ECROPOLIS (EU 7 FP) - Introduction and Overall Goals

Gabriela S. Wyss, co-ordinator
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Overview

ECROPOLIS (EU 7FP): Introduction and goals
  Gabriela S. Wyss, co-ordinator, FiBL

Sensory research and organic products
  Kirsten Buchecker, WP leader sensory analysis, ttz

Market potential of organic products through sensory research
  Achim Spiller, WP leader market needs and solutions, University of Göttingen

Regulatory framework and effect of taste
  Otto Schmid, Co-WP leader market needs and solutions, FiBL

Experiences in Germany and impact for SME/SME Associations
  Elke Röder, WP leader dissemination and training, BNN

Questions
Taste Drives for Appetite in Organic Food

Appetite is growing for natural joy
Title of project

- Organic Sensory Information System (OSIS): Documentation of sensory properties through testing and consumer research for the organic industry

Research for the benefits of SMEs (FP7-SME-2007-2)

Project duration


Co-ordination

- FiBL, Gabriela Wyss; gabriela.wyss@fibl.org
Main Objectives

- Development of a multilingual data folder on sensory properties of mainly processed organic foods (OSIS)
  - Sensory profiles
  - Consumer research
  - Impact of organic regulations

- Usage of OSIS as a marketing tool providing sensory information on organic food to
  - Consumers
  - Retailers
  - Wholesalers and
  - Processors/producers
Partner Structure

SME AG 1
Germany

BNN

SME AG 2
Netherland

VBP

SME AG 3
Poland

Ekoland

SME AG 4
Switzerland

Bio Suisse

SME AG 5
Italy

Bioagricoop

SME AG 6
France

Synabio

SME 1

SME 2

SME 3

SME 4

SME 5

SME 6

ebl-Naturkost

FairConnect

PPH Tast

Agrovision Burgrain AG

OrganicOils

Unébio

retailer; case study

vegetable products

bakery products

fresh fruits (apple)

vegetable oils

meat products

RTD Performer
from all six countries
State-of-the-art and regulatory framework

WP1

Synthesis, recommendations and testing of OSIS

WP3

Sensory analysis

WP4

Market needs and solutions

WP5

Workshop with all SME AG/SMEs

Case study 1

Case study 2

WP6

Dissemination and training

Fact sheets

Meetings

Knowledge on sensory quality

Training of sales staff; Taste seminars

Improvement of service quality

WP 0

Project co-ordination and management

WP2

OSIS concept and technical implementation

www.ecropolis.eu

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