial sector in France with a turnover of 172 billion Euros in 2016, the food industry is considered as a flagship of our country in the world. The 17,647 food companies (of which more than 98% are SMEs) employ almost 427,213 workers (first industrial employer in France).

ANIA represents 23 sub-sectors of the Food industry: processed meat products, dairies, soft drinks, ready-to-eat meals, snacks, canned foods...

Its mission is to promote the competitiveness of the food sector.

This is why ANIA's staff is dealing with all key issues for food companies: i.e. Food quality and safety, economic issues, sustainability and innovation...

The last two items are the reason why ECOTROPHELIA is seen as a real opportunity by French food companies.

<https://www.ania.net/>

Contact Person

Mrs Catherine Chapalain
Mrs Françoise Gorga, R&I Director



GERMANY

TempSta

A nutritious savoury cracker made of organically grown peas fermented by means of a fungus.

TempSta is a savoury cracker based on green peas that sets itself apart from other products through its minimalist ingredient list. It is not only crunchy and tasty, but also vegan, gluten-, lactose- and sugar-free, free of allergens, high in protein and fibre and thus compatible with the needs of numerous different diets.

While creating TempSta we let ourselves be inspired by "tempeh", an Indonesian serve. We achieved to combine the 1000-year-old Asian tradition with the modern spirit of the 21st century. We replaced the soybean, which is traditionally used as the main component of tempeh, by organically grown peas from regional cultivation, whereby all original nutritional advantages are preserved. The peas are getting fermented by a fungus of the Rhizopus species. During the fermentation process the legumes' proteins are getting transformed and hence easier to digest. To produce thin crunchy crackers afterwards, a healthier manufacturing process is used compared to conventional deep-frying. This makes it possible to create a product that is significantly reduced in its fat content. The naturally nutty aroma of the tempeh is refined by a selection of the finest spices, which makes it the ideal snack not only for health-conscious people but also for everyone else. Besides, the cracker is also an excellent choice for sweet variations.

Team members

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Contact Person

Prof Cornelia Rauh, Department Head
Department of Food Biotechnology and Food Process Engineering



FEDERATION

FEI – Research Association of the German Food Industry



The Research Association of the German Food Industry (FEI) is a non-profit, registered association supporting research projects in all fields of food science, food technology and nutritional science.

The FEI connects economy and science: It coordinates yearly about 100 cooperative research projects and organises scientific conferences. As well, the FEI organises the student competition ECO(TROPHELIA) for Germany since 2010.

With the competition TROPHELIA Germany, the FEI promotes students at universities throughout Germany. In 2019 for the tenth time, the FEI was looking for the best ideas of student teams for innovative food products that also have an ecological benefit. After submission and evaluation of a product dossier by a jury, the six best teams were invited to the final in Bonn in April – the best team was selected for ECOTROPHELIA.

<https://www.fei-bonn.de/>

Contact Person

Dr Voker Häusser
Mrs Daniela Kinkel, PR Manager



GReatings

Ready-To-Cook meal-pot based on traditional recipes, instantly reconstituted by adding hot water.

“GReatings” is a Ready-To-Cook meal-pot, consisted of dried distinct ingredients, which after rehydration, may instantly create healthy, traditional meals. The innovative part of “GReatings” is that all the meal-pots follow the same philosophy: GReatings’ tree philosophy. GReatings’ tree is being fed through the roots of Greek tradition, supported with the trunk of our ideas-creativity-believes, blossomed in “GReatings” meal-pots and irrigated by consumers’ needs. Specifically, each brunch of the tree, represents a product category, which may produce different products namely “Trahanas with tomato sauce” for pasta category, “Lupins and Lentils” for legumes category, and “Semolina halva with currants” for fruits and cereals category. “GReatings” has great nutritional value, offering high amounts of energy, while it is full of fibres, proteins, unsaturated fats and no added sugars. The holistic environmental approach of “GReatings” is revealed through the whole production chain starting from its ingredients (use of by-products, sustainable crops) and ending in its packaging (bio-laminated sugarcane). “GReatings” can be produced in a simple manufacturing line with minimal energy consumption and the use of sun-dried raw materials. “GReatings” is an ambient stable product, with an estimated shelf life of 1 year and it can be an ideal alternative meal for multi-tasking consumers.

Team members

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<https://www2.aua.gr/>

Contact Person

Dr Anastasia Kapetanakou, Post Doctoral Researcher
Mrs Maria Gkerekou, Phd Candidate



FEDERATION

SEVT – Federation of Hellenic Food Industries



SEVT represents the Greek Food & Drink Industry, which is a dynamic, competitive and extrovert sector that plays a significant role in the Greek economy. Its members are Branch Associations and individual food companies. The mission of SEVT is to facilitate the development of an enabling business environment where all food and drink companies, can operate responsibly in order to respond to the increasing needs of both consumers and society, by offering products of high quality, safe and environmentally friendly. Committed to the leverage of business competitiveness, SEVT works to link research and innovation with the needs of the production sector and supports initiatives, such as ECOTROPHELIA contest, which bring together young generation, researchers and professionals of the food sector and promote the innovative ideas for the Food Industry.

<https://www.sevt.gr>

Contact Person

Mrs Vasso Papadimitriou, General Director
Dr Fotini Salta, Techno-scientific Consultant



Potato Patty (Potatty)

A vegan/vegetarian burger with no soy and potato protein as the main protein source.

What we did was to focus on fulfilling most of the target group demands and go further in making a nutrition rich patty that is more environmentally friendly compared to the competition.

The patty is thought to be used both as a burger patty or as a protein source on a plate with some sides and even a creamy sauce, that could be made with the remaining chickpea juice.

The patty is a good source of protein (Oats, chickpeas, extracted potato protein), carbohydrates (Oats, mix of vegetables) and fibre (Oats, chickpeas, potato skin/peel). Great and balanced source of nutrients.

