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

- 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

Source: Estimates on FoodDrinkEurope data 2011
TURNOVER BY PRODUCT 2011

<table>
<thead>
<tr>
<th>Product</th>
<th>Turnover</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional and local food</td>
<td>628</td>
<td>60%</td>
</tr>
<tr>
<td>Advanced traditional food</td>
<td>191</td>
<td>18%</td>
</tr>
<tr>
<td>Typical quality products (PDO, PGI, wine, etc)</td>
<td>88</td>
<td>8%</td>
</tr>
<tr>
<td>New products (novel, functional, healthy, ready to eat, etc)</td>
<td>115</td>
<td>11%</td>
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<tr>
<td>Organic food</td>
<td>32</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total billion euro</strong></td>
<td><strong>1054</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
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(of which 10 billion € of export)

(of which 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.

Source Food for Life
FOOD & INNOVATION DRIVERS

- Ethics
- Convenience
- Pleasure
- Health
- Well Being
- Sustainability
- Climate and environmental protection

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.

Sources: American Heart Association; Centers for Disease Control 2008, European Heart Network
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.

Source 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
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

Source: Food for Life
ETP FOOD FOR LIFE
3 Key Thrusts

1. Improve health, well-being and longevity
2. Build consumer trust in the food chain
3. Sustainable and ethical production

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

Fonte: “Food for Life” IAP