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# trafooon

*Traditional Food Network to improve the transfer of knowledge for innovation*



## Innovation in traditional Food? – Good Practices

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# General Information

- Name: **TRAF00N**
- “Traditional Food Network to improve the transfer of knowledge for innovation”
- **Period:** 01.11.2013 – 31.10.2016
- **Project duration:** 36 months
- **Consortium:** 29 partners from 14 European countries

**Scope:** TRAF00N addressed SMEs from the sector of four product groups, which play a key role in the value chain of traditional food:



**Grain**



**Vegetables & Mushrooms**



**Sweet Fruits & Olives**



**Fish**



# Multi-component approach

- **TRAF00N** was a network of **research institutions, technology transfer agencies** and **SME associations** with the aim to secure the knowledge transfer and implementation of already existing innovations regarding traditional foods to SMEs in order to establish sustainable and innovative processes and technologies thus improving the **quality, safety and environmental performance** of traditional food products.
- This was achieved via a multi-component approach

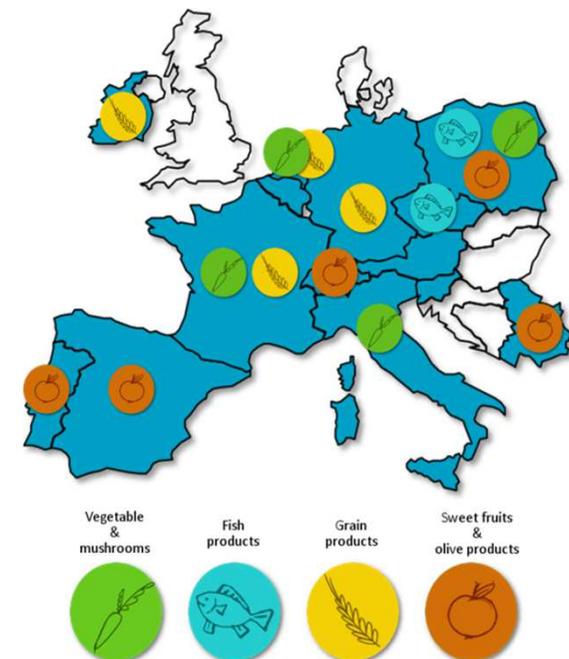


# TRAF00N Consortium overview

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**29 partners** from **14 European countries**: Austria, Belgium, Czech Republic, France, Germany, Ireland, Italy, the Netherlands, Poland, Portugal, Serbia, Slovenia, Spain and Switzerland

- 9 Universities
- 9 Research institutions
- 5 Technology transfer agencies
- 5 SMEs associations
- 1 European food industry association



# Partners of TRAF00N

The image features a central map of Europe with a blue outline. Surrounding the map are logos of various partner organizations. The logos are arranged as follows:

- Top Left:** WageningenUR (For quality of life), AQUATT, UCC (Coláiste na hOllscoile Corcaigh, Éire / University College Cork, Ireland), Research Institute of Horticulture, InHort, UWM (Uniwersytet Warmińsko-Mazurski w Olsztynie).
- Middle Left:** EUCOFEL (Association Européenne du Commerce de Fruits et Légumes - AEBL), NBC (Kennis- en adviescentrum voor de bakkerij), Instituto de Investigación y Formación Agraria y Pesquera CONSEJERÍA DE AGRICULTURA Y PESCA, EBN (European Business Network), feap (Fédération Européenne des Associations Professionnelles des Industriels de la Boulangerie), UNIVERSTÉ DE STRASBOURG.
- Bottom Left:** CNRS (Centre National de la Recherche Scientifique), INRA (Institut National de la Recherche Agronomique), spí (Sociedade Portuguesa de Inovação), FOODDRINK EUROPE, gestiona global.
- Right Side:** PAN (POLISH ACADEMY OF SCIENCES), STEINBEIS-EUROPA-ZENTRUM, Universität Hohenheim (1818), ACW (Forschungsanstalt Agroscope Chagns-Wädenswil), Hes-so (Haute Ecole Spécialisée de Suisse occidentale / Fachhochschule Westschweiz / University of Applied Sciences Western Switzerland), Univerza v Ljubljani.
- Bottom Right:** CITOLIVA, ISEKI - Food Association, and a logo for Institut MIHAJLO PUPIN AUTOMATIKA.

