



The Joint Programming Initiative A healthy diet for a healthy life

**National consultation workshop
February 24, 2012
Rome, MIUR**

**European Technology Platform
“Food for Life”**

**Daniele Rossi
DG Federalimentare
Vice-Chairman ETP “Food for Life”**



THE EU FOOD & DRINK INDUSTRY IN FIGURES



The number one manufacturing Industry in the EU

- **Generates 1.050 € trillion in turnover**
representing 13% of EU manufacturing
sector turnover



+ 1,8%
2010/2009

- **Employs 4.3 million people**
generating 14% of the total jobs in EU
manufacturing

- 310.000 companies (99,1% SMEs)
- Export 53,7 billion €
- Import 50,8 billion €

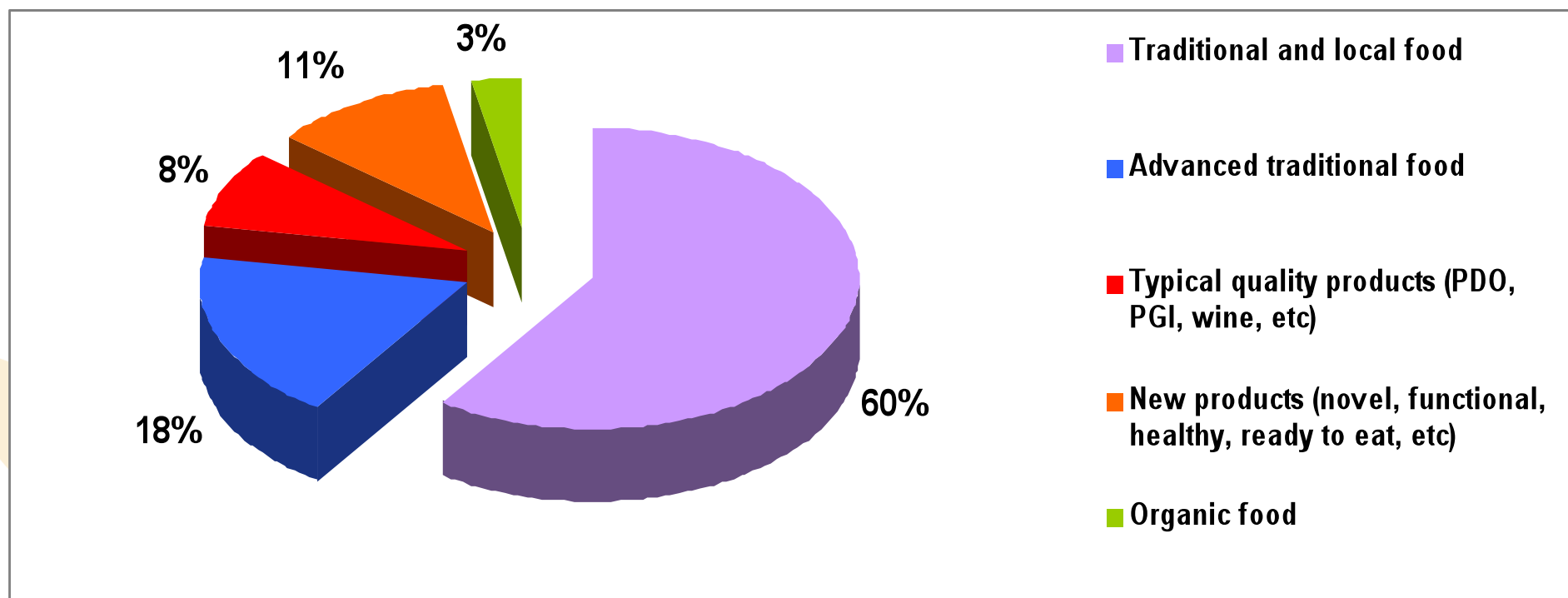
EU is a net exporter of food products



TURNOVER BY PRODUCT 2011

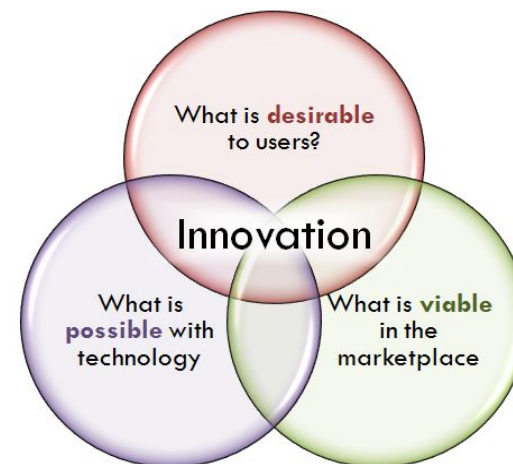


Traditional and local food	628	60%	
Advanced traditional food	191	18%	
Typical quality products (PDO, PGI, wine, etc)	88	8%	(of wich 10 billion € of export)
New products (novel, functional, healthy, ready to eat, etc)	115	11%	
Organic food	32	3%	
Total billion euro	1054	100%	(of wich 54 billion € of export)



THE COMPETITIVENESS OF INDUSTRY DEPENDS ON INNOVATION

- Increase the **SPEED** and **QUALITY** of **INNOVATION**
- Increase **R&D SPENDING**
- Focus, align and **COLLABORATE** between stakeholders
