



09 | 12
Settembre 2021
BOLOGNA
QUARTIERE FIERISTICO



Workshop

**ProOrg project: un contributo per l'innovazione nella trasformazione
del cibo biologico**

ProOrg project: a contribution to the innovation of organic food processing

11th September 2021

Gallery Hall – Pad 26 (piano terra/ground floor)

Programme

Moderator:

Roberto Pinton

15:00 – 15:15

An introduction to the project “Code of Practice for organic food processing – ProOrg”
Flavio Paoletti (Consiglio per la ricerca in agricoltura e l’analisi dell’economia agraria
– CREA, Italy)

15:15 – 15:30

Organic food processing: actual principles, new challenges and possible ways to go.
Ursula Kretschmar (Forschungsinstitut für biologischen Landbau – FiBL,
Switzerland)

15:30 – 15:45

Organic processing methods – Preferences of European organic stakeholders
Toralf Richter (Forschungsinstitut für biologischen Landbau – FiBL, Switzerland)



15:45 – 16:00

Are they careful enough? Organic consumers' perception of alternative food processing technologies

Raffaele Zanolì (Università Politecnica delle Marche – UNIVPM, Italy)

16:00 – 16:15

Message framing for processed organic foods. Results from a Conjoint Analysis study
Fiorella Sinesio (Consiglio per la ricerca in agricoltura e l'analisi dell'economia agraria – CREA, Italy)

16:15 – 16:30

Communication guidelines for organic food processors

Katrin Zander (Universität Kassel – UniKassel, Germany)

16:30 – 17:00

Discussion

*Il workshop si terrà in lingua inglese
The workshop will be in English language*

Participation is free, but it is necessary to register on Sana website (at page <https://www.sana.it/eventi/programma-eventi-sana-2021/4735.html>), selecting the workshop; in due time you will automatically receive the link to connect to the Zoom platform

