ECOTROPEHLIA
EUROPE 2018

• National Competitions
• ECOTROPEHLIA Europe Jury
• 17 Competing Countries
• Partners

October
2018
02
Think back!

Three years ago, in 2015, the World Expo Milan put the global spotlight on food issues around the theme: «Feeding the Planet Energy for Life». So it’s not coincidence if the magazine you have in your hands is called «Live».

30 million visitors, from Pavilion to Pavilion, were asked a vital question, common to all inhabitants on our Earth: «How can we eat well?» Behind this question the ultimate goal arose: ensuring humanity’s survival by preparing a better world for future generations... food being one of the essential elements of the response. 145 countries participated in this reflection, which none denies or questions today. This Universal Expo thus indicated the direction to be taken on the food path for today and tomorrow. Whatever their position on the globe, whether in France, China or Nigeria, all food companies face the same test: the challenge of innovation. As the leading industrial sector in France and Europe, the entire food sector is mobilised to take up this challenge.

There is no alternative.

Innovation to continue creating value in mature markets, such as those in our continent. Innovation to position oneself in developing markets in order to find growth drivers. The ability to innovate in an international environment is no longer an option but an obligation!

Innovating in several dimensions: technology, processes, services, products or ingredients... with a non-negotiable watchword... quality!

In its 19 years of existence, ECOTROPHELIA has become indispensable. This brand is a prodigious platform of innovation and inspiration for the food industry. It allows us to capitalize on the limitless creativity and energy of our brightest and most enterprise students, supported by the best Universities and «Grandes Ecoles» of France. The France and Europe competitions are a major catalyst:

• offering students full-scale learning and training, by confronting them with real situations, the rules and laws of an uncompromising market in a state of perpetual evolution.

• developing a culture of curriculum innovation, by making changes on teaching methods, particularly through project-based learning, in direct contact with professionals of the sector.

A real ideas incubator for the food industry, it is an age-group marker on the consumption trends of the millennial generation.

Beyond the scope of the competition, ECOTROPHELIA is now recognised as an innovation laboratory. It has been designed thanks to a network of university and academic institutions around national pilot programmes within the framework of the Investment Plan for the Future:

• IDEFI (Initiative for Excellence in Innovative Training)
• HILL, Hybrid Innovative Learning Lab (New University Courses), and European ERASMUS+ Programmes with FOODLAB and FOOD FOR GROWTH.

The concept is also based on the implementation of an open innovation platform for companies, the «INNOV’IN FOOD».

Finally, SIAL PARIS 2018, the world’s largest food exhibition, has entrusted ECOTROPHELIA network with the organisation of a new space, Rising Start-ups, dedicated to emerging startups, the companies of the future. ECOTROPHELIA must constantly undertake challenges, reinvent itself and therefore: innovate!

We need continuous improvement to better anticipate business needs and meet consumer expectations. At SIAL 2018, ECOTROPHELIA EUROPE celebrates its 10th anniversary and welcomes Lithuania: 17 nations in competition for the Champion’s League of Food Innovation! This second issue of LIVE magazine, the Food Innovation Laboratory, invites you to discover the trends led by this network of Universities and Grandes Ecoles.

Dominique LADÈVEZE
Director of ECOTROPHELIA
More than 28% of the innovations launched in Europe in 2017 have a health claim, most often by highlighting the natural or vegetable character of the ingredients.

At a time when food traceability is a priority in Europe, blockchain technology is emerging as a solution to restore confidence between all producers and consumers.

In Europe, the decline in meat and ready-made meals consumption affects almost all countries, while consumers everywhere are tending to increase their consumption of fish and vegetables.

Price, taste and quality are the most important selection criteria for consumers in European countries.

Consumer confidence in the quality of food products is the lowest in Russia, Poland and France.

We talk about it a lot but only 4% of consumers in the world regularly eat products with insects as ingredient and 82% do not want to try it.

Internet and food? It is above all the search for online recipes that is the most rooted practice in consumer habits.

In France, 12.5% of agricultural employment is in organic farming.

Organic occupies more than 6.2% of Europe’s useful agricultural area (UAA).

In 2016, France was in first place with 10600 organic product processors, ahead of Germany (9496) and Italy (7581). 60% of the EU’s organic processors were located in these three countries.

In 2021, the commercial surface of discounters should exceed the one of hypermarkets in Europe.

Fermentation, historical basis of Korean cuisine is inspiring Western operators with many beneficial innovations for the intestinal microbiota.

In Europe we are witnessing a return to taste as the value of pleasure. A taste that we want powerful and intense but brought naturally (infusion, maturation, fermentation...).
Because the organic offer is becoming more mainstream in Europe, we are witnessing a movement towards enhancement and sophistication with innovations that are more «consistent» with the original organic spirit: local, animal welfare, fair producer price, etc.

On 28 May 2018, the European Commission announced the forthcoming ban on plastic cotton buds, cutlery, plates, straws, to sticks for drinks, stirrers and rods for plastic balloons.

Superfoods (fruits, vegetables, seeds, microalgae,...) play a very important role in the composition of healthy products throughout the world.

Home cooking is growing in Europe because it is cheaper, safer and nowadays a source of pleasure. The consumer is waiting for enabling products beyond raw or ready-to-eat products.

Cockroach «milk» would be the most nutritious food in the world, 3 times richer in protein than animal milk that comes from secretions created by the female animal when feeding its children.

50% of the products that will be on the shelves in 5 years do not yet exist.

The veggie offer is multiplying in the dairy and fresh made meals shelves, with an increasingly «indulgent» speech beyond the induced health benefits.

On 28 May 2018, the European Commission announced the forthcoming ban on plastic cotton buds, cutlery, plates, straws, to sticks for drinks, stirrers and rods for plastic balloons.

Indonesia is committed to reducing its plastic waste by 70% by 2030.

Cooking at home is becoming more and more popular and the «batch cooking» method is becoming more and more popular in households. It involves taking time during the week to prepare a variety of foods in large quantities that can be stored, combined and accommodated for the rest of the week.

Reducing packaging is a major ecological concern in Europe.

Moringa is an ingredient to keep an eye on. It is an exceptional superfood rich in vitamins A, C and E, minerals, good fatty acids and amino acids. Its leaves are increasingly used in Asia as a food ingredient.

Non-alcoholic beverages remained the most innovative category in the world in 2017.

The veggie offer is multiplying in the dairy and fresh made meals shelves, with an increasingly «indulgent» speech beyond the induced health benefits.

The «Plastic Attack» movement born in Great Britain seeks to raise awareness of the problem of overwrapping and fight against single-use plastics by removing plasticized packaging from consumer’s purchases.

The gastronomy would be one of the factors of the disappearance of tarantulas in Cambodia.

French people spend twice as much time at the table as American people. According to an OECD study, French people spend an average of 2h03 at the table per day compared to 1h02 for American people.

An oyster farmer sells oysters flavoured with shallot, ginger, lemon, raspberry thanks to a refining process in sea water basin to which are added natural flavours.

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Sources:
Innovation: the DNA of the food industry

A full meal you can drink...edible water... a talking oven... now nothing seems impossible when it comes to nutrition. Ever since the world became the world, humankind has innovated. But the modern-day diet suggests that tomorrow’s food will be nothing like the one our grandparents ate. They would certainly have described the emergence of veganism as “science fiction,” for example... and did the term even exist? In the context of the first advances brought about by digital or new technologies, now nothing seems beyond our reach. Food innovation is about the product, but it’s more than that now. Innovation is multidimensional. It’s about distribution, packaging, communication, manufacturing methods, the services that go alongside it, the objects used in its preparation... without overlooking the health ramifications, environmental impact, the fight against waste...

Food, in all its forms, evolves constantly, rapidly and without limitations. There is no turning back. Some terms are indispensable: transparency, traceability, well-being, enjoyment, quality, naturalness, manufacturing processes, supply chains, organic... Food innovation must now focus on ethical values.

What role does innovation play in the agri-food industry?

It plays a vital and essential role. It should be noted that 50% of the products that will be proposed in five years have yet to be created. So what’s on the shelves today didn’t exist five years ago. You will understand that it is therefore vital for manufacturers to innovate constantly.

How do you explain the strong need for renewal in this sector?

The consumer is conservative when it comes to food. But we need to be careful, because habits kill the pleasure of food, and pleasure is what consumers seek in the first place before safety and health. So, consumers are very attached to their habits but do not reject change in their pursuit of pleasure.

Is there a limit to innovation?

No, there is not! France is undoubtedly the country where we innovate the most with food. VSEs and SMEs represent 98% of the French food industry, so in order to resist large corporations they must innovate.

So many new developments must mean many products disappearing too, no?

Indeed. Innovation is an extreme sport! There are about 3,000 new product launches every year. More than 50% of these 3,000 new products disappear before the end of their first year on the market. There are too many failures in food innovation in France.

What are the reasons for this?

Paradoxically, we do observe quality and development: the Achilles heel of these new products is marketing. In France, marketing is the poor cousin of innovation. Good innovations are unsustainable because they are based on poor marketing.

What are the sources of innovation?

There are multiple sources. They can start from a company’s know-how. They sometimes stem from observations abroad and adaptation to the French market. They also come from the formidable force that is students. Their vision is interesting because they are also the consumers of tomorrow. They aren’t held back either. As a result, their imagination has no barriers, unlike some large corporations.*

Are there any specifics in terms of food innovation?