The raw material were chosen in order to have a patty with a texture that can be eaten as minced meat steak as well as a healthy and ecological product. Iceland is located in the middle of the Atlantic Ocean with only a few vegetables able to grow in it like things are today, it is indeed, not possible not to import the different raw materials. For this reason and in order to be as ecological as possible, all the products are coming from Europe.



Team members

Arnar Indriðason
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Contact Person

Dr Björn Viðar Aðalbjörnsson, Lektor



The Federation of Icelandic Industries lead the reorganisation of the employers organisation. The purpose is to rationalise business, increase collaboration between employers and clarify the role of each member. The Federation of Icelandic Industries is the largest member organisation of The Confederation of Icelandic Employers.

<https://www.si.is/>

Contact Person

Mr Sigurdur Hannesson
Mr Gunnar Sigurdarson, Key Account Manager



SpigoBite

Healthy, yummy and eco-friendly: here it is Spigo bite, a chocolate, almond and spirulina algae bar.

“SpiGo bite” is a bar made from high-fibre flours (whole type 1, oats, buckwheat and linseed), with almond and spirulina algae cream covered by a crunchy layer of dark chocolate.

SpigoBite is a healthy, yummy and eco-friendly bar to crave at any time of the day thanks to the practical packaging. Also suitable for vegan consumers or subjects with intolerance/allergy to milk and milk-based products (including lactose).

New ecological sensitivities have led to develop a smart as well recyclable and bio-compostable packaging that is a careful selection of raw materials, able to combine a reutilization of by-products with the innovation brought by new production methods.

In addition, the raw materials selected for the realization of the product don't need to be stored at refrigerated temperature, allowing a considerable energy saving during the storing.

With a balanced taste, it offers a pleasant moment without giving up your own well-being at the same time. Sustainable for the environment.

The healthiness of SpigoBite derives from its simple ingredients selected for their eco-sustainable component.

Bite SpiGo bar and no another one bites the dust!



Team members

- Francesca Carlesi
- Luca Lauria
- Andrea Mora
- Andrea Gazza
- Serena Dodi
- Valentina Caburazzi
- Leonardo Sala
- Alberto Pianforini
- Francesco Bozzani
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Fondazione ITS Tech&Food – Nuovi saperi per l'Agroalimentare
<https://www.itstechandfood.it/>

Contact Person

Prof Sebastiano Porretta, Director of SSICA & Professor of Product and Process Development Laboratory



FEDERATION

FEDERALIMENTARE - Italian Food and Drink Industry Federation



Federalimentare represents, protects and promotes the Italian Food and Beverages Industry, the second-highest-ranking Italian manufacturing sector that accounts for 8% of the national GDP, with an annual turnover of over 137 billion Euro. The Italian trade Associations for each food and drink sector are grouped together under Federalimentare, which represents almost 7,000 companies with more than 9 employees each, located throughout Italy.

Committed to working alongside the authorities in promoting a food model based on safety and quality requisites. It helps skilled entrepreneurs seize the best business opportunities in Italy and abroad, ensuring the core values of the Italian food culture are promoted worldwide whilst preventing imitations and counterfeiting.

Aware of the needs of food companies and promotes collective economic and social growth. It supports research and innovation, in keeping with tradition, by responding to market developments and new consumer needs.

<https://www.federalimentare.it>

Contact Person

Mr Nicola Calzolaro
 Mrs Maria Agnese Dau, Responsible for Nutrition policies



LITHUANIA

Gile, fermented acorn coffee

Fermented acorn coffee is an organic, innovative product with improved antioxidant properties.

Most people believe that coffee is made exclusively from coffee beans. But that's not true! One of the more traditional sources of organic coffee comes from an oak trees acorn. An innovative solution is brought to life by reviving forgotten Lithuanian traditions & pairing them with modern technological methods!

An innovative product has been developed by the Food Science & Technology Laboratory of KTU, utilising 3 different kinds of fermentation, we have been able to rediscover the benefits of acorn coffee, some of these benefits include anti-inflammatory, antimicrobial, antioxidant, anticancer and antidiabetic properties!

The sustainable & tightly controlled production method developed by our team, using the most advanced biotechnology solutions, adds a whole range of useful features.

The strength of the Lithuanian oak lies in the cup of your acorn coffee!

The taste, aroma & texture of this coffee is so deliciously moreish, that it will keep you coming back time & time again, as an added bonus, it is also completely caffeine free! So it's perfect for anyone at any time of the day.

Team members

Agnė Zembytė
Aistė Antanavičiūtė
Modesta Stuinaitė
Laura Prakopavičiūtė

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Kaunas University of Technology
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Contact Person

Dr Jonas Damasius, Supervisor Associate Professor



KTU is a leading Lithuanian university providing a wide range of studies and closely cooperating with business. The University provides studies of engineering, technologies, physical and social sciences, humanities and arts.

The research groups working at KTU contribute to global scientific knowledge by conducting cutting edge interdisciplinary research on the most important questions of the current time.

KTU Food Institute is a pioneer of functional food science and technology research and innovation in Lithuania.

<https://en.ktu.edu/>

Contact Person

Prof Eugenijus Valatka
Mrs Vaida Morkunaite, Business Development Specialist



Oat It

A tasty, sustainable & healthy alternative for quark: plant-based and allergen-free. Oat it, eat it!

Oat it, a plant based savory snack. We believe it is important to create delicious foods that are made from plants: we want to contribute to more options on the market of plant-based product. Our mission is to make tasty products that are good for the planet and healthy for you. We also believe it is important to satisfy your cravings with a lovely and nutritious snack. That is why we developed Oat it: a sustainable, healthy and of course delicious alternative for quark. Oat it is 100% plant-based and completely free from allergens, such as milk, soy, gluten and nuts... it is suitable for everyone! Oat it fits perfectly in an environmentally friendly lifestyle. Compared to cow's milk, which serves as the base of dairy quark, the raw materials of Oat it requires only little land use, water use, and greenhouse gas emissions. In addition, all the ingredients are sourced as locally as possible. Besides, Oat it is super nutritious: it has all the benefits that dairy quark has, it is low in fat in sugar and a nice source of protein. Furthermore, it has the advantages of oats, making it a perfect source of fibre. Together with the protein present in Oat it, this contributes to a good digestion and promotes feelings of satiety. And most importantly, Oat it is a tasty snack, with a thick and creamy texture and natural and slightly sour taste like quark. Oat it is a tasty and convenient alternative for quark that fits perfectly in a healthy diet and sustainable lifestyle.