# TRAF00N Book

**Consumer-oriented** book containing information about traditional dishes from all TRAF00N food categories.

The book includes short stories or descriptions and recipes, as a measure of **raising awareness** and **promoting** those products.



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# TRAF00N Info Shop

Available in English,  
German and French at

[www.trafoon.eu](http://www.trafoon.eu)



The screenshot shows the 'trafoon information shop' website. The header includes the logo, the title 'trafoon information shop', the tagline 'Traditional Food Network to improve the transfer of knowledge for innovation', and a search bar. A left sidebar menu lists 'Grains' (with sub-items 'Resources' and 'Introduction'), 'Other sectors', and a list of sectors: 'Home', 'Fish', 'Grains', 'Vegetables', 'Fruits', and 'Entrepreneurship'. The main content area is titled 'Resources of sector "Grains"' and features a grid of icons for 'Experts', 'Organisations', 'Primary Production', 'Processing', 'Quality & Safety', 'Labelling', 'Marketing', and 'Manufacturing'. A copyright notice '© 2016 trafoon project' is visible at the bottom.

# Preserving knowledge

Although **TRAF00N** has come to a close, it did not stop...

In order to preserve gained knowledge throughout the TRAF00N project, it is being transferred and applied to new projects.

This is being made by **extending the network** with partners from industry and academia that share our vision.