In the food sector, globalization does not create standardization, unlike in others such as perfumes or iPhones, which are the same from Paris to Tokyo. This means that each country has its own habits. Therefore, in innovation, you really have to adapt your product to the market it is aiming at. You must think about who you want to reach and no one else! Consumers in a Scandinavian country do not expect the same food as the French. Consumers in Northern France are not the same as in the South. So we must not start with the product, the knowledge, the recipe. The first dimension to take into account is the target, the consumer. And you can’t get that wrong.

What should be the main concern of those who innovate?

Innovation is a new benefit for the consumer and the consumer must see it as such. Before, good value for money was predominant. From now on, quality is considered a given, a minimum. No one will accept a drop in quality for a lower price. Today, good value for money is the benchmark. Excellent innovations disappear because they offer nothing more than existing products.

Is innovation just creating new products?

No. Since consumer habits change very quickly, a new product must be able to change the year it is launched. One must never relax regarding visual, practical or taste-related aspects of the product. This is why we constantly see changes to packaging, recipes... Major brands have been there for fifty years because they have been able to adapt to changes. That, too, is innovation.
What are the challenges of the future? Food processing to move towards healthier and higher quality products. The achievements of the last 70 years in terms of nutritional, sensory and food safety quality should not be taken for granted. They remain vulnerable to changes in production and processing methods. In particular, the importance of the concepts of value and environmental sustainability will increase, which implies meaningful actions on the supply of raw materials and a commitment to action on all aspects of quality. It is a question of developing healthier products (nutrition), which increase environmental performance (eco-design aspects and innovation), offer more services (functional aspects and economic sustainability) and carry more meaning (environmental sustainability factors, values and image).
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 and 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.

We are helping industry to meet these challenges. One of the biggest changes the food and drink sector has undergone over the last twenty years is handling the changes in manufacturing. A few decades ago, food and drink production involved fewer and simpler processes, but the growth of large-scale facilities, consolidation and globalisation mean there are now many other factors to be considered. These include supply chain management, product testing and development, technological advances and compliance with legislation and food safety and ethical standards. Food technologists must be able to work with multiple ingredients, which are also constantly changing, and know their characteristics, limitations and benefits to develop the desired end product. Those with more experience may find this easier than the new generation which has learned much of the theory but not yet applied it. Similarly, food safety management systems and legislation continue to evolve, taking almost all of these developments and understanding how they relate to a food manufacturer (and its suppliers and customers) is absolutely vital. We are particularly active in the areas of reformulation of existing products: removing or restricting salt, fat, sugar, adding fibres and plant-based proteins as well as ensuring clean labels and/or free-from claims.

What industry challenges are you currently working on, helping to solve?

Campden BRI supports the food and drink industry from farm to fork by offering services in analysis and testing (microbiology, chemistry, sensory, physical characterisation), process support (recipe, ingredient, process advice, process validation, trouble shooting, research and innovation (exploring the feasibility of new ingredients and new ways of processing and worldwide transfer training for food and drink industry). The food industry has changed dramatically over the last twenty years. It is driven by an increased pressure for better food safety measures, quality improvements, changing regulatory requirements including food provenance, new emerging technologies and processes and consumers’ growing appetite for product innovations. We are helping industry to meet these challenges. One of the biggest changes is handling the changes in manufacturing. A few decades ago, food and drink production involved fewer and simpler processes, but the growth of large-scale facilities, consolidation and globalisation mean there are now many other factors to be considered. These include supply chain management, product testing and development, technological advances and compliance with legislation and food safety and ethical standards. Food technologists must be able to work with multiple ingredients, which are also constantly changing, and know their characteristics, limitations and benefits to develop the desired end product. Those with more experience may find this easier than the new generation which has learned much of the theory but not yet applied it. Similarly, food safety management systems and legislation continue to evolve, taking almost all of these developments and understanding how they relate to a food manufacturer (and its suppliers and customers) is absolutely vital. We are particularly active in the areas of reformulation of existing products: removing or restricting salt, fat, sugar, adding fibres and plant-based proteins as well as ensuring clean labels and/or free-from claims.

How do you work with Academia and the University sector?

Campden BRI, in its capacity as an Innovation, Research & Technology Organisation (IRTO), plays a very important role at the interface between Academia/Universities and the Industry. Campden BRI works closely with a wide range of universities and academic institutions to find applications for some of the new ideas and fundamental research outputs and develop industry-ready technology and application solutions. We also work the other way by identifying specific needs from the industry which require underpinning research which is then carried out in universities.

What is innovation for you and what role do you play in that space?

Food development – ‘product development’, ‘product innovation’ – whatever you call it, developing new successful products is essential for food and drink companies to grow and thrive. In many companies more than half of revenue comes from products that were not in the product line five years earlier, so it’s important that ‘NPD’ is done right. The food industry is highly competitive, so innovation and speed to market are crucial. Companies that can respond to changing consumer demands and get the right products to market more quickly are more likely to outperform their competitors. We use an approach to fast track product development and reduce risk, and so increase the chances of a successful launch. It has a phase-gate approach to support each step of the innovation journey – from idea generation, concept testing, and de-mystifying the regulations, to developing samples for consumer research, validating shelf life, getting the packaging right, scale-up and consumer testing. We are also excited to be part of a growing number of projects involving open eco-innovation as well as quantum leap/breakthrough innovation as opposed to just ‘development’.

THE FOOD INNOVATION PLANET

THE FOOD INNOVATION LABORATORY
Do you work with start-ups? What role do you have with these businesses?

We recently held an extensive consultation with our members about what industry needs from innovation in science and technology over the next three years. The consultation spanned our pilot plants and associated testing laboratories are very useful to try out different formulations, processing parameters and packaging options and to produce enough samples to carry out market research and shelf life testing.

We also deal with companies who have come up with a new packaging concept or a new piece of equipment, a new chemical or ingredient. Our role is usually to validate or not the claims they are making about their products or help them find commercial applications.

What are the key challenges/issues for the industry over the next 10 years?

Long-standing needs that were common to different parts of the supply chain, included:

• 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

What advice would you give to new professionals in the food industry to ensure they have a great career?

We are currently involved with a dozen start-ups. Most of them have a fantastic food and drink product idea, but need our technical support to make sure that their product is safe and legal and can be manufactured at scale in a cost-effective way.

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You manage ECOTROPHELIA UK since the start; what are your thoughts on this initiative?

By 2020, it’s predicted the UK food and drink industry will need more than 170,000 new employees to meet demand and replace retiring workers. With potentially so many vacancies in an industry worth £90 billion, it’s essential that we raise awareness about careers in food to attract the next generation of talent. Despite being one of the most innovative sectors in the UK, the food industry has struggled with an image problem and this has left it lagging behind in the bid to attract the best talent. Sometimes the food and drink industry gets overlooked either because of a lack of awareness or because it isn’t considered an industry of choice.

Long-standing needs that were common to different parts of the supply chain, included:

• Cyber-security – managing the benefits and risks of the ‘connected world’ (e.g. Internet of Things, ‘Big Data’ and artificial intelligence)
• Sustaining product quality in the face of rising costs of operations and materials
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• Soil health - recognition of soil as a resource and methods for its protection
• Anti-microbial resistance – addressing its significance for the food and drink sector
• Human microbiota – understanding and harnessing the role of gut microbes in diet-related health conditions
• Cyber-security – managing the benefits and risks of the ‘connected world’ (e.g. Internet of Things, ‘Big Data’ and artificial intelligence)
• 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

The food and drink industry is dynamic and continually evolving so it offers plenty of stimulation and fresh challenges. There are lots of opportunities available across the sector – from food science and technology to R&D and engineering. We wouldn’t be too concerned about the specificity of your early education or training. To be successful in senior roles in the food and drink industry you need to have a breadth of understanding so seize every opportunity to learn new things – it will be hugely advantageous to you as your career progresses.

You need to understand your strengths and weaknesses and what your real passion is. If there is something you would really like to be doing you need to work out what skills, knowledge or behaviours you are missing and work hard to fill the gaps. Be nice to people as you are very likely to see them again during your career and make sure you build a strong network including mentors who will be able to support you at different stages. When you end up working, you will need to work out the “politics” of the organisation and make sure you understand the power play. Finding the right sponsor within that organisation will be crucial as that person will be able to open doors for you. Demonstrate the right attitude and make sure people remember you for the right reason – pace, purpose and passion usually work well. STIME to be an upstander.

«We are currently involved with a dozen start-ups.»
Among what's new this year at SIAL Paris is #RisingStart-ups, 600m² dedicated to start-ups in the food sector.

Why does SIAL Paris give them this space?
Innovation and global food trends have always been in the SIAL brand's DNA. In 2018, we wanted to go further by presenting the innovations of tomorrow, by proposing a space dedicated to the future at SIAL Paris.

This could not be done without giving potential companies the opportunity to present their new products and services, even if they are still at the development and research stage. Thus, we have created the “rising start-ups” area, where a maximum of 40 companies present their products or services before launching them on the market.

The candidates have registered on our platform and our European jury, meeting at the end of June in Avignon, selected the most innovative Start-ups that participate in the first #RisingStart-ups of SIAL Paris.

What do start-ups gain by being present at SIAL?
This is not a competition, so we can't talk about winning, but rather a great opportunity for selected start-ups to benefit from the global showcase that is SIAL Paris. During the five days the show takes place, they have the opportunity to test their concept on a captive target of buyers, industrialists, investors and international media. Their space and intervention on SIAL TV will allow them to explain and present it to the greatest number of people to develop their reputation and, potentially, find their first customers, distribution channels...