Oat it, eat it.

Team members

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Contact Person

Alvara Garcia Fuentes



The Dutch agrifood sector is one of the economic sectors deemed by the Ministry of Economic Affairs to be a Top Sector. These sectors are the ones in which the Netherlands plays a leading role globally. Government, the business community and knowledge institutions work together within a top sector with a view to strengthen that sector internationally. TKI Agri&Food is part of the Top Sector Agri&Food and focusses on the development of new knowledge and innovations.

<https://topsectoragrifood.nl/>

Contact Person

Dr Kees de Gooijer, CEO
Mrs Marleen Scholte, Secretary



PORTUGAL

SALMAR

Salmon preserved in escabeche sauce
(olive oil, vinegar, onion and bell pepper) with glasswort.

Our product is eco-inovator as it consists of a never before seen preserved foodstuff made from by-products that are reintegrated into the food industry and inspired by a traditional Portuguese sauce.

Based on circular economy, the goal is the valorisation of by-products from the processing of salmon (head, nape and tail) that are usually disposed of or used in animal feed.

Seasoned with glasswort which is a healthy alternative to salt, its advantages go beyond its organoleptic properties, as it is diuretic, rich in vitamins and minerals, it stimulates the immune system, is an antioxidant, anti-inflammatory and has antitumoral and anti-diabetic characteristics, helping in the prevention of hypertension. Glasswort properties plus the high concentration of fatty acids omega 3, which are naturally present in salmon, make this product a foodstuff with a positive impact in our health.

The consumption of this food product has no need of further processing, but it can be incorporated into other culinary uses as to make a more robust meal. It can be consumed by vulnerable groups, including the elderly, children and immunocompromised people. Its durability is of 6 months at room temperature, which allows for an elongated period of commercialisation.



Team members

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Contact Person

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FEDERATION

Associação Integralar - Intervenção de
Excelência no sector agro-alimentar /
PortugalFoods



As a national cluster for the agrifood sector, PortugalFoods aims to promote the development and competitiveness of food companies, through the increase of their technological index and the promotion of their internationalization. PortugalFoods is a private non-profit association that brings together more than 170 members, including food industry companies, entities from the national scientific system (universities & institutes) and other members whose activity is related with the agrifood sector. By empowering food companies and connecting partners, PortugalFoods is a platform where its members establish win-win relationships with the final goal of producing and sharing knowledge to support innovation, competitiveness and internationalization.

<https://www.portugalfoods.org/en/>

Contact Person

Mr Amândio Santos
Mrs Deolinda Silva, Executive Director



ROMANIA

Hemp Mini-Meal

Perfect bites for brunch or a light lunch which contains vegetable spread and hemp biscuits.

Hemp Mini-Meal is crafted by talented scientists for a sustainable and better world. It's a new easy snack, healthy, delicious & refreshing. Perfect bites for brunch or a light lunch which contains vegetable spread and hemp biscuits.

The two products that form Hemp Mini-Meal, vegetable spread and hemp biscuits, contain hemp protein powder in optimum quantity and in combination with the other ingredients represent a rich source of proteins, fibers, omega – 3 and omega – 6 fatty acids and minerals such as iron, magnesium and phosphorus.

The product brings a radical innovation in the area of similar products due to its special ingredients and due to the hemp protein powder, which is a by-product resulted from hempseed oil extraction.

The product has been designed to meet consumers' demands who are engaged in intense workout activities, have a busy daily activity, those interested in healthy and modern lifestyle, veggio and environmentally friendly foods.

The product concept is based on several current trends such as: snacking; easy way to transport and consume; sustainable food; new tastes; new flavours; new textures; clean label, minimal carbon footprint together with a minimal and recyclable packaging.

Hemp Mini-Meal uses only local ingredients that are combined with skill and inspiration, so that everyone can indulge with confidence in what this product can offer!



Team members

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Contact Person

Mrs Eugenia Mihaela Pricop, Lecturer, PhD
Mrs Ionela Daniela Istrati, Associate Professor



FEDERATION

ASIAR – Romanian Association of Food Industry Professionals



Association of Food Industry Professionals from Romania, in education, research and production - A.S.I.A.R. Members are prominent participants in the field profile: 15 universities, 3 research institutes, 3 professional associations, 3 pre-university educational institutions, 9 companies, and 340 individuals. Association promotes correct principles in carrying out production and food security, healthy eating principles and consumers' education. A.S.I.A.R. collaborates with similar associations as a result of the direct involvement of its members in education, research, development, innovation and technology transfers. Association provides a coherent framework for collaboration with national and international authorities and legislative initiatives. It promotes scientific concepts in research and production by organizing and participating in conferences and events, courses and trainings, it develops a specialized publication. Our association supports fundamental research and technological innovations in universities and companies, provides consulting, expertise and testing of new products.

<https://asiarro.wixsite.com/asiar-ro>

Contact Person

Mr Petru Alexe
Mr Cristian Dima, Secretary of ASIAR





Jerky “SIBIRSKIE”

Uncooked air-dried meat appetizers superfine, enriched with essential trace elements in organic form.



Jerky “SIBIRSKIE” are balanced in amino acid and fatty acid composition, have a low cholesterol content. They are a source of biologically valuable proteins, vitamins of group B, E, PP, pantothenic, para-aminobenzoic, folic acids, choline and are focused on metabolic processes that are appropriate for people with increased physical activity that are in extreme situations.

