

# ECROPOLIS (EU 7 FP) - Introduction and Overall Goals

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**Research Institute of Organic Agriculture**



# 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**

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**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**
  - **1. January 2009 – 31. December 2011**
  
- **Co-ordination**
  - **FiBL, Gabriela Wyss; [gabriela.wyss@fibl.org](mailto: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