To simplify matters, the companies selected benefit from a worldwide springboard to get started.

In your opinion, has innovation always played this essential role in the food industry or is it even more important today?
For over 40 years, the SIAL brand has relayed or even launched global innovations. For the record, at each SIAL Paris, our clients present their innovations, which represent 10% of global innovations in the sector. Having said this, it is true that over the last twenty years we have seen a greater diversity of the latter in line with increasingly discerning and diverse consumer demand, ever-increasing supply, from more and more countries, and finally ever-greater investment from companies in the sector, small and large.

The momentum generated by start-ups only reinforces this trend in our sector.

Why did you entrust the organization of #RisingStart-ups to the ECOTROPHELIA network?
We have been partners of the ECOTROPHELIA network for 10 years now. It is clear that this student competition is a source of qualitative inspiration for innovation in the sector.

Moreover, manufacturers make no mistake when buying certain concepts or requesting installations within the framework of Hackathon...

At the heart of the world’s largest food trade fair, this event will enable students, young graduates, professionals and experts in the sector to work together, a promising get-together for food innovation!
In partnership with the network IDEFI-ECOTROPHELIA and AGROPARISTECH, FUTURE LAB RISING START-UPS space was conceived to offer the opportunity to rising start-ups to participate in the world’s largest exhibition of food innovation. From projects still in the basement to start-ups in the early stages of commercialisation, RISING START-UPS aimed to bring together disruptive young entrepreneurs working on food products/ingredients, services, equipments, processes, or packaging. There were only two more boxes to check to answer the eligibility criteria: have up to two years of existence and develop solutions to the agri-food sector, within the food chain “from farm to fork”.

On April 15th was launched a European-wide call for applications, which mobilized different networks, namely the ESDG ECOTROPHELIA Europe members and all the organizers of the ECOTROPHELIA competition, agri-food Federations, agri-food clusters, incubators/accelerators, R&D centres, and 180 European universities. The call for applications was open until June 15th and the first edition of RISING START-UPS counted with more than 80 submitted applications.

The selection process took place in three phases: the reception of the applications and confirmation of eligibility, an analysis by the Technical Committee, and the selection by the European Jury. On June 29th, at the Pope’s Palace in Avignon, the European Jury, chaired by Philippe Mauguin President of INRA, gathered to select the most innovative start-ups to be present at the FUTURE LAB space. The proposal was a real challenge to the members of the jury that had to analyse the potential of each project, taking into account the market, the innovative character, and the food trends of the future.

For them it is a fact that the food industry is challenged everyday to innovate, to be disruptive and to captivate the consumer. It was pointed out that the consumption trends of today, which you can already see on SIAL Innovation, will evolve and make way for tomorrow’s trends. Consequently, the European jury was clear on this point, their aim was not to select the “innovations of today” but the “innovations of tomorrow”.

Globally, the diversity of the innovations came together to reflect the trends of this first edition, which are: the environment and ethical concerns, health and personalized nutrition; convenience, quality, safety and traceability; and the digital revolution. Regarding the food products, the ingredients used were subject of discussion by the members of the jury, that found interesting the use of algae in different types of products and beverages, the rise of the insects as food ingredient, and last but not least the usage of pulses. The moment of consumption was also highlighted as it has already started to lead some companies to innovate and will continue to do so, being even more specific in the years to come.

At the end, the European jury selected 36 projects/start-ups to be present at the FUTURE LAB space, adding just one little surprise before ending their task. For this first edition, they decided to offer the awarded teams of the 2018 national ECOTROPHELIA competitions the possibility to be present in the FUTURE LAB space, providing that the project could lead to the creation of a start-up. Indeed, since the last years, more and more ECOTROPHELIA students’ projects give birth to start-ups already 15 since 2016) and some of which are truly success stories, such as HARICO or Kolectou. Therefore, 4 projects from different national ECOTROPHELIA competitions will also be showcasing. Perhaps with this push, these innovative prototypes can reach the market even faster.

Thus, from October 21st to 25th, the 40 start-ups will present their innovations in the first prospective space dedicated to the rising start-ups of the agri-food sector. As for their benefits, besides having a dedicated space on the heart of the exhibition, they will be offered a pitch for SIAL TV, a visibility to 160 000 visitors and 7 200 exhibitors, and the opportunity to interact with entrepreneurs, investors, potential clients, and journalists.

For the 2018 edition, SIAL Paris has promised to surprise once again the food scenery by setting up a prospective space that aims to unveil the food trends of tomorrow. Entitled FUTURE LAB, this attraction offers visitors a glimpse into the future of food, with three distinctive but complementary spaces: an immersive tunnel, where you can travel to the future and evolve and make way for tomorrow’s trends. Consequently, the European jury was clear on this point, their aim was not to select the “innovations of today” but the “innovations of tomorrow”.

You can find us right at the main Entrance of the Hall#6
The first community platform where you can
France
and energy consumption.

Dataswati PowerOP® is an Artificial
France
• Dataswati - PowerOP®

Technology multiplies productivity and is
for microalgae production. This eco-friendly
France
perform continuous operations.

Dynamic freeze dryer that reduces the time
28x337]of freeze-drying
...and energy consumption of freeze-drying
• Lyophitech

Convenient, efficient and profitable wine
machine that serves wine by the glass
EDGAR WINE BUTLER is a connected
France

A solution to monitor beer consumption
Virtusai is a software company that has
France
• Virtusai - Virtus

demand for industrial solutions in real time,
Tool4Food is a service for connecting and
France
• Tool4Food

La Popote Compagnie - popote minute
France
Built around the concept of "eatoutment", La Popote Compagnie wishes to develop
a new reality meal that associates both children and parents. The first range - "Popote minute" - consists of herbal
smoshes, meatballs and nuggets made of healthy, protein rich ingredients, totally
-clean-lab- pro additives, no preservatives, only organic vegetables and quality line
meats.

• Lab DUMOLIN - Kéfir France

Made with the authentic recipe and an authentic touch, this full kefir is ultra-
fresh, and allow guarantee, 100 % natural without aromas and without additives.

• Les Fruits de Terre wants
France

Le Fruits de Terre wants to create products
that will be an alternative to meat.

• Les Incrépides - KOKINO France

Kokino is a real meaty available in 3
recipes and contains all its nutrients for
a meal (proteins, starchy, vegetables) in
balanced proportions. The innovation behind
Kokino is a ready meal (available in 3
France
• Kokineo - Kokineo

Sustainable and ethical ingredient. The flagship product is a spread
made with spent grain and spices. The use
of spent grain, a major byproduct of the
brewing industry, as the main ingredient, is the main innovation of the product

• The Edibles
France

The edibles is developing drinking straws
that are edible, zero-waste and cost
effective. The straws can come in different
flavours to enhance consumption experience and with select nutrients.

• WildRun & PiggyPink Belgium

WildRun aims at producing raw
beer, energy drinks and foods
providing nutritional and physiological benefits
through a selection of raw materials with
a natural origin, high quality content
preferential organic and/or from local/region
products with a qualitative label (NOP
BIO). PiggyPink is a natural coffee
likely for endurance athletes & active people.

• Youpeas France

Youpeas is elaborating plant-based biscuits
and soft cakes with legume flours (chickpea
and pea proteins).

• Kura de Bourgogne - Kura France

Kura aims at producing and selling organic,
France
• Kura de Bourgogne - Kura

Kora foodtech startup that develops
products that are often very salty and
satisfying, a sprawl without salt, with high protein and
greedy!

• PUFFYS - Skyr apéritif France

Puffys is developing an organic, fat-free,
France
• PUFFYS - SKYR APÉRITIF

KÒRA is a coffee brand created in
2016, in partnership with
France
• KÒRA - KÒRA

\textbf{FUTURE LAB RISING START-UPS}

\textbf{Projects and start-ups by type of innovation:}
Innovation is at the heart of the challenges facing the European food industry. Whether French or European, companies in the agri-food sector are all faced with the challenge of innovation: to continue creating value in mature markets, like the majority of European markets, while being able to position themselves in developing markets to find growth drivers. The ability to innovate in an international environment is no longer an option but a must!

To increase their competitiveness, agri-food companies need executives capable of innovation. This innovation can only be achieved effectively by integrating the multifaceted complexity of product development from product design to marketing (formulation, process, regulatory, health, environmental constraints, commercial mix elements, business plan, etc.). Thus, for about nineteen years, future managers have been trained in food innovation through their participation in ECOTROPHELIA, the first French and European food innovation competition.

Beyond the scope of the France and Europe competition, ECOTROPHELIA has become a real innovation laboratory which is organised thanks to a network of university and academics institutions around national pilot programmes, within the framework of the Investment Plans for the Future: IDEFI (initiative for excellence in innovative training) NCU (New Courses at University) and the European programme ERASMUS.

IDEFI-ECOTROPHELIA

Innovation is at the heart of the challenges facing the European food industry.

An initiative of 13 university institutions participating in ECOTROPHELIA began in 2012 to set up a national network of training excellence in food innovation through the IDEFI programme (initiative for excellence in innovative training) funded by the National Research Agency (ANR) as part of the Investment Programmes for the Future (PIA).