The work was carried out on the basis OF Saratov state agrarian University. N. And. Vavilov in the framework of the grant of the Russian Science Foundation 19-76-10013 the Development and introduction of technologies of production and storage of environmentally friendly lamb, enriched with essential micronutrients.

Team members

Voronina Ekaterina Alexandrovna
 Paseka Bogdan Anatolyevich
 Aseev Mikhail Vyacheslavovich
 Dumcheva Anastasiia Alexeevna

University

Saratov State Vavilov Agrarian University
<http://en.sgau.ru/>

Contact Person

Prof Tatyana Giro, Professor





MOCaMELA

Pasta filata cheese with honey and molasses, with specific taste and appearance.

“CandyMoo” is a team of creative, skilled, energetic and well-connected people who have created something completely different from what you are used to – MOCaMELA – fresh pasta filata cheese of specific taste and appearance with honey and molasses.

Do you want to surprise your friends at lunch with something they have not tried yet? To have something sweet with a glass of wine? Or do you want to decorate your pastry? MOCaMELA is the right choice for you!

MOCaMELA is semi-hard cheese of yellow-gold color, aromatic and irresistible taste. What distinguishes this cheese from classic cheeses is its sweet note as well as the decorative marble look that we owe to molasses, the by-product of sugar production. Using high quality honey from ecological region (National Park Tara) as an ingredient and beeswax for cheese wrap, we would like to indirectly indicate the importance of bees for our world. By combining these ingredients, we obtained a product of good nutritive and extraordinary sensory properties with wide application.

Since molasses is a by-product in the sugar industry and is not widely used in the food industry, its addition to cheese is our way of promoting an innovative and environmentally friendly premium product that may be interesting to all generations. MOCaMELA cheese is especially intended for people belonging to GenX and Millennials who feel young at heart and open to try new tastes.

Team members

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University

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Contact Person

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FEDERATION

Serbian Association of Food Technologists



The Serbian Association of Food Technologists (SAFT) is a non-profit organization of food professionals established in 2009 in Belgrade. The SAFT mission is to create and maintain a strong link and interconnection between research institutions and food companies, researchers and food professionals, and to support and promote enabling environment for the innovations in the food sector. SAFT is an umbrella organization of the Serbian National Technology Platform “Food for Life” and the Serbian Regional Section of the European Hygienic Engineering and Design Group. SAFT was the organizer or co-organizer of several important international and national food events in Serbia, such as the 4th European Workshop on Food Engineering and Technology in May 2010 in Belgrade, the 6th CEFood Congress in May 2012 in Novi Sad, 2nd and 3rd International FoodTech Congresses in 2012 and 2016, respectively, in Novi Sad, II Symposium on Beer, Zrenjanin 2018, and the annual national ECOTROPHELIA competitions.

<http://www.upts.org.rs/>

Contact Person

Mr Viktor Nedovic, President of Serbian Association of Food Technologists



SLOVENIA

Kefya

Kefya is a new family of innovative organic kefir spreads with crunchy vegetables.

One of the main challenges of modern consumers is balancing between family, career and free-time. While lacking time for food preparation, more and more people are grasping the importance of quality nutrition. Kefya understands the modern consumer and enables him to enjoy a healthy and nutritious meal. With selection of raw ingredients and an innovative approach, we are opening a new segment of dairy products.

We created a new generation of kefir, a spread, derived from a traditional fermented beverage under Caucasus, with positive health benefits and general well-being. Our ingredients are organic and high quality. Kefya is made with hay milk, which is traditional form of milk production. By choosing hay milk, we utilize the natural resources of Slovenia.

Added vegetables in Kefya remain crunchy and fresh, and contribute to a healthy addition of fiber, vitamins, and minerals. Kefya gives an opportunity to have a quick, delicious and nutritious meal. It comes in 150 g packaging, needed refrigeration, and it can be used as a spread, dip, side dish or as a single meal anytime.

We are aware of the environmental issues we are facing with plastic accumulation. So our long term goal and vision is a compostable packaging for Kefya. As the development is still undergoing, we currently use plastic packaging with lower weight.

Team members

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<http://www.bf.uni-lj.si/en/deans-office/news/>

Contact Person

Mr Ales Kuhar, Associate Professor



FEDERATION

Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises



The CCIS - CAFE is an independent, voluntary, non-profit, interest group of legal entities, which carry out lucrative business activities in the agricultural or food sector or related activities on the market. The Chamber functions in a regional independent manner and, in view of the number of its members, it is a recognizable and prominent representative of the agricultural and food sector in Slovenia and abroad. The Chamber has around 200 members. CCIS-CAFE incorporates, represents and links the agricultural and food industry in respect to public authorities and European branch associations; it forms viewpoints and policies towards the social partners and other domestic and foreign associations, it promotes the development of the sector and knowledge flow, ideas and good Slovenian and European practices in the branch. It also provides professional help in the form of consulting and information.

https://www.gzs.si/zbornica_kmetijskih_in_zivilskih_podjetij

Contact Person

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Dr Petra Medved Djurašinović, Senior Consultant



SPAIN

Mr. Pinx

Mr. Pinx are edible sticks created to generate new sensory experiences from an eco-friendly approach.

Mr. Pinx consists of an edible corn flour stick, which has the characteristics of a typical wooden stick, but with the added value that it can be consumed. In this way a completely new product is obtained, using an element that has been always considered irrelevant.

Mr. Pinx offers the opportunity to reach two types of markets. On one hand, the sale to bars and restaurants, since in Spain every day a large number of toothpicks are consumed in "tapas" and "pinchos". On the other hand, there is a retail sale opportunity, the final consumer will be able to enjoy Mr. Pinx at home with their appetizers, this concept is closer to the rest of European countries.