- Optimise **KNOWLEDGE CAPTURE** and **DISSEMINATION** of knowledge towards SME's
- Adapt and incorporate **MODERN PRODUCTION PHILOSOPHIES** which have proven successfully in other market sectors and which allow producers to remain at the forefront of the market change.



FOOD & INNOVATION DRIVERS



Fonte: EU Commission

BRUTAL FACTS



Hearth: Each year CVD causes over 2.0 million deaths in the European Union (EU-27), nearly half of all deaths (42%).

Glycemic control: Over 48 million adults (7.8% of the population) aged 20 to 79 years in Europe live with diabetes.



Weight: in Italy 9% of adults are obese, 27% of boys and 25% of girls between 5 and 17 are overweight or obese

SIX MAJOR HEALTH ISSUES THAT CAN BE IMPROVED THROUGH NUTRITION



**Heart
Health**

**Weight
Management**

**Bone &
Joint Health**

**Digestive
Health**

**Energy
Management**

**Glycemic
Control**

WHY ESTABLISH AN ETP FOR THE FOOD SECTOR?

- Increase R&D strategy and funding;
- Coordinate research in Europe and prevent duplication;
- Promote SME participation, specific programmes and networks;
- Focus, align and collaborate transnationally between stakeholders;
- Increase multidisciplinary / cross-sector education and;
- Optimise the acquisition and dissemination of knowledge between Member States and towards SMEs.