The IDEFI-ECOTROPHELIA project brings together a network in which the representation of French higher education (Universities, Grandes Écoles, Private Institutions) is exemplary and unique. The involvement in the project of professional branches: ANIA (National Association of Agri-food Industries), and INTERFEL (Fruit and Vegetable Association), is an important sign of their desire to develop research and innovation in food products and manufacturing processes and will facilitate the professional integration of students. This pooling of knowledge has thus made it possible to gain a better understanding of innovative project-based learning educational practices but also make the link between the world of university research, higher education and business. Thus, the collaboration opportunities set up are proving to be an interesting and effective lever for developing food innovation.

The IDEFI-ECOTROPHELIA network thus offers agri-food companies the following services:

• developing skills by accessing a critical mass of qualified resources from higher education partner institutions;
• encouraging external innovation and development by creating additional turnover;
• removing underlying technological barriers to internal developments.

These objectives can be achieved through tutored student projects with these companies. The proposed scheme enables companies to benefit from the skills of higher education institutions, their technical and scientific expertise and high-level technical equipment. Within the network, well-known teacher-researchers, general engineers, specialised technicians for each piece of equipment, and a multidisciplinary team of external speakers, supervise the projects as closely as possible and act alongside students to carry out the projects entrusted by the companies.

The partner institutions have technological laboratories, research or semi-industrial equipment, sensory analysis rooms, spaces used for teaching and project development and specific software.

INNOV’IN FOOD

The first collaborative platform between universities and food companies.
THE FOOD INNOVATION LABORATORY

The Investment Programme for the Future (PIA 3), within the framework of the call for New University Course projects, chose to support the Hill project on 13 October 2017, which brings the training of food sector workers into the digital era. No more lectures and tutorials at an educational or training site. Hill, as in Hybrid Innovative Learning Lab, has been allocated €6 million to become one of the players in bringing food innovation project management learning into the digital age. This will revolutionize the initial and ongoing training of nearly 50,000 people over ten years, providing new career paths and knowledge acquisition.

HILL

Hybrid Innovative Learning Lab

The topic of food is at the heart of current news. Behind this word the following can be highlighted:

• A socio-economic issue with the main French industrial sector with a positive balance of trade (industrial food system), but also crafts, catering, etc.;
• A sector with an extensive international influence and which includes part of the French influence in its agricultural and its food models;
• A key role of influence in terms of land planning due to the proximity between agricultural activities and processing activities, then logistics and consumption;
• An issue, and at least a social debate, addressed by the national assembly on food but which will not be completed next December (namely democracy, justice, food governance);;
• An issue, and at least a social debate, addressed by the national assembly on food but which will not be completed next December (namely democracy, justice, food governance);;

In 2018, with the Hill project, the network of academic institutions proposes sharing their resources, developing common tools, training projects and introducing educational innovations thanks to digital technology in order to train socio-economic actors in managing food innovation projects. The originality of the Hill project lies in the network of higher education institutions involved. In addition to initial training, there are the skills of trainers in apprenticeships (IFRIA network) and ongoing training (OPCALIM network). The aim is that the accumulated knowledge of all the actors in the project will contribute to the evolution of teaching, leading to improved training in the field of innovation and food design by active teaching according to projects.

DIGITAL AND FAB LAB

Within three years, learners will have access to three complementary tools:

For the first time, a «Hybrid-LAB» will be built and bring together a Learning-LAB; an innovative learning laboratory for training needs based on the possibilities offered by digital technologies; a Fab-LAB, the first French network of project partner technological resources and a Virtual-LAB, an online digital laboratory, bringing together shared digital tools and in particular simulators, an original and high-performance learning tool.

Foodlab

All the elements and ingredients to promote food innovation, without forgetting financial concerns

Foodlab, a European programme financed by the ERASMUS+ agency and led by the ECOTROPHELIA team and 15 European partners, has made it possible to facilitate the creation of businesses in the agri-food sector. This programme proposes developing a self-learning approach by encouraging exchanges between stakeholders in food sector innovation and the development of innovative projects.

Various contents and tools have been developed within the framework of the project:

• A platform of innovative educational content, based on «Design Thinking» methodology, enabling learners to structure and guide the major stages in the creation of a company.
• Comprehensive tools to build a complete business model and plan, including financial simulation functions and a complete questionnaire designed to cover all the issues to be taken into account when starting an activity.
• An extensive European database of actors, expertise, services and equipment to help young entrepreneurs build their network and find support.
• A guide to good practices in Europe covering such varied areas as Intellectual Property, a contractual model, marketing strategy, market research...
• Testimonials, success stories, useful links...

All these contents and tools are made available free of charge on the web at:

https://foodlab-eu.com/

Food4growth

The european programme on communication in the food industry

Whatever the field, communication has become a key success factor requiring very specific skills and knowledge.

The purpose of the FOOD4GROWTH (F4G) programme is to produce educational tools for agri-food students to improve their communication skills. A particular focus is placed on communication around food products themselves, whether to strengthen their social acceptability, especially when it comes to innovation, to create added value for the product or facilitate marketing.

Some key elements of the project:

• Identifying the skills required by companies to communicate with the right people when a new product is launched on the market.
• Development and evaluation of innovative training support hosted on an online platform.
• Implementation through the «flipped classroom» methodology.

All content is available online at the platform:

http://www.food4growth.eu/
ECOTROPHIELIA: EUROPE’S LEADING FOOD INNOVATION EDUCATION NETWORK

KEY DATES

2008
TROPHIELIA was founded at the initiative of the Chamber of Commerce and Industry of Vaucluse with the ANIA French Food National Federation, then called TROPHIELIA.
The involvement of the national food federations within FOODDRINK EUROPE accompanies this European development. The winner of the national competitions of each member state participating is the representative of its country in the European competition. Eight countries are participating in Sial for the first time.

2008, in 10 years ECOTROPHIELIA has created 800 food products and a hundred marketed products, the competition has brought about the organization of 115 national competitions, mobilizing 350 universities and more than 3 500 students.

Beyond the competitions, ECOTROPHIELIA has become a network of training excellence in food innovation that mobilises higher education institutions and national federations of food industries in Europe. The ECOTROPHIELIA network, a reference educational model supported by the European Union, plays an organisational role in promoting innovation and entrepreneurship among students.

2011
The European Commission recognized the exemplary nature of TROPHIELIA and gave the go-ahead to the Chamber of Commerce and Industry of Vaucluse to implement a European project for the promotion of eco-innovation in the food industry sector: ECOTROFOOD. The competition TROPHIELIA then became ECOTROPHIELIA.

2014
ECOTROPHIELIA inspired the creation of FOODLAB, a European Laboratory of food innovations to encourage entrepreneurship in higher education and promote student entrepreneurship, supported by the European Union in the context of the ERASMUS programme.

2015
ECOTROPHIELIA Europe took place at the Universal Exhibition Milan 2015 whose theme was "Feeding the Planet, Energy for Life". Based on a Champion’s League of food innovation, 16 European countries participated in ECOTROPHIELIA Europe 2015 in the European Commission Pavilion.
NATIONAL COMPETITIONS

THE FOOD INNOVATION LABORATORY

This year, we found interesting to report some of these 2018 competitions and highlight some of their specificities, context and results.

From one country to another, the rules are mostly the same for each contest and each of the innovation presented. During spring and summer, each participating country organizes their own competition; even if the process might be slightly different in time, and in 2018, Lithuania is the first Baltic country to take part in the adventure.

The European scope is still growing, by welcoming additional new countries every year; in 2017, Portugal decided to join for the first time, and 3500 students from 350 European HEIs/Universities presented more than 800 products to the different ECOTROPHELIA competitions!

The contact with the ECOTROPHELIA ecosystem reality in loco gave the participating teams, which were elected to take part in Ecotrophelia a great chance to present their projects, face to face with students, researchers, and agri-food companies. Each eco-innovative product has shown the passion and skills from students who will be the next “most wanted” agri-food professionals of the future. Going back home, it was clear that Portugal had the mission to join the competition and implement a national ecosystem capable of training those agri-food future professionals, placing eco-innovation awareness on the agenda.

Even with a long way ahead of them, two editions of ECOTROPHELIA Portugal had already made a national impact. Aware of this opportunity, some academic entities already adjusted their curriculums and some of them included ECOTROPHELIA application in a course. Most of the competing teams intend to keep the project ongoing aiming for the product commercialization, planning to create their own start-up or even seek for partnerships with food industries.

As an example, the ECOTROPHELIA Silver Award in 2017 – Toal Ecobebidas, a range of whey-based drinks – joined an incubation program to help them to support their project. The product commercialization is planned for the near future.

Our “ECOTROPHELIA TOUR” begins in Lithuania with the 2018 newcomer, more precisely in Kaunas, former capital of Lithuania before World War II. The Kaunas University of Technology (KTU) organizes on an annual basis Technorama, one of the most exciting junior researchers’ annual exhibitions in Lithuania.

In 2018 much attention has been paid to the food technology and innovation. During the exhibition more than 10 products in the field of the food innovation were presented. The teams were closely collaborating with business representatives, where as it helped to develop products not only from the technological but also entrepreneurial side.

The students team, which was elected to take part in Ecotrophelia presented a healthy organic bar from organic buckwheat. The innovative edge of the product is that it is made of secondary raw materials, namely brawls which remain after buckwheat crackers making process. Moreover, all ingredients of the product are ecological, therefore, the bar is GMO-free since buckwheat is grown with natural fertilizers with fewer pesticides. The members of the team are studying at the Faculty of Chemical Technology, Department of Food Science and Technology (KTU), actually plays a crucial role in the context of food science research and development in Lithuania. Students are not only excited to have a chance to participate in the contest, but also to represent Lithuania in Ecotrophelia contest for the first time in history.