Furthermore, this new experience contributes to global sustainability, ending with the generation of wood waste derived from the use of traditional sticks. Awareness of the origin of products and how they impact global environment has extended to the food industry. Deltapeo is part of the "green revolution" changing the methods of production and consumption of their products. Mr. Pinx wants to join the circular economy also in terms of packaging and that is why we have a recycled PET container which is 100% recyclable.

The consumer of Mr. Pinx is a person who seeks novelty in a daily and simple product, but also it is a person who bets for a more sustainable lifestyle.

Team members

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Contact Person

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FEDERATION

FIAB – Spanish Food and Drink Federation

FEDERACIÓN ESPAÑOLA DE INDUSTRIAS DE ALIMENTACIÓN Y BEBIDAS - FIAB



The Spanish Food and Drink Industry Federation (FIAB) was created in 1977 to represent - through one organization with a single voice - the Spanish food and drinks industry, the foremost industrial sector of the country and even international. At present, it encompasses 45 associations. Its main activity is informing the sector of developments that might affect their performance and representing their interests before different administrations and decision-making bodies at national, European and international level. FIAB was one of the first sectoral associations that joined the Spanish Confederation of Business Organizations (CEOE). It also belongs as a full member of the European Confederation of Food and Drink Industries (FoodDrinkEurope), business organization at European level.

<http://fiab.es/>

Contact Person

Mr Mauricio García De Quevedo
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RDI Department



UNITED KINGDOM

VENERGY Vegan Lemon and Lime Energy Sweets

Sports Nutrition Energy Product

Developed to provide endurance athletes with a vegan sustainable alternative to energy products.

The global sports nutrition market is growing rapidly however an in-depth analysis revealed opportunities to improve packaging and ingredient sustainability, and so VENERGY was born. VENERGY's vegan lemon and lime flavoured energy sweets are developed specifically to optimise the energy delivered to endurance athletes in an easy to consume format. Sustainability considerations are made in terms of ingredients, packaging and production. Carrageenan is used as a vegan sustainable alternative to gelatine and is extracted from a local seaweed, Irish Moss. Waste seaweed from the extraction, seaweed pulp, is used to produce biodegradable packaging for the sweets. The maltodextrin and glucose in the sweets are hydrolysed from starch extracted from potato skins, a waste stream from the potato crisp industry. Any waste potato from this extraction is fed into an anaerobic digestion tank to power VENERGY's production. VENERGY aims to provide a nutritional and convenient product to the consumer while ensuring sustainability.



Team members

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Contact Person

Dr Maria Jose Oruna-Concha, Lecturer in Food Chemistry

FEDERATION

Institute of Food Science and Technology (IFST)



Institute of Food Science & Technology (IFST) is the UK's leading professional body for those involved in all aspects of food science and technology.

We are an internationally respected independent membership body, supporting food professionals through knowledge sharing and professional recognition. The Institute's core aim is the advancement of food science and technology based on impartial science and knowledge sharing.

Our membership comprises individuals from a range of backgrounds, from students to experts, working across a wide range of disciplines within the sector.

<https://www.ifst.org/>

Contact Person

Mr Jon Poole
Mrs Kiu Sum, Education and Careers Coordinator

Campden BRI Group



Campden BRI is the world's largest independent membership-based organisation carrying out research and development for the food and drinks industry. Founded in 1919, it now supports over 2400 member companies in 82 countries worldwide associated with all aspects of primary production, manufacture, distribution and retailing and ranging from SMEs to very large global blue-chip companies. It is committed to providing industry with the research, technical, training and advisory services needed to ensure product safety and quality, process efficiency and product, packaging and process innovation. It works closely with industry to ensure the industrial relevance of everything it does. This includes a wide range of analysis and testing services and operational support underpinned by a vigorous programme of research and innovation and promoted through extensive knowledge management activities. Many of its activities are independently accredited and can be tailored to specific needs.

www.campdenbri.co.uk

Contact Person

Mr Steven Walker
Mr Bertrand Emond - Head of Membership & Training

FEEDtheMIND

Food-related European Education in the Digital era to Motivate Innovative New-product Development



Europe's Food and Drink Industry represents 4.57 million people employed throughout the EU, a turnover of €1.1 trillion and €230 billion in added value, which makes it the largest manufacturing industry in the EU. There is a strong innovation dynamic in this sector to answer consumer's expectations, which has been leading to the development of R&D departments and to the increase in agri-food start-ups European-wide. Although students demonstrate will for the development of innovative food products, as demonstrated by the national and European ECOTROPHELIA competitions, it seems that it is not enough for them to launch their products on the market. European students in food-related courses, i.e. the future professionals of the sector, show skills gaps when it comes to areas such as project management, entrepreneurial mind-set, communication, marketing, finances and business plan, because the HEIs' curriculum is, in most cases, focused on food sciences and process. These skills gaps limit their potential to create their own company and even to better succeed in the professional world.

In this context, FEEDtheMIND project intends to demonstrate that the European food education requires a systemic, interdisciplinary approach based on a food innovation education of excellence and a project-based approach.

For a duration of three years, this project has the following objectives:

- adapt, test and implement a digital pedagogical platform focusing on the development of an innovative food product;
- facilitate the exchange of pedagogical methods between the different European HEIs partner organisations;
- contribute to the rethink of the curriculum design by enabling HEIs to provide online courses.

Ultimately, this project aims to foster entrepreneurship among students attending food-related degrees.

Within the framework of this project, various contents and tools are going to be developed, namely:

- a digital pedagogical platform that will allow the students to acquire transversal skills and competences by following their individual path;
- case studies on new pedagogical approaches and the acquisition of new competences;
- a list of perceived skills and knowledge underdeveloped and considered necessary both for the higher education and the labour market;
- innovative food products, supported by the FEEDtheMIND multidisciplinary digital learning tool, by transnational teams, through a mobility activity and/or virtually;
- a good practices guideline that would be the foundation for new and innovative pedagogies and, ideally, the adaptation of the curriculum.

