What are traditional foods?

- Both a knowledge resource and cultural heritage – a legacy passed down within communities
- A particular sensory experience with high nutritional value, with positive health benefits
- ...
- Traditional foods are natural, healthy, respect the environment, have a great taste and cultural values
Currently faced with

Demographic changes (↑ world population, aging)

↑ food-related health problems

↑ environmental pressures

~ competitiveness & resilience of agri-food systems
Activity 2.2
FOOD

From Fork to Farm

Consumers, societal, industrial & health aspects

Nutrition, diet-related diseases & disorders

Innovative food & feed processing

Improved quality & safety of food, beverage & feed

Environmental impacts & total food chain concept

This presentation shall neither be binding nor construed as constituting commitment by the European Commission
<table>
<thead>
<tr>
<th>Area</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>Food quality and safety</td>
<td>Assuring quality and <strong>authenticity</strong> in the food chain</td>
</tr>
<tr>
<td>Processing</td>
<td>Network for the <strong>transfer of knowledge</strong> on traditional foods to <strong>SMEs</strong></td>
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<tr>
<td>ERA</td>
<td><strong>Exploitation</strong> of results of Framework Programme projects in food, health and well-being by <strong>small and medium-sized enterprises</strong></td>
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What is Horizon 2020?

• Commission proposal for a 80 billion euro research and innovation funding programme (2014-2020)

Still under negotiation
Mid 2013 Adoption by Parliament and Council
1/1/2014 launch of first Horizon 2020 calls
What is new?

- A single programme bringing together three separate programmes/initiatives
- Coupling research to innovation
- Focus on societal challenges
- Simplified access

Three Priorities:

1. Excellent science
2. Industrial leadership
3. Societal challenges
<table>
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<tbody>
<tr>
<td>Whole programme</td>
<td>€ 53 Billion</td>
<td>€ 80 Billion</td>
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<td>+50%</td>
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<tr>
<td>Bioeconomy</td>
<td>€ 1,9 Billion for Theme FAFB (1)</td>
<td>€ 4,6 Billion for Bioeconomy Challenge (2)</td>
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<td>+140%</td>
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</tbody>
</table>

(1) Food, Agriculture and Fisheries, and Biotechnology
(2) + Industrial leadership; Marie Curie actions; Risk Sharing Finance Facility; ...
• **WP2013 call for proposals**  
  http://ec.europa.eu/research/participants/portal/page/home  
  → **FP7 Calls**  
  → **Cooperation**

• **Knowledge-based bioeconomy**  
  http://ec.europa.eu/research/bioeconomy

• **Horizon 2020**  
  http://www.ec.europa.eu/research/horizon2020

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**Thank you**