The tour next flies to Porto, the Portuguese city of wine elected in 2017 as Best European Destination by the Best European Destinations Agency. Newcomer in the ECOTROPHELIA cluster in 2017, Portugal co-organizes his competition together by PortugalFoods (Portuguese AgriFood Cluster) and FIPA (Federation of Portuguese AgriFood Industries). The first edition in 2017 included 11 participating teams with a great success in term of both HEI’s participation and industry partnerships.

For a long time, the Portuguese organizing committee dealt with the decision to run ECOTROPHELIA in Portugal until the day they were invited to visit the French competition in 2016. The contact with the ECOTROPHELIA ecosystem reality in loco gave them the opportunity to testify the huge and remarkable challenges presented by the competition, face to face with students, researchers, and agri-food companies.

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The organizers believe that ECOTROPHELIA is able to develop skills, map talent and foster the development of innovative, sustainable and competitive solutions. The Portuguese scientific system is fully committed to the challenges posed by ECOTROPHELIA and together they aim to educate future professionals capable of creating and implementing eco-innovative solutions in a multidisciplinary and competitive environment.

Finally, industry engagement is essential to boost ECOTROPHELIA ecosystem, to stimulate eco-innovation and to capture and nourish the Portuguese young talents.

If you want to meet Portugal at SIAL PARIS, you should not miss Portugal’s strong presence with PortugalFoods, ECOTROPHELIA Portugal and more than 60 agri-food companies at Hall 2, around stand N011. Come to visit them!
GREECE

Third country visited is Greece, winners of the 2017 edition, and one of the founding members of the ECOTROPHELIA Europe European Food Innovation Center. The process and rules of the National competition for eco-innovative food products ECOTROPHELIA GREECE 2018 took place on June 26th, 2018, in Athens with great success. Innovation and the new generation were the big winners of the competition, that is organized by the SEVT (Foundation of Hellenic Food Industries) since 2011. All participating teams presented distinct products, with innovative characteristics and environmentally friendly. The team of the Technological Educational Institute of Thessaly / Food Technology Dept. was the first winner, which also represents Greece at the European ECOTROPHELIA Competition, that will take place in Paris, on 21-23/10/2018, in the context of “SIAL Paris 2018 Food Exhibition”.

The winners of this year’s competition were:

1st place, product “Chesmikits”
2nd place, product “YOQON”
2 products shared the 3rd place “Griogo”
Herbaqua
Grioche

In 2018, the competition organized by the AMC was at the kitchen of The Food Innovation Laboratory, a project funded by the Agricultural Marketing Centre of MAPAMA, was attended by Tomás Pascual, President of FEVIA, representing the Belgian company.

NATIONAL COMPETITIONS

BELGIUM

To innovate is to grow. The Belgian food companies, mainly SME’s, are conscious that innovation is the key to deal with challenges such as sustainability, increased competition, demand for health and wellness or changing consumer behaviors. This is why FEVIA organizes this competition.

Brussels, the multicultural capital of Belgium and also heart of Europe, is the capital of the European Food at Work Ecotrophelia Awards. The competition gives students the unique opportunity to develop innovative and sustainable agri-food products for the workplace.

At the Food With At Work ECOTROPHELIA Awards, Fevia challenges higher education students to develop innovative, sustainable and marketable food products. This competition gives students the unique opportunity to develop innovative and sustainable agri-food products for the workplace.

The Food With At Work ECOTROPHELIA Awards, Fevia challenges higher education students to develop innovative, sustainable and marketable food products. This competition gives students the unique opportunity to develop innovative and sustainable agri-food products for the workplace.
ECOTROPHELIA is an annual European competition that brings together young people from universities and research institutions to develop innovative food products.
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SODEXO
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Global SVP Research & Development Sodexo, World leader in Quality of Life Services

AUCHAN RETAIL
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17 NATIONAL OFFICIAL REPRESENTATIVES

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Mr. Georg BOCKER
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SPAIN
Mr. Benet FITE
Director of Quality, R&D&I and Environment – Mahou San Miguel

UNITED KINGDOM
Mr. Julian COOPER
Trustee and Chair Scientific Committee – IFST
1 - BELGIUM
BIZZA
Bread and pastry
Bizza is a delicious healthy pizza dough produced with local spent grain, beer wort and beer yeast.
• KULeuven

2 - CROATIA
FLIPSOS
Dessert
Extruded snack made out of corn, hemp and pumpkin seed press cakes, covered with yeast flakes.
• Faculty of Food technology University of Osijek

3 - DENMARK
CHEESIT!
Cooking aid
Ingredient-mix in powder format that turns legumes by-product into a nut-based vegan cheese.
• National Food Institute DTU Food

4 - FRANCE
HUSH
Drink
The first fruit beverage warm and greedy!
• Université de Technologie de Compiègne

5 - GERMANY
KOF.CO
Biscuit & cake, breakfast
Breakfast cookie with caffeine in terms of Guarana and algae.
• Karlsruhe Institute of Technology, Institut für Bio- und Lebensmitteltechnik

6 - GREECE
CHESTNICKS
Biscuit & cake, bread & pastry, breakfast, dessert
Delightful gluten – free cookies made of organic chestnut flour with chocolate chips and inulin.
• University of Thessaly

7 - HUNGARY
BREWBN
Bread & pastry, breakfast
Our product is BrewBun and it’s a specialty product with a higher dietary fiber and protein content.
• Sapientia Hungarian University of Transylvania

8 - ICELAND
BREWBAR
Breakfast, chocolate & candy
BrewBar is a high energy granola bar which is made using the sport grains from beer brewing.
• University of Iceland

9 - ITALY
SPIRE
Nutraceutical
Spire is an innovative, savory extruded snack made by a blend of rice flour, pea flour and Spirulina.
• Università degli Studi di Milano

10 - LITHUANIA
BUCKWHEAT BAR
Dessert
Organic buckwheat bar is the best for children, hungry people and vegan.
• Kaunas University of Technology

11 - NETHERLANDS
PANGIES
Breakfast, side dish
Pancake premix with dried vegetable powder.
• Van Hall Larenstein University of Applied Sciences

12 - PORTUGAL
BEAN READY
Ready-cooked meal
Bean Ready – A healthy ready-to-eat vegetarian bean stew, source of fiber and protein.
• University of Lusíaga Faculty of Health Sciences

13 - ROMANIA
WHOOPIE ICE
Dessert
A delicious eco-innovative ice cream made of concentrated whey with cream and local fruits.
• Dunarea de Jos University of Galati

14 - SERBIA
ACORNICO
Drink, dessert
“Acornico” is a hot dessert drink with the addition of acorn (eak nut), intended for all categories of consumers.
• University of Belgrade, Faculty of Agriculture

15 - SLOVENIA
MOUSSE-HAVE
Dessert, mousse
Mousse-have is a line of vegan desserts, made out of chocolate mousse with aquafaba and fruit.
• University of Ljubljana Faculty of Health Sciences

16 - SPAIN
ESSENZA DI VEGA
Breakfast, ready-cooked meal
Essenza di Vega is a new integral fresh pasta, made from a set of novel flours and local fillings.
• Universidad Miguel Hernandez

17 - UNITED KINGDOM
POM PUFFS
Side dish
Available in Spicy BBQ and Salt and Vinegar Flavour, Pom Puffs are a delicious and nutritious snack.
• University of Nottingham
BIZZA

Bizza is a delicious healthy pizza dough produced with local spent grain, beer wort and beer yeast.

Pizza made from beer: the best of both worlds combined in one product. Until now, this seemed like a utopia, but «Bizza» decides otherwise. «Bizza» is a traditionally prepared pizza dough infused with spent grain, beer wort and beer yeast from local breweries. By using these ingredients, the dough has a higher fiber content and a lower salt and fat content. In other words, «Bizza» is healthier than its competitors on the market. But that is not all, the ecological aspects of this pizza dough cannot be ignored. For example, the use of spent grain from local breweries. A biodegradable packaging completes the ecological picture. When the dough, bespread according to the preferences of the consumer, comes out of the oven, it is mouthwatering together with a fresh beer.

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KU Leuven
https://iiw.kuleuven.be/geel/geel

Contact Person:
Prof. Johan CLAES - Professor

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.

http://www.fevia.be

Contact Person:
Melissa AUGELLO / Isabelle DECADT - Coordinator
FLIPSOS
Extruded snack made out of corn, hemp and pumpkin seed press cakes, covered with yeast flakes.

Fipsos is a ready-to-eat, extruded snack, ideal for those who are looking for a healthy alternative to snacks. It is made of corn semolina, hemp and pumpkin seed press cakes, covered with a layer of yeast flakes and a little bit of sea salt. This snack has a pleasant taste of baked corn, pumpkin and hemp whereas nutritional yeast flakes give the snack a cheese associated aroma. Flipsos is rich in fiber and a good source of high quality proteins, obtained from pumpkin and hemp press cakes which are leftovers from the production of cold pressed oils. This way, instead of being used as animal feed, nutritionally rich ingredients are integrated into a healthy and tasty snack.

This snack has no added preservatives, colours, aromas, flavor enhancers or artificial additives. It does not contain allergens such as peanuts, lactose or gluten. It is a vegan product, made of natural ingredients and suitable for children and adults. Moreover, the salt and fat content are low in comparison to other snack products on the market, which makes this product suitable for people who try to avoid these ingredients in their diet.