In the long term, this project will have an impact at three different levels:

- 1) at an individual level (the students), by proposing a pedagogical approach that delivers knowledge and transversal competences, promotes an entrepreneurial mind-set and creative thinking;
- 2) at an organisational level, by training professors/researchers and staff and consequently improving the quality of education, and by strengthening the cooperation and network between leader HEIs in five different countries;
- 3) at a system level, by contributing to a more innovative food sector through the training of the future professionals of this sector and the connection between HEIs and the industry.

Thus, FEEDtheMIND targets three groups of participants:

- 1) higher education students that will directly benefit from the digital pedagogical platform developed to tackle their skills gap and to promote their creativity and entrepreneurship;
- 2) higher education professors/researchers/pedagogical staff that will benefit from the exchange of good practices and the innovative pedagogical methods;
- 3) professionals from the food sector that will share their expectations regarding the industry's future professionals.



EEIG ECOTROPHELIA EUROPE

Bringing together the food industry through innovation and entrepreneurship

EEIG ECOTROPHELIA EUROPE is a European Economic Interest Grouping that aims to unite stakeholders from different Member States together around a common objective and brings together food industry actors from seven European countries to promote innovation and entrepreneurship in the European food industry through implementing and developing innovative programmes.

In particular, the EEIG, with the assistance of its members, aims to:

- Promote cooperation and exchanges between SMEs and universities, research institutes, public and private bodies involved in food innovation,
- Define policies, organise the European ECOTROPHELIA Europe competition and promote participation in the Competition and its results,
- Promote excellent education programmes linked to food innovation,
- Increase awareness and spreading information, particularly to students and young entrepreneurs.

It is in this context that ECOTROPHELIA carried by the EEIG has become a Food Innovation Laboratory.

EEIG Members

The members of the EEIG are trade unions from seven European countries representing the interests of national food companies, the European Union food industries:

- ANIA - France
- FEVIA - Belgium
- FIAB - Spain
- SEVT - Greece
- CCIS-CAFE - Slovenia
- FII - Iceland
- LVA - Austria
- FoodDrinkEurope

Réunir les acteurs de l'alimentation autour de l'innovation et promouvoir l'entreprenariat

Le GEIE ECOTROPHELIA EUROPE est un Groupement européen d'Intérêt Economique qui vise à fédérer les parties prenantes de différents Etats membres autour d'un objectif commun et rassemble des acteurs de l'industrie alimentaire de 7 pays européens dans le but de promouvoir l'innovation et l'entreprenariat dans l'industrie alimentaire européenne à travers la mise en œuvre et développement de programmes innovants.

En particulier, le GEIE vise, avec l'aide de ses membres, à :

- Promouvoir la coopération et les échanges entre les PME avec les universités, les instituts de recherche, les organismes publics et privés impliqués dans l'innovation alimentaire,
- Définir les politiques, organiser la compétition européenne ECOTROPHELIA Europe et promouvoir la participation au Concours et ses résultats,
- Promouvoir des pédagogies d'excellence liées à l'innovation alimentaire,
- Accroître la sensibilisation et la diffusion de l'information, en particulier auprès des étudiants et des jeunes entrepreneurs.

C'est dans ce contexte qu'ECOTROPHELIA porté par le GEIE est devenu le Laboratoire de l'innovation alimentaire européen.





Nestlé is the world's largest food and beverage company. It is present in 189 countries around the world, and its 328,000 employees are committed to Nestlé's purpose of enhancing quality of life and contributing to a healthier future. Nestlé offers a wide portfolio of products and services for people and their pets throughout their lives. Its more than 2000 brands range from global icons like Nescafé or Nespresso to local favourites like Ninho. Company performance is driven by its Nutrition, Health and Wellness strategy. Nestlé is based in the Swiss town of Vevey where it was founded more than 150 years ago.

At the heart of the Nestlé research and development network lies the Nestlé Research Center (NRC), based in Lausanne, Switzerland. Its core purpose is to provide the scientific knowledge and research base needed to drive product innovation and renovation.

The NRC is home to a staff of about 600 people, including more than 250 PhD scientists of about 50 nationalities, with a diverse range of competencies. The expertise of NRC scientists is complemented by a wide reaching network of external partners such as universities, private research institutes, hospitals and start-up companies.

Nestlé has the world's largest private food and nutrition R&D organization, involving about 4,200 people on 23 sites around the world.

Find out more: www.nestle.com

Nestlé est la plus grande entreprise mondiale dans le secteur "alimentation et boissons". Nestlé est présente dans 189 pays et ses 328,000 employés sont engagés à soutenir l'objectif de Nestlé d'améliorer la qualité de la vie et contribuer à un avenir plus sain. Nestlé offre un large éventail de produits et de services pour les personnes et leurs animaux de compagnie tout au long de leur vie. Avec plus de 2000 marques dont des icônes mondiales comme Nescafé ou Nespresso aux favoris locaux comme Ninho, la performance de l'entreprise repose sur sa stratégie Nutrition, Santé et Bien-être. Nestlé est basée dans la ville suisse de Vevey où elle a été fondée il y a plus de 150 ans.

Au coeur du réseau de recherche Nestlé se trouve le Centre de Recherche Nestlé (CRN), basé à Lausanne. Son but fondamental est de fournir les connaissances scientifiques et la base de recherche nécessaires pour stimuler l'innovation et la rénovation des produits.

Le CRN héberge une équipe de 600 personnes, avec plus de 250 chercheurs de 50 nationalités différentes, représentant un large éventail de compétences scientifiques. L'expertise des chercheurs du CRN est complétée par un réseau de grande portée de partenaires extérieurs tels les universités, les instituts de recherche privés, les hôpitaux, et les start-ups.

Nestlé a la plus grande organisation privée de R&D dans le secteur de l'alimentation et de la nutrition, regroupant environ 4 200 personnes sur 23 sites répartis dans le monde.