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ISEKI Food Association

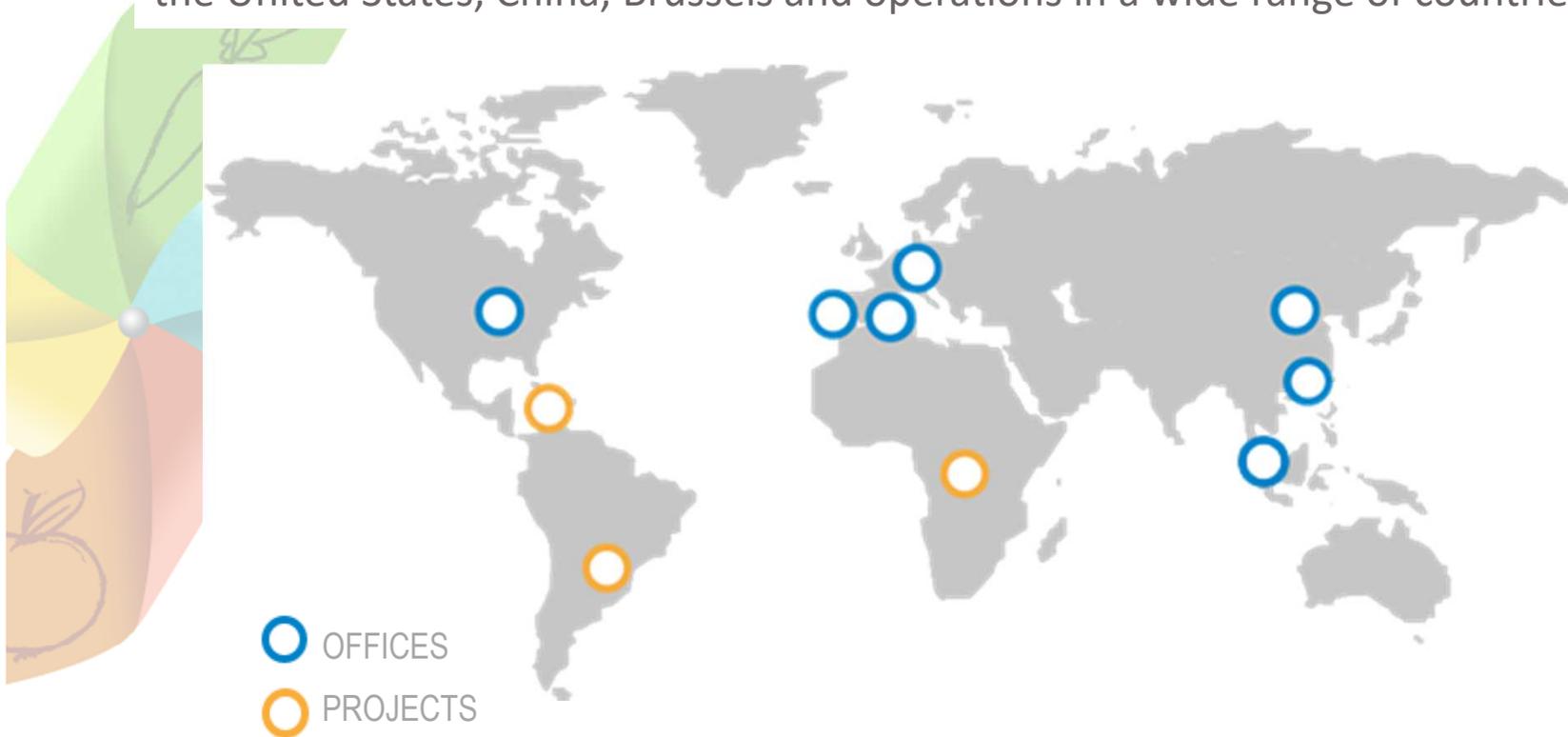
**New projects**

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# **spi** Sociedade Portuguesa de Inovação

SPI (b. 1997) is an international consultancy firm with offices in Portugal, Spain, the United States, China, Brussels and operations in a wide range of countries.



**SPI's mission** is the management of projects which foster innovation, entrepreneurship, promote international opportunities and strategic partnerships.

The SPI Group's structure is composed of three main pillars that enable us to provide a unique portfolio of activities and services:



**INNOVATION**



**SCIENCE AND TECHNOLOGY**



**TERRITORY**

For more information: [www.spi.pt](http://www.spi.pt)

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# INTRODUCTION

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# Current situation

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- Small and Medium Enterprises (SMEs) of the food sector are increasingly under pressure due to developing open markets.
  - Risk of losing many traditional foods as well as traditional techniques of production
- SMEs of traditional foods must extend their skills in modern as well as competitive marketing and production techniques.



# To-the-point examples

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- This presentation consists of a number of examples of **entrepreneurship in the field of traditional food**.
- Actual examples as the ideal way to take the message across to other (potential) entrepreneurs,
- New methods, and attitudes that turn an **interesting idea into a successful business in the “traditional food” sectors.**



# Traditional food - definition

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TRAF00N defines *Traditional Food* as: “Food which is produced according the gastronomic heritage by at least three generations, which shows specific feature(s) that distinguish it clearly from other similar products of the same category in terms of the use of ‘traditional ingredients’ (raw materials of primary products) or ‘traditional composition’ or ‘traditional type of production and/or processing method’. Furthermore it is associated with a certain local area, region or country.”



Fig. Traditional food of Kosovo



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# DIFFERENT TYPES OF INNOVATION

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# Innovation?

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The definition of Innovation in the Oslo manual corresponds to one of the following categories:

➤ **Product or Service Innovation**

“A good or service that is new or significantly improved. This includes significant improvements in technical specifications, components and materials, software in the product, user friendliness or other functional characteristics”

# Innovation?

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The definition of Innovation in the Oslo manual corresponds to one of the following categories:

➤ Process Innovation

“A new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software”

# Innovation?

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The definition of Innovation in the Oslo manual corresponds to one of the following categories:

➤ Marketing Innovation

“A new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing”

# Innovation?

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The definition of Innovation in the Oslo manual corresponds to one of the following categories:

➤ Organisational Innovation

“A new organisational method in business practices, workplace organisation or external relations.”



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# GOOD PRACTICES

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# Orti della Valle del Carpina

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- Orti della Valle der Carpina was founded in 2010 by Maurizio Carubini .
- Driven by his desire to offer the naturalness and authenticity of organic farming.
- The farm is located in the pure and pristine Carpina Valley of Pietralunga municipality, in the northern part of Umbria region.



# Orti della Valle del Carpina

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# Orti della Valle del Carpina

- Production of several agricultural products - all certified as organic.
- Rediscovery of ancient varieties of local products and with the enhancement of nutritional and health benefits of many products.
- White Potato of Pietralunga, who obtained the DECO certification (“Denominazione Comunale di Origine”: Municipal Designation of Origin).



# Orti della Valle del Carpina - Products

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- The company commercializes two main categories of products: organic and truffle based products.
- Vegetables and fresh fruit, beans, spelt, saffron pistils, linseed, linseed oil, white potato of Pietralunga DECO (“Denominazione Comunale di Origine” - local warranty), Vitellotta Potato (purple potato), potato, red skin with white flesh, grain, black summer truffle and black truffle.