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 national EcoTrophelia competitions and national professional meeting Functional Food in Croatia, and every second year, the Association is involved in the organization of International Congress of Food Technologists, Biotechnologists and Nutritionists.
CheeseIt! aims to redefine vegan food industry by calling every consumer to play a leading role in food revaluation. It encourages customers to actively reduce food waste, producing a high-quality vegan cheese with over a 50% reduction in the final price, in comparison to already existing vegan cheeses. Due to its powder format, it can be easily transported and stored with no thermal requirements and a long shelf life, which ensures a low energy consumption and a low carbon footprint decreasing CO2 emissions.

Vegan consumers struggle to reach their necessary intake of protein and vitamin B12 and are extremely concerned about production, transportation and consumption of food. As they consume high amounts of legumes to fulfill their protein requirements, they generate a by-product known as "aquafaba", the liquid produced when legumes are cooked, or in their canned version that is thrown away. Consequently, enormous amounts of high quality proteins are being wasted. CheeseIt! strives to revalue high quality vegan protein and transform aquafaba into a high-quality plant-based cheese alternative high in vitamin B12. Due to its flavor profile, it can be consumed in its basic version, while giving the consumers the freedom to create their own recipes, due to its versatility. CheeseIt! creates new tasting experiences and raises awareness among consumers about food waste reduction.

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 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. At the National Food Institute you can study for a Master of Science in Food Technology (MSc) or choose to become a PhD research student. Two international MSc study line under Food Technology are AQFood Aquatic Food Production - Safety and Quality and Beer Brewing. The National Food Institute is responsible for a large part of the research-based public sector consultancy within nutrition, food quality, food safety and environment.

http://www.dtu.dk
Have you ever thought of a hot drink different from coffee, tea and hot chocolate during a relaxing break? Thanks to HUSH (Heat-Up Shake Health), an innovative fruit-based drink, we offer you an alternative. Its rosy color and its velvety and foaming texture will fulfill you and make you comfy. HUSH is suitable for the whole family, at breakfast or during a snack break. It combines the flavors of raspberry and apple with a good taste of hazelnut for even more greed! Before tasting, simply shake it and microwave it with its packaging. HUSH fits well in a balanced diet and is suitable for vegans and lactose intolerant. You can find our HUSH cups, made from laminated cardboard, in the fresh food section of your supermarket at a price of € 2.49. HUSH can be kept for up to 30 days in the refrigerator, but, thanks to its delicious taste, no doubt that you will devour it before its expiry date!
Breakfast cookie with caffeine in terms of Guaraná and algae

“kof.co is an innovative breakfast cookie that combines invigorating caffeine in terms of Guaraná and nutrient-rich algae. It not only substitutes an adequate breakfast, but also wakes you up. Besides kof.co provides you with essential vitamins, minerals and trace elements.”

Our product is primarily aimed at people who are often under time pressure, such as professionals and students. Instead of starting the day healthy and balanced, many people eat unhealthy calorie bombs bought at a bakery on their way to university or work. We tackled this problem and developed kof.co, which is through its handy, biodegradable packaging both good for the environment and enables a healthy breakfast to go.

True to the motto „Caffeine meets cookie”, kof.co offers a waking up alternative, especially for people who do not like conventional caffeine sources. The use of the freshwater algae Chlorella and the saltwater algae Wakame is not only the reason of the characteristic color of kof.co, but also provides the body with many nutrients that are otherwise difficult for the organism to obtain.

Consequently, kof.co is ideal for everyone who wants to enjoy his breakfast healthy, fast and above all green.
CHESTNICKS

Delightful gluten – free cookies made of organic chestnut flour with chocolate chips and inulin

Chestnicks are delicious gluten – free biscuits, having as a basic ingredient the organic chestnut flour produced by us, orange flavor and chocolate chips. They are addressed to both gluten intolerant customers and to the wider confectionery consumers’ group. It is a healthy snack – biscuit, with functional properties, thanks to the added prebiotic inulin, which contributes to normal bowel function. It’s, also, a nutrition – rich, high in fibre food, a source of five vitamins (A, B2, B6, B9, C) and a source of minerals such as magnesium, potassium, manganese.

Chestnicks’ innovation is defined by the local production and usage of organic chestnut flour, where even the non– commercial seeds are utilized in an overall waste – free process. The above innovative characteristics along with the added native chicory inulin, make Chestnicks the first ever specialized gluten – free biscuits in the Greek market.

Chestnut flour has significantly lower energy & water footprint compared to the competing flours (gluten – free or not), and its use in the Food Industry can give an added value to a greek product of limited (until now) market penetration capability and provide healthy benefits beyond basic nutrition. Lastly, packaging is made of as less as possible recycled paper material, avoiding plastic completely.

TEAM MEMBERS
Nikolaos ZACHOS
Nikolaos LAMPRAKIS

University : University of Applied Sciences of Thessaly - TEI Thessaly
Contact Person : Prof Athanasios MANOURAS - Professor - Head of Department

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Delightful gluten – free cookies made of organic chestnut flour with chocolate chips and inulin

Chestnicks are delicious gluten – free biscuits, having as a basic ingredient the organic chestnut flour produced by us, orange flavor and chocolate chips. They are addressed to both gluten intolerant customers and to the wider confectionery consumers’ group. It is a healthy snack – biscuit, with functional properties, thanks to the added prebiotic inulin, which contributes to normal bowel function. It’s, also, a nutrition – rich, high in fibre food, a source of five vitamins (A, B2, B6, B9, C) and a source of minerals such as magnesium, potassium, manganese.

Chestnicks’ innovation is defined by the local production and usage of organic chestnut flour, where even the non– commercial seeds are utilized in an overall waste – free process. The above innovative characteristics along with the added native chicory inulin, make Chestnicks the first ever specialized gluten – free biscuits in the Greek market.

Chestnut flour has significantly lower energy & water footprint compared to the competing flours (gluten – free or not), and its use in the Food Industry can give an added value to a greek product of limited (until now) market penetration capability and provide healthy benefits beyond basic nutrition. Lastly, packaging is made of as less as possible recycled paper material, avoiding plastic completely.
BrewBun - How spent grain is well spent.

The idea for the product came from the concept of simplicity. The baking industry is quite large and very important. We wanted to develop an affordable, sustainable but healthy product and came up with a bun with higher fiber and protein content. BrewBun’s ingredients are brewer’s spent grain (30%), wheat flour (40.5%), yeast (0.8%), salt (1.7%), whey (8%) and water (19%). By using these two types of byproducts, whey and brewers spent grain, the carbon footprint is 27.92% lower compared to similar products. The bun has golden color, crunchy crust, pulpy texture and it contains 8.66% protein, 4.75% fiber, 43.1% carbohydrate, 1.03% fat for a total of 224.3 kcal/100 g.

Our marketing strategy is built on market research, as well as a competition analysis. A healthy product and lower carbohydrate content is key. The target audience are the large institutions, restaurant chains and fast food stands.

The price of our product was determined with a cost based pricing model and it was set at 0.21 EUR VAT included.

The project break even point analysis shows that the minimum selling capacity needed is 45%. The net present value is positive at 6% rate of return, investment payback period is 6.5 years. We can conclude that the project is financially feasible.
BrewBar is a high energy snack product made from spent grains from beer brewing. By mixing this high fiber cereal with oats, almonds, fruit, peanut butter and a few more ingredients we have created a highly nutritious granola bar that can be eaten at any time of day. Up until now spent grains from brewing were mainly used in agriculture as an animal feed or compost. However, using it directly as human food is a much more energy efficient option.

In addition to its high energy content, BrewBar is also high in fiber, and a good source of protein. Even though we can’t digest fiber, it is very important. One of its benefits is to stabilize the absorption of nutrients. In overall fiber helps to maintain a healthy digestion system. Spent grains are the main source of fiber in our product with oats in the second place. Proteins are also very important to keep our bodies healthy and running. BrewBar gets is proteins from peanut butter, oats and almonds. Main health benefits of proteins are regeneration of cell and tissue, stronger nervous and immune systems. Protein also helps you to maintain body weight by providing satiety. That is why BrewBar is a perfect choice for those who are looking for a fast, but long lasting energy source, but it can also be enjoyed as a healthy snack. BrewBar is also packed in eco-friendly plastic free packaging which can be recycled.

Federation of Icelandic Industries (SI) is a network of contacts which looks after the complex and different interests of industrial companies. SI has around 1350 members, both companies and employer organisations. They are quite different from each other in terms of size, products and markets. This variety makes the job challenging and necessary at the same time. SI takes care to emphasize what the companies have in common while also looking after individual needs. The successful implementation of this strategy has made SI the largest and most influential employer organisation in Iceland. SI looks after the interests of the industry in close collaboration with the individual enterprises. The work is based on strategic work done by several occupational work groups and over twenty organisations. The service available to members is on one hand individual to the enterprise or branch and on the other general in such matters as quality management, education, public relations and law.

Contact Person :
Mrs. Ragnheiur HEDINSDOTTIR - Head of Food Industry

http://www.si.is
Spire is an innovative, crunchy and savory extruded snack, made by University of Milano, composed by a blend of rice flour, pea flour, Spirulina and salt. The key-ingredient of the snack is Spirulina, a microalgae with very peculiar nutritional properties (60% proteins, wide gamma of amino acids and vitamins) and characterized by environmentally-sustainable production process. SpireTeam S.r.l. aims at producing a snack suitable for everyone that contains essential nutrients. The biggest challenge is to let the consumer perceive that he/she is eating not the typical «junk food» chip, but a healthy product, that can be consumed at any moment of the day and without feeling guilty. Particular attention to the environmental impact is also demonstrated by the use of a 100% biodegradable packaging, that guarantee safeguard of the product’s organoleptic characteristics.