En savoir plus: www.nestle.com



The food and drink industry is particularly dynamic and continues to present challenges, particularly those related to innovation and sustainability. To ensure the industry continues to grow and meet these challenges both now and in the future, it is essential to attract creative, intelligent, gifted students.

ECOTROPHELIA encourages the brightest students to consider a career in the food and drink sector and gives them a unique opportunity to participate in a 'real-life' food innovation and development process and gain key practical skills that you just couldn't get from a text book.

As the world's largest independent membership-based organisation carrying out research and development for the global food and drinks industry, we are committed to supporting young and emerging talent in the food and drink industry and are proud to support ECOTROPHELIA.

L'industrie agroalimentaire est particulièrement dynamique et continue de présenter des défis, en particulier ceux liés à l'innovation et au développement durable. Pour s'assurer que l'industrie continue de croître et puisse répondre à ces défis - présents et futurs - il est essentiel d'attirer les étudiants doués, intelligents et créatifs.

ECOTROPHELIA encourage les étudiants les plus brillants à opter pour une carrière dans l'industrie agroalimentaire et leur donne une opportunité unique d'acquérir des compétences clés en participant à cet exercice pratique de création d'entreprise et de développement de produit éco-innovant.

Campden BRI - le plus grand centre technique et de recherche indépendant pour l'industrie agroalimentaire à l'échelle mondiale - s'engage à soutenir les jeunes et nouveaux talents dans le secteur alimentaire et nous sommes fiers de soutenir ECOTROPHELIA.

Bertrand Emond

Head of Membership & Training, Campden BRI





MINISTRY OF AGRICULTURE AND FOOD

MINISTÈRE DE L'AGRICULTURE ET DE L'ALIMENTATION

The main missions of the Ministry of Agriculture and Food are:

- sustainable development of agricultural, food, forestry, fisheries and aquaculture sectors,
- food quality and safety, animal and plant health,
- agricultural education and research.

The public policies implemented by the Ministry of Agriculture and Food are intended

- to encourage new production and processing models in the agriculture, agri-food, forest / wood industry, agro-industry, fisheries and aquaculture sectors, in an economic, environmental and social triple logic performance;
- improve the competitiveness of agricultural and agri-food production and support exports;
- to ensure food safety, animal and plant health, animal welfare;
- to develop a quality diet, accessible to all, within the framework of the national food program;
- to promote the educational, professional and social integration of young people and adults through agricultural education of excellence implanted in our territories.

It is quite natural that the Ministry of Agriculture and Food has been a partner of ECOTROPHELIA France and ECOTROPHELIA Europe since the beginning.

In the context of the General States of Food, which took place at the end of 2017, aimed in particular at meeting the expectations and needs of consumers, and promoting consumption choices that promote healthy, safe and sustainable food, the renewal of support for these two important student competitions, a real showcase of diversity and food creativity, makes perfect sense.

The fight against food waste is a major issue and one of the axes of the National Food Program. The government has an ambitious goal of halving food losses and waste by 2025. The commitment of all actors in the food chain come under the framework of the National Pact for the fight against food waste from 2013 and it was renewed. Innovation is one of the priorities of this Pact.

Les principales missions du Ministère de l'Agriculture et de l'Alimentation sont :

- le développement durable des filières agricoles, alimentaires, forestières, de la pêche et de l'aquaculture,
- la qualité et la sécurité de l'alimentation, la santé animale et végétale,
- l'enseignement et la recherche agricoles.

Les politiques publiques mises en œuvre par le MAA ont vocation (i) à encourager de nouveaux modèles de production et de transformation dans les secteurs de l'agriculture, de l'agroalimentaire, de la forêt/industrie du bois, de l'agro-industrie, de la pêche et de l'aquaculture, dans une logique de triple performance économique, environnementale et sociale, (ii) à améliorer la compétitivité des productions agricoles et agroalimentaires et à soutenir les exportations, (iii) à assurer la sécurité sanitaire des aliments, la santé animale et végétale, le bien-être animal, (iv) à développer une alimentation de qualité, accessible à tous, s'inscrivant dans le cadre du Programme national pour l'alimentation, (v) à favoriser l'insertion scolaire, professionnelle et sociale des jeunes et des adultes grâce à un enseignement agricole d'excellence implanté sur nos territoires.

Le MAA, partenaire d'ECOTROPHELIA France et ECOTROPHELIA Europe depuis l'origine. Dans le contexte des États généraux de l'alimentation qui se sont déroulés fin 2017 et visaient notamment à répondre davantage aux attentes et aux besoins des consommateurs et à promouvoir les choix de consommation privilégiant une alimentation saine, sûre et durable, le renouvellement de ce soutien à ces deux importants concours étudiants, véritable vitrine de la diversité et de la créativité alimentaire prend tout son sens.

La lutte contre le gaspillage alimentaire est un enjeu majeur et l'une des 4 priorités du Programme National pour l'Alimentation (PNA). Le gouvernement s'est doté d'un objectif ambitieux de réduction de moitié des pertes et gaspillages à l'horizon 2025. Les engagements de l'ensemble des acteurs de la chaîne alimentaire se déclinent dans le cadre d'un Pacte national de lutte contre le gaspillage alimentaire qui a vu le jour en 2013 et a été renouvelé en 2017. L'innovation est un des axes prioritaires de ce Pacte.

Didier Guillaume

Minister of Agriculture and Food



VAUCLUSE COUNCIL

CONSEIL DÉPARTEMENTAL DE VAUCLUSE

When the technology of food innovation integrates the fight against food waste, it is the scientific creation of food and the sustainable development that unite their skills and know-how to give birth to eco-innovation at the service of the future of our planet!

Concerned to develop an environmental policy on its territory and offer it a privileged place at the heart of sustainable strategic decisions, the Vaucluse Council congratulates such an initiative; the students of the ECOTROPHELIA Europe contest, meanwhile, proudly contest the trophies.