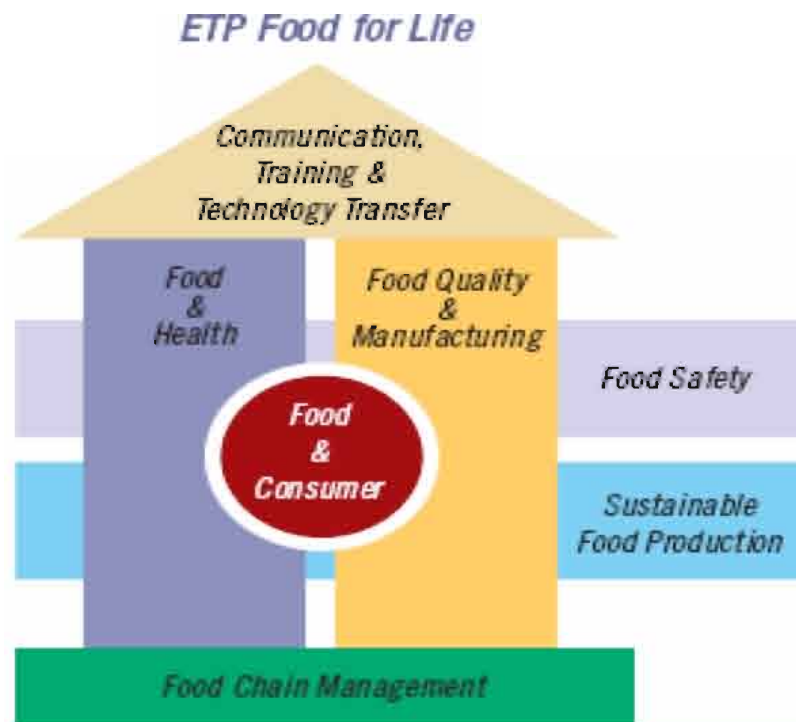
HISTORY OF ETP FOOD FOR LIFE



- First ideas for an agri-food ETP discussed, October 2004
- ETP Food for Life launched July 2005 on basis of Vision Paper
- Board, Operational Committee and Working Groups formed with good representation of all stakeholders across EU, December 2005
- Stakeholders' Strategic Research Agenda, February 2006
- Recognition by the EU of the ETP's programme on the basis of:
 - financial support through a FP6 Specific Support Action (SSA)
 - the inclusion of SSRA-based priorities in calls of the FP7 KBBE theme
- Strategic Research Agenda published, September 2007
- Implementation Plan, June 2008. Published, October 2008
- Stakeholders event, March 2010
- New Chairmanship on February 2011
- Stakeholders event and Innovation Day, November 2011
- Strategic Research and Innovation Agenda, March 2012



Source: "Food for Life" SRA 2007-2020



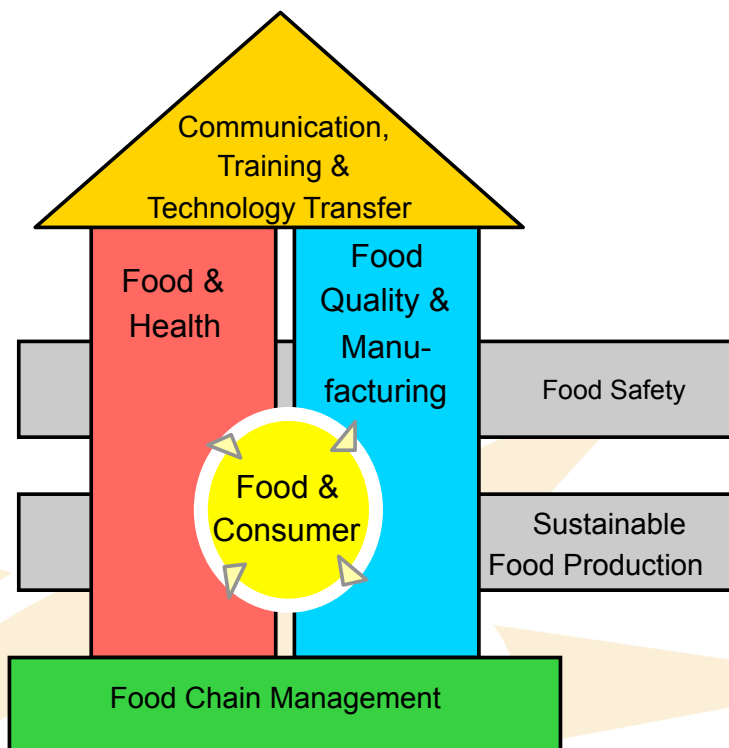
Vision on Food for Life

The European Technology Platform on Food for Life seeks to deliver innovative, new and improved food products to national, regional and global markets in line with consumer needs and expectations. This will be achieved by effectively bringing together research in nutrition, food and consumer sciences, sustainable production and food chain management. These products, together with recommended changes in dietary regimes and lifestyles, will have a positive impact on public health and overall quality of life of consumers in Europe and beyond - adding 'life to years'. Such activities will support a successful and competitive pan-European agro-food industry which will be successful in global business activities, lead to job creation, improve national and European economies, promote sustainable and ethical production systems and increase consumer confidence in Europe.



Core Challenges addressed in the Strategic Research Agenda (SRA)

1. Ensuring that the healthy choice is the easy choice for consumers
2. Delivering a healthier diet
3. Delivering quality food products
4. Assuring safe foods that consumers can trust
5. Achieving sustainable food production
6. Managing the food chain



ETP FOOD FOR LIFE

3 Key Thrusts



**Improve health,
well-being and
longevity**



**New
products,
processes and
tools which.....**



**Build consumer trust
in the food chain**



**Sustainable and
ethical production**