Spire has an energy value of 135 kcal per unit of sale (40 g), and it has several peculiarities that makes it a unique and healthy product. Spire is a functional product because the 2% spirulina content guarantees an important nutritional intake, and if it were included in a balanced diet, it would have a preventive action on human health. In addition to the presence of iron, calcium, several vitamins and fibers, the protein content is considerably high (20%), while fats are below 2%. Spire is a product that is obtained using an indirect extrusion process.

Contact Person:
Mr. Alessandro BANTERLE - Director of environmental policy department

http://www.federalimentare.it

Spire Team Members
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Federimentare represents, protects and promotes the Italian Food and Beverages Industry, the second-highest-ranking Italian manufacturing sector which accounts for 8% of the national GDP, with an annual turnover of over 132 billion Euro. The Italian trade Associations for each food and drink sector are grouped together under Federimentare, 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.

http://www.federalimentare.it

Contact Person:
Luigi Pio SCORDAMAGLIA - President
Mrs. Maria Agnese DAU - Responsible of Health and Nutrition
Organic buckwheat bar is the best for children, hurrying people and vegan.

Our product belongs to the snack category. It is healthy organic bar from organic buckwheat, which is the best choice for children, hurrying people and who promotes a healthy lifestyle. This bar has a lot of various organic ingredients such as puffed roasted buckwheat, organic date syrup, organic lemon juice, organic raisins, organic cranberries, organic chia seeds and organic flax seeds. When you taste it it feels sweet buckwheat flavored with acidic lemon juice and cranberry accents. Its shelf life is 6 months what shows that it is ecological product made from natural ingredients.

Buckwheat bars are healthy and tasty product. They are rich of proteins, vitamins, dietary fibers and Omega – 3 fatty acids. Bars are innovative because they are made from secondary material, brawls left from buckwheat cakes in making process are used to make our buckwheat bars. All ingredients are ecological so it is food with GMO-free, fewer pesticides and are grown with natural fertilizers (manure, compost).

Chemicals such as fungicides, herbicides, and insecticides are widely used in conventional agriculture and residues remain on (and in) the food we eat. So it is good for you because you can take it and go to eat! Packaging material is a clear plaque - BOPP (Biaxially Oriented Polypropylene) 40 mkr, tape – paper.

BUCKWHEAT BAR

Contact Person :
Mrs Jurgita Šiugždinienė
Mrs Vaida Morkūnaitė - Business development specialist at KTU Startup Space

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 the global scientific knowledge by conducting cutting edge interdisciplinary research on the most important questions of current time.

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

http://en.ktu.edu
PANGGIES

Pancake premix with dried vegetable powder.

We are aware that the vegetable consumption of an average Dutch child is below the recommended intake level. And with the limited choices for kid products in healthy section, we, PANGGIES, want to bring an alternative change with our simple, healthy and convenient meal alternative that increases children's vegetable intake and saves parents' time. PANGGIES is a cooperative of six Food Technology bachelor students from the University of Applied Sciences 'Van Hall Larenstein' in Velp, Netherlands. We offer vegetable pancake mixes targeting the families with young children. And our selling channels are through e-commerce and local retailers, while providing online customer support via social media, email and our website. PANGGIES products have competitors from other pancake mixes as well as bread, cereal or muesli, which can be consumed interchangeably to our pancakes. Our uniqueness, however, comes from a superior convenience, versatility and a high nutritional value, the vegetable powder is obtained by drying so the mineral and vitamin content is not affected.

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Julia Joanna SWIERZEWSKA
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Contact Person:
Mrs Sigrid WINTERMANS - Study Mentoring Coordinator, Trainer/Mentor

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:
Mr. Kees DE GOOIJER - CEO
Mrs Marleen SCHOTLE - Secretary
**Bean Ready**

Bean Ready is a ready-to-eat vegetarian bean stew with traditional Portuguese ingredients. It belongs to the category of prepared meals and is a main dish that contains bean, mushrooms, cabbage and vegetarian sausages along with Portuguese white rice. Its organoleptic properties mimic the traditional Portuguese bean stew without animal-related ingredients. With an unforgettable flavour and taste, Bean Ready is a healthy meal and a source of fiber and protein. Bean Ready has a CPET (Crystallized Polyethylene Terephthalate) recyclable packaging with 2 sterilized compartments: one for the vegetarian stew and another for the Portuguese white rice. It has a shelf life of 6 months and it’s conserved at room temperature due to its thermal process, making Bean Ready a sustainable product. Bean Ready is a convenient and adaptable product to the current lifestyle that can be consumed for the whole family, at lunch or dinner, at home or elsewhere. Since it has the simplicity of being ready-to-eat, it only needs to be heated in the microwave. Bean Ready provides a healthy, practical and environmentally-friendly meal, encouraging the consumption of pulses, not compromising future generations or their resources.

**Contact Person:**
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**FIPA – Federação das Indústrias Portuguêsas Agro-Alimentares (Federation of the Portuguese Agri-Food Industry)**

FIPA’s mission is to promote the creation of an environment in which all food and drink companies, regardless of their size, can meet the constant challenges posed by consumers and, at the same time, be able to compete for sustainable, smart and inclusive growth.

**Contact Person:**
Mrs Maria HOGG - Lecturer at ESB - Catholic University - Porto

**University:**
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**Website:**

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**Associação Integralar – Intervenção de Excelência no Setor 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. We work together with our partner, FIPA, to run the Ecotrophelia competition in Portugal.
WHOOPIE ICE
A delicious eco-innovative ice cream made of concentrated whey with cream and local fruits.

Whoopie Ice is a delicious ice cream made exclusively out of concentrated sweet whey, an excellent source of high nutritional value proteins, with cream, quince and plum pulp, fruits with low glycemic sugars, rich in antioxidants vitamins and fibers. Whoopie Ice applies circular economy principles and uses the secondary product - cream - and the large amount of by-product - sweet whey, 80-85% - that results in brine cheese making to obtain a new formula of ice cream. Based on a short processing chain, applying whey concentration to only 30% dry matter and thus saving energy costs, using local fruits, the original processing idea is designed to re-integrate most of the resulted by-products. Accordingly, the topping of Whoopie Ice is made of jelly obtained from quince quills (by-product) with low sugar content reticulated with sugar and calcium. Also integrated into the topping are the attractive crafty letters made of fruit insoluble fibers (by-product), meant to add value, but also to create and retain customers' loyalty. All of us, but especially the lactose-intolerant consumers will have with Whoopie Ice the opportunity to indulge in a new, tasty dessert with hydrolysed lactose. Whoopie Ice was created to meet the consumer’s needs of clean label ice creams, free of preservatives, baring only natural colours and brings in new exciting flavours and taste given by quinces and plums that are not yet present in other ice creams on the market. Product shelf life: 1 year at -20°C.

TEAM MEMBERS
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Contact Person:
Prof. Petru ALEXE - President
Dr. Cristian DIMA - Member
"Acornico" is a hot dessert drink with the addition of acorn (oak nut), intended for all categories of consumers.

Regardless of whether you prefer a classic hot chocolate or some of the other tastes, "Acornico" products will please all your senses. After a quick and easy preparation, our products are ready to serve and enjoy. It is prepared by adding the contents of "Acornico" to some milk and stirring for several minutes over a light cooking heat, as stated on our label. By stirring, you will achieve the desired density.

A gentle touch of chocolate enriched with acorn that comes with our entire range of products is beneficial for both senses and health. "Acornico" products are an excellent source of vital nutrients found in acorns which makes 10% of their net quantity.

We designed the packaging for different "Acornico" products in characteristic colors in order to give our consumers a visual hint of taste within. Innovation depicted in addition of acorn is the main advantage our products have over competition. We believe that the market needs an innovative product which will both provide the consumers with health beneficial nutrients and a great taste. Since there is a constant growth in demand for health beneficial products, it is our opinion that this kind of drink would have a considerable market potential. There is no direct competition which gives a lot of marketing flexibility, especially given the unique product features.
Mousse-have is a line of vegan desserts, made out of chocolate mousse with aquafaba and fruit sauce.

The chocolate mousse is made from wastewater (aquafaba), made in the chickpea production process. Aquafaba is used as an egg white substitute, so our product is also suitable for vegans and people with egg protein allergies. The mousse is made in two versions: Mr. and Miss Mousse. Mr. Mousse contains chocolate aquafaba with a layer of blueberry sauce with added finely ground tigernuts. Miss Mousse contains coarsely ground tigernuts within the mousse, which adds a rich and crunchy taste. The blueberry sauce is replaced with a raspberry sauce with added finely ground tigernuts.

The leading idea behind the Mousse-have products is the use of chickpea production waste water also known as aquafaba, thereby exploiting the by-products and reducing the amount of waste water in the food production industry. Reducing the amount of waste water leads to a smaller environmental burden and contributes to a balanced ecosystem. Aquafaba is used as a substitute for egg whites, which means that the Mousse-have line is also suitable for vegans and people with egg allergies. The product is distinguished by its simple recipe and ingredients from local Slovenian companies. In addition to using natural and local ingredients, the specialty of the product is also its glass packaging. It gives the user the opportunity to reuse the packaging for personal use.