Encouraging the creation, implementation and development of new food products are the challenges that are brought with talent and ingenuity by the student teams.

Land of flavours, Vaucluse is at the forefront of the agricultural and the agri-food sectors that will constitute the responsible commitment of our consumption patterns of tomorrow. Thus, the Council, convinced to see research and innovation promote our territory Vauclusien, supports financially, with determination, these ever-changing sectors.

By a commercial and scientific approach at the same time, these young candidates conceive with their hands, the foundations of the answers to the food challenges of tomorrow. That their talent and creativity, incubators of ideas vis-à-vis of the corporate world, be fully rewarded.

I wish that this ceremony of Student Awards of Food Innovation brings great success. Excellent edition 2019 to all!

Quand la technologie de l'innovation alimentaire intègre la lutte contre le gaspillage alimentaire, ce sont la création scientifique alimentaire et le développement durable qui unissent leurs compétences et leur savoir-faire pour fonder l'éco-innovation au service de l'Avenir de notre planète !

Soucieux de développer la politique environnementale sur son territoire et de lui offrir une place privilégiée au cœur des décisions stratégiques durables, le Conseil départemental de Vaucluse se félicite d'une telle initiative ; les étudiants du concours ECOTROPHELIA Europe, quant à eux, briguent fièrement la remise des Trophées.

Encourager la création, la mise en œuvre et le développement de produits alimentaires nouveaux, tels sont les défis portés avec talent et ingéniosité par les équipes étudiantes.

Terre de saveurs, le Vaucluse est en première ligne des filières agricoles et agroalimentaires qui constitueront l'engagement responsable de nos modes de consommations de demain. Ainsi, le Conseil départemental, convaincu de voir la recherche et l'innovation promouvoir notre territoire vauclusien, apporte avec détermination un appui financier à ces filières en pleine mutation.

Par une approche commerciale et scientifique à la fois, ces jeunes candidats conçoivent ainsi avec leurs mains, les fondations des réponses aux enjeux alimentaires de demain. Que leur talent et leur créativité, incubateurs d'idées vis-à-vis du monde des entreprises, soient pleinement récompensés.

Je souhaite que cette cérémonie des Trophées Etudiants de l'Innovation Alimentaire remporte un franc succès. Excellente édition 2019 à toutes et à tous !

Maurice Chabert

President of the Department of Vaucluse





Sopexa, The International Communication Agency 100% dedicated to Food, Drink & Lifestyle

Sopexa believes that innovation, including marketing, is an essential factor for success and differentiation. Through its partnership with ECOTROPHELIA and the creation of the “Marketing and Communication” Award, Sopexa supports the creativity and audacity of young talents.

With 60 years of experience in food & drink communication, Sopexa continues to evolve to be able to anticipate innovations, understand trends and co-develop with its clients striking and creative strategies. Sopexa is a communication agency, present in 24 countries that can support brands and collectives in their communication and promotion around the world. Beyond the strategic planning, Sopexa implements a global trend watch enriched by studies conducted by its Market Intelligence team. Experts who feed the teams in charge of the actions of Influence, Branding or even Shopper Marketing.

Sopexa, l'agence de communication internationale 100% Food, Drink & Lifestyle

Sopexa est convaincue que l'innovation, y compris en termes marketing, est un facteur essentiel de réussite et de différenciation. A travers son partenariat avec ECOTROPHELIA et la création du prix “Marketing et communication”, Sopexa soutient la créativité et l'audace des jeunes talents.

Avec ses 60 ans d'expérience en communication food & drink Sopexa continue à évoluer pour pouvoir anticiper les innovations, comprendre les tendances et co-élaborer avec ses clients des stratégies percutantes & créatives.

Sopexa, c'est 1 agence de communication, présente dans 24 pays pouvant accompagner marques et collectives dans leur communication et promotion dans le monde entier. Au-delà du planning stratégique Sopexa met en place une veille globale enrichie d'études menées par son équipe Market Intelligence. Des experts qui nourrissent les équipes en charge des actions d'Influence, de Branding ou encore de Shopper Marketing.



100 years of Anuga - the world's largest food trade fair on the pulse of time

Ten trade shows under one roof on space spanning 284,000 square meters, numerous trends, innovations and future themes: The stage opens again for Anuga in Cologne from 5 to 9 October 2019. With around 7,500 exhibitors and more than 165,000 trade visitors from the trade and out-of-home market, Anuga is the central and leading international hub as well as a trendsetter and source of inspiration for the global food and beverage industry.

This year's highlight is the 100th anniversary – reason enough to look back on the eventful history, but above all to take a look at current and future developments. With the new Boulevard of Inspiration, covering special exhibitions such as Anuga Trend Zone, Anuga taste Innovation and Anuga Horizon 20150, Anuga has picked up on issues and challenges the industry has to face. The Anuga Trend Zone is the central lecture stage that presents the latest and illuminating analyses on the developments in the food and beverage industry. The most important new products of Anuga are presented in the Anuga taste Innovation Show special event. At the new Anuga Horizon 2050, the trade visitors can inform themselves about the visions and solutions for the next 30 years and also engage in an active exchange with industry pioneers, start-ups and experts. It deals with issues such as how new technologies are being implemented, and what is needed to ensure lasting transparency and safety in the food chain. Topics such as convenience, sustainability, waste reduction and reformulation will play an important role. Thus, Anuga is offering a new hot spot for food and beverages trends, innovations and future developments, which should not be missed when visiting Anuga.

“Taste the Future” and discover an exciting mix of new products, trends and high-quality congresses and special shows on current and future-oriented topics at Anuga 2019. With festive anniversary regards,

Lorenz Alexander Rau
Director Anuga





ECOTROPHELIA
EUROPE

LIVE

THE FOOD INNOVATION LABORATORY

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BNF-ISBN 2266-4416
Publication Director : Dominique Ladeveze
Graphic creation : La Vache Noire Sud
Pictures : ACM Studio Delestrade



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