# Orti della Valle del Carpina - Products

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Organic Borlotti Beans



*Carpina Mixed Soup*



*Organic Pearl Barley*



*Organic Pearl Spelt*



*Organic Linseed*



*Linseed Oil*

# Orti della Valle del Carpina - Products

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*Pure Saffron in Pistil*



*Organic Purple Potato*



*Organic Pietralunga  
White Potatoes*



*Fresh Black Summer  
Truffle*



*Imperial White Truffle*



*Natural Mushrooms &  
Truffle 15% Sauce*

# Orti della Valle del Carpina - Innovation

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- Local products linking tradition, territory and quality.
- Revive ancient varieties of products to the market.
- Directly sold at markets and fairs, both loose and packaged. The packaging is external but the farm is already engaged in a project for the construction of its own packaging laboratory and warehouse.

# Orti della Valle del Carpina – Reflections

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- The differentiation of the product comes from the **history and traditions of the land.**
- **Close connection with the region and its people** - the company set out sustainability and fair trade as business ethos from the outset.
- **Clear identification of needs and opportunities:** market contact, and its permanent re-assessment.
- **Partnerships with other farms and organizations** that can turn into products that people value more.

# Aqua4C – Sustainable Fish Farming

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- Aquaculture start-up originated from a PhD research project of Stijn Van Hoestenberghé at the Biosystems department of KU Leuven.
- The fish farm produces a new type of fish – Jade Perch - through a highly eco-friendly breeding process.
- Aqua4C produces in closed recirculation systems and the energy and water of the farm is integrated with a tomato greenhouse from Tomato Masters ([www.tomatomasters.be](http://www.tomatomasters.be)).



# Aqua4C – Sustainable Fish Farming

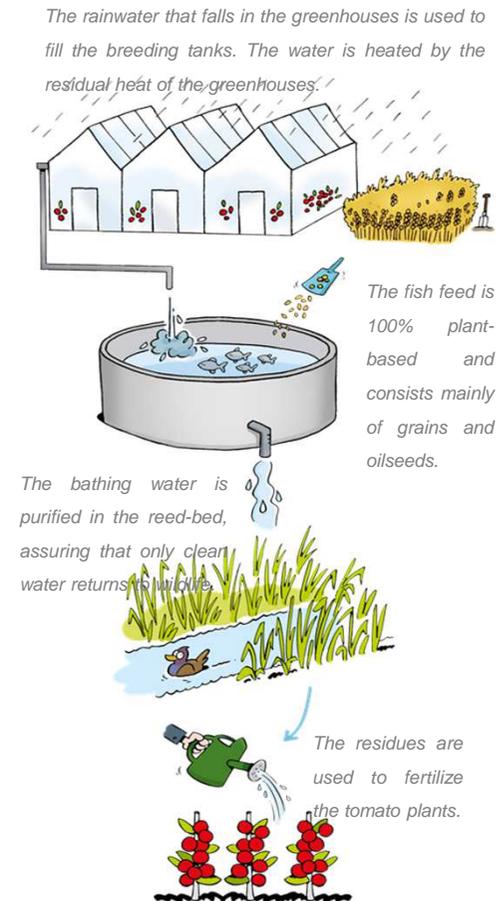
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Fig. Aqua4C fish farm and Tomato Masters Stokstorm greenhouse horticulture in Deinze, Flanders

# Aqua4C – Sustainable Fish Farming

- Aqua4C installed 27 tanks for breeding and growing fish next to Tomato Masters, using approximately 30 hectares .
  1. The fish feed is 100% plant-based and consists mainly of grains and oilseeds.
  2. The bathing water is purified in the reed-bed, assuring that only clean water returns to wildlife.
  3. The residues are used to fertilize the tomato plants.
  4. The rainwater that falls in the greenhouses is used to fill the breeding tanks.
  5. The water is heated by the residual heat of the greenhouses.



Aqua4C and Tomato Masters farming chain.

# Aqua4C – Products

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Fresh Jade Perch



Cooked Jade Perch  
("Omegabaars")

# Aqua4C – Innovation

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- Result of a PhD research project of Van Hoestenberghé at KU Leuven.
- Study of the possibilities of using organic farms to grow a healthy, sustainable but also tasteful fish species.
- Findings – the properties of the Jade Perch, a new species for the Belgian and European market with some special ecological features.
- A vegetarian fish that does not require antibiotics and, coming from dry Australian habitats, is capable of surviving in less water than other species.