Team Members:
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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 180 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.

http://www.gzs.si/zkp

Contact Person:
Dr Tatiana ZAGORC
Dr. Petra MEDVED DJURASINOVIC - Senior consultant
Essenza di Vega is a new integral fresh pasta, made from a set of novel flours and local fillings.

Esseza di vega is a integral fresh pasta with a set of novel flours (amaranth flour, quinoa flour and flour obtained from the by-product of the Persimon juice industry). Two different product ranges are elaborated, the tagliatelle and, on the other hand, the ravioli, in which two types of innovative fillings are differentiated, typical of the community where the company was born. A filling of date and bacon, creating in this way a mixture of flavors between sweet and salty; and on the other hand the filling of cheese, pomegranate and chia, which is suitable for vegetarians and that provides a different flavor at the same time as nutritious. This pasta is rich fiber and with all essential aminoacids.

Our project focuses on two fundamental pillars at present, healthy nutrition and the sustainability of the planet. Thanks to a technological process, only 2 minutes is needed for cooking. Thanks to all this, a new concept of pasta is born, which combines the traditional and the innovative with its ingredients, giving an added value to the nutritional value of conventional pasta, contributing to the environment and also being quick and easy to consume.
POM PUFS
Available in Spicy BBQ and Salt and Vinegar Flavour, Pom Puffs are a delicious and nutritious snack.

Bean Ready is a ready-to-eat vegetarian bean stew with traditional Portuguese ingredients. It belongs to the category of prepared meals and it is a main dish that contains bean, mushrooms, cabbage and vegetarian sausages along with Portuguese white rice. Its organoleptic properties mimic the traditional Portuguese bean stew without animal-related ingredients. With an unforgettable flavour and taste, Bean Ready is a healthy meal and a source of fibre and protein.

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Bean Ready is a convenient and adaptable product to the current lifestyle that can be consumed for the whole family, at lunch or dinner, at home or elsewhere. Since it has the simplicity of being ready-to-eat, it only needs to be heated in the microwave.

Bean Ready provides a healthy, practical and environmentally-friendly meal, encouraging the consumption of pulses, not compromising future generations or their resources.

Team Members:
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Contact Person:
Mrs Emma WESTON
Associate Professor in Food Sciences

Institute of Food Science & Technology (IFST) is a leading qualifying body for food professionals in Europe and the only professional body in the UK concerned with all aspects of food science and technology. Our membership comprises individuals from a wide range of backgrounds, from students to experts, working across all aspects of food science and technology, and from academia through to enforcement. We are a registered charity and a company limited by guarantee. Our aim is to promote the advancement and application of food science and technology for the benefit, safety and health of the public. We work with our partner, Campden BRI, to run the Ecotrophelia competition in the UK.

http://www.ifst.org

Contact Person:
Mr Jon POOLE
Mr. Toby ALMY - Education and Careers Coordinator

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.

http://www.campdenbri.co.uk

Contact Person:
Mr Steven WALKER
Mr Bertrand EMOND - Head of Membership & Training
Les principales missions du Ministère de l’Agriculture et de l’Alimentation sont :
• le développement durable des filières agroalimentaires, 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 trajectoire équilibrée, environnementale, économique 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, en siteant 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 cadre des États généraux de l’alimentation qui se sont déroulés en 2017 et visent notamment la réponse déficitaire aux attentes et aux besoins des consommateurs et à promouvoir les choix de consommation privilégiant une alimentation saine, sûre et durable, le renouvellement de ceci soutient à ces deux importantes 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.
SOUTH REGION
REGION SUD

Alongside its partners, the South Region is developing strong and specific actions for the training and professional integration of young people. As the initiator of ECOTROPHELIUM and its European version, the Chamber of Commerce and Industry of Vaucluse offers them a first-rate springboard. At each edition, we are delighted with the quality and innovation of the products resulting from the work and talent of their young designers.

ECOTROPHELIUM Europe illustrates the tremendous potential of training, particularly in higher education, on a continental scale. I would like to reiterate here my determination to strengthen ties with the business world. This objective must clearly be given priority at European level.

The South Region makes every effort to educate and train young people. High school students, apprentices and students from Provence-Alpes-Côte d'Azur progress in the best possible conditions within their institutions, universities and host organisations throughout their careers.

I warmly welcome all the participants of this new edition, reiterate my compliments on their work and wish them an excellent competition.

Renaud MUSÉLIER
President of the Provence-Alpes Côte-d’Azur Region.
Member of the European Parliament

VAUCLOUSE COUNCIL
CONSEIL DEPARTEMENTAL DE VAUCLUSE

In line with the success of ECOTROPHELIUM France, ECOTROPHELIUM Europe promotes European entrepreneurship and competitiveness in the food sector through an ever-improving competition.

Thus, the presence of the winners of the ECOTROPHELIUM France d’Or prize in Paris at this 2018 edition, as part of the International Food Exhibition (SIAL), demonstrates the scale of this internationally renowned competition.

This network of training excellence in food innovation, based on cooperation between higher education, research and business, thus constitutes a formidable ideas incubator for the food industry, and in particular eco-friendly products.

Vaucluse, a land of flavours, remains at the heart of developing agricultural and agri-food sectors of tomorrow, by integrating the elements of sustainable development.

Popular for its famous wines such as Châteauneuf du Pape and Gigondas, but also the leading producer of cherries and table grapes, Vaucluse is also a land of companies, research and experimentation centres and an innovative and environmentally friendly sector.

Thus, the Department of Vaucluse, convinced of seeing research and innovation as part of the development and future of our Vaucluse territory, provides financial support to the agricultural, wine-making and agri-food sectors, particularly by supporting the creation of research laboratories.

I am convinced that the talent and ingenuity of these students will positively influence the food consumption trends of tomorrow.

I therefore wish the candidates seeking food excellence every success in this great endeavour.

Maurice CHABERT
President of the Department of Vaucluse

CONSEIL DEPARTEMENTAL DE VAUCLUSE

In the wake of the success of ECOTROPHELIUM France, ECOTROPHELIUM Europe promises European entrepreneurship and competitiveness in the food sector through an ever-improving competition.

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Maurice CHABERT
President of the Department of Vaucluse
EEIG ECOTROPHELIA EUROPE

ECOTROPHELIA Europe EEIG 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 eight different 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.

In this regard the EEIG has been a partner of the Food For Growth programme since 2015:

- A project bringing together universities and food companies or groupings, Food for growth aims to build and test out a training model adapted to provide current and future agri-food technical profiles with the skills and competencies necessary to develop the capacity of SMEs in the fields of communication and responsibility in the food sector. Food SMEs, as strategic actors, must be able to inform local communities and consumers about their products, decisions and activities.

In this context, it is of paramount importance for SMEs to develop and acquire the necessary skills to communicate effectively with consumers using social networks, blogs and other media to provide appropriate information.

EEIG Members

The members of the EEIGs are trade unions from eight European countries representing the interests of national food companies, the European Union food industries, united around CCI Vaucluse: ANIA - France / FEVIA - Belgium / FIAB - Spain / SEVT - Greece / CCIS-CAFE - Slovenia / FI - Iceland / LVA - Austria and FoodDrinkEurope.

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.

Campden BRI - the leading global centre for research and training for the agri-food industry - is dedicated to helping students and young entrepreneurs to succeed in the food and drink industry.

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.

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Bertrand Emond
Head of Membership & Training, Campden BRI
Sopexa, The International Communication Agency 100% dedicated to Food, Drink & Lifestyle

Sopexa is convinced that product and marketing innovation are key contributors for market performance and act as a differentiating factor. That is why Sopexa, an international communication agency 100% dedicated to Food, Drink & Lifestyle is sponsoring Ecotrophelia Europe and supporting the creativity of young European talent.

With 60 years of experience in food & drink, Sopexa anticipates innovations, understands the latest trends and develops high-impact communication strategies along with its clients. Sopexa is 100% international, based in 24 countries and develops bespoke multi-channel marketing and communications strategies for clients worldwide. Beyond strategic planning, Sopexa runs comprehensive monitoring programmes backed by studies – on sectors, behaviours and trends – carried out in-house by its market intelligence experts in order to identify weak signals, influencers, local food practices and communication trends in the food, drink & lifestyle sector. Market insights that feed the teams who are in charge of Influence, Branding and Shopper Marketing campaigns.

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Something is happening, here and now, on Planet Food - and never has the name seemed more appropriate! Producers, processors, distributors, media, public organisations, consumer associations and, of course, consumers themselves: Planet Food is functioning more and more like an interdependent network, as tastes, recipes and culinary traditions transcend national boundaries.

Yes indeed, something significant is happening. All the studies of our Industry, Consumption and Foodservice experts - to be discovered exclusively here - and all the feedback from the professionals - many of whom will be exhibiting at SIAL Paris 2018 - attest to three major phenomena that are in the process of remodelling Planet Food. These phenomena can be summed up in three epithets: «taste», «true» and «meaning», and the claim is really no exaggeration, considering the degree to which these notions have been creatively reworked worldwide. Notions that have been revamped and refashioned, and have been brought into line with the spirit of the age.

The emergence of these three phenomena has been dependent on the actions and desire of all Planet Food stakeholders, with each stakeholder feeding into and reinforcing the phenomena, as if each one of us were conscious of the commitments incumbent on us, and which are in a way our common denominator. This, too, is something new: Planet Food has undergone a paradigm change! And this is no fleeting trend.

It is a revolution, tapping into the very DNA of our sector, and which is transporting us in double quick-time from yesterday’s to tomorrow’s world.

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