# Aqua4C – Reflections

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- Identification of **challenges/opportunities** focused on sustainable agriculture.
- Inclusion of scientific knowledge.
- Involvement of other start-ups on company/product development process-  
Win-Win situations.
- Capacity to demonstrate and gain allies to market Jade Perch.

# Land Pack – Green Packaging Solutions

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- Landpack is a small Munich-based engineering company, founded to meet the needs of fresh and cooled food suppliers.
- **Problem:** how to get the refrigerated, fresh deliveries to the customer and shops specializing in organic products.
- Landpack has developed a complete range of **straw-based products** - a renewable resource with great insulation properties.



# Land Pack – Green Packaging Solutions

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- To achieve a stable quality, Landpack established close collaborations with local farmers and supervises every production process step, starting at the cereal growth, harvesting, and straw processing.
- The grain is not specifically cultivated for Landpack, but provides the farmers with supplementary income - besides the sale of grain, they can earn with the sale of straw itself.
- Landpack has started sales in partnership with Klingele, one of Germany's leading independent manufacturers of corrugated raw paper and cardboard packaging.

# Land Pack – Products

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Pressed straw panels



Landbox®



*Landpack-cooling elements*

# Land Pack – Innovations

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- Pack manufactures innovative straw-based insulating packaging.
- Landbox® produces the insulation performance of a polystyrene box.
- A first ecological insulating packaging based on the agricultural by-product straw with neutral climate that can be disposed of in the organic waste or garden.
- Similar isolation performance as Styrofoam.
- The manufacture of the Landbox requires a fraction of the energy required for the production of its polystyrene alternative.
- Comprehensive service package.

# Land Pack – Reflections

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- ✓ Identification and characterization of a real need.
- ✓ Strategic partnership.
- ✓ Future vision based on an internationalization strategy.
- ✓ Usage of leading ICT applied to the interaction between user and equipment, providing a greater level of acceptance by business customers.
- ✓ Innovation by design.



# Liá - extra virgin olive sealed in a white bottle

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- The company, recently founded by Cristina Stribacu and his brother (2013), produces premium olive oil from the area of Messenia, Greece.
- The trees belong to Koronèiki variety which is a native one in Greece.
- Olive oil of excellent quality whose special features comprise a combination of a fruity, bitter and pungent taste and flavour apart from its exceptionally low acidity.



# Liá - Products

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*Packaging of LIÀ Olive Oil*

# Liá - Innovation

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The main innovation is to provide a premium healthy product joining tradition and marketing (better design bottle). The white bottle design is based on that from ancient Greece.

*“The bottle is very contemporary and chic yet rich in tradition and cultural history and the artwork is also inspired by classical design. We have received a lot of attention based on our innovative design. We also believe our olive oil has extra health benefits”*



# Liá – Reflections

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- The novelty of Liá resides in the notion, early on, to communicate the olive from the region as a premium product.
- First thing? **Design a exquisite bottle** based on bottle design from ancient Greece.
- The **connection to the land** was paramount. The olives grow in Filiatra, a picturesque provincial town in Messenia, Greece - situated close to Mount Egaleo and cooled by the breeze of the Ionian sea. But also to the package!
- Constant focus on the export business, and an ambition to scale - Liá has a website and other marketing materials in English.



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# DETERMINANTS OF SUCCESS FOR INNOVATION IN TRADITIONAL FOOD

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# Determinants of success for innovation in traditional food

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- The cases have mostly escaped competition to exploring Up-scale markets, be it in terms of sophistication or sustainability criteria.
- How to do it?
  - **Look for the problems and think about solutions.**
  - Clearly identify needs and opportunities, and permanently **re-assess it** to adjust business goals.
  - Of course – **look for R&D**
  - **Connect with the land** – search in the history and traditions ways to differentiate your product.
  - **Find win-win situations** with other companies.
  - Look for **allies** to market your product.
  - Be aware of **internationalising**.
  - Think about the other components: the **design, the package, the communication, the brand, etc.**



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v Českých Budějovicích  
University of South Bohemia  
in České Budějovice  
Czech Republic



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## Questions?

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## Thank you for your attention!

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