

1st Annual report

June 2019



1. Consortium

Project acronym: ProOrg		Project ID: 1970
Project title:	Code of Practice for organic food processing	
Project website:	www.proorgproject.com	
Start of project: May 2018		End of project: April 2021
Duration in months: 36		

Participant number	Participant organization name and acronym	Participant role	Participant WPs (in bold co-ordination)
P1	Consiglio per la Ricerca in Agricoltura e l'Analisi dell'Economia Agraria - CREA (IT)	Coordinator, WP partner	WP1, WP2, WP4, WP6, WP7
P2	Università Politecnica delle Marche - UNIVPM (IT)	WP partner	WP2, WP6, WP7
P3	Associazione Nazionale delle Imprese di Trasformazione e Distribuzione di prodotti Biologici e naturali - ASSO BIO (IT)	WP partner	WP2, WP7
P4	University of Copenhagen - KU (DK)	WP partner	WP2, WP3, WP4, WP7
P5	Wageningen University, Department Agrotechnology and Food Sciences - WU (NL)	WP leader and WP partner	WP2, WP3, WP4, WP7
P6	Thuenen Institut - TI (DE)	WP leader and WP partner	WP2, WP6, WP7
P7	FH Münster University of Applied Sciences - FH MU (DE)	WP partner	WP2, WP4, WP5, WP6, WP7
P8	Assoziation Ökologischer Lebensmittelhersteller - AÖL (DE)	WP leader and WP partner	WP2, WP4, WP7
P9	Warsaw University of Life Sciences - WULS (PL)	WP partner	WP2, WP4, WP7
P10	Forschungsinstitut für biologischen Landbau - FiBL (CH)	WP leader and WP partner	WP2, WP4, WP5, WP6, WP7
P11	The French Network of Food Technology Institutes - ACTIA (FR)	WP leader and WP partner	WP2, WP7
P12	Institut National de la Recherche Agronomique - INRA (FR)	WP partner	WP2, WP3, WP7
P13	Institut Technique de l'Agriculture Biologique - ITAB (FR)	WP partner	WP2, WP3, WP4, WP7
P14	Hungarian Research Institute of Organic Agriculture - ÖMKi (HU)	WP partner	WP2, WP4, WP7
P15	University of Kassel (DE), represented by the president, Mönchebergstrasse 19, 34125 Kassel, acting for and through the department Ökologische Agrarwissenschaften, Prof. Kahl, Nordbahnhofstr. 1a 37213 Witzenhausen	WP partner	WP2, WP3, WP4, WP7
P16	Wageningen Food & Biobased Research, institute within the legal entity Stichting Wageningen Research - WFBR (NL)	WP partner	WP2, WP3, WP4, WP7



2. Short description of the activity

WP1 – Coordination and management activities. Leader: Flavio Paoletti (CREA, IT). Participant: CREA

The project coordination will ensure the development of the project according to the work-plan and will control the quality of outputs and dissemination of results. The management structure involves the project coordinator, WP leaders and project partners.

Description of the activity

Deliverable 1.1: Organization of the kick-off meeting of the project in Rome on May 25th, 2018.

Deliverable 1.2: Elaboration, negotiation and finalization of the Consortium Agreement between the Partners. All the partners signed the CA on November 2018.

The Advisory Board of the project was established on July 2018. The composition of the AB is:

Jostein Hertwig	REMA 1000 (Norway and Denmark) and Saltå Kvarn (Sweden)
Rosi Fritz	Ulrich Walter/Lebensbaum (Germany)
Zbigniew Kozłowski	PIŻE (Poland)
Markus Jehle	Töpfer (Germany)
Fabrizio Piva	CCPB (Italy)
Sebastian Fuchs	Demeter International (Germany)

Deliverable 1.3: The Terms of Reference of the AB was elaborated and finalized on October 2018.

During the first meeting of the AB on December 2018, Jostein Hertwig was nominated chairperson of the AB.

Regular contacts with CORE Organic Cofund have been maintained.

Collaboration with Christophe Cotillon, WP7 leader, for the preparation of the project leaflet, description of ProOrg project for the first CORE Organic Cofund newsletter and website.

Presentation of ProOrg project and participation in the “Science bazar” at the first CO Cofund Research seminar in Bari (Italy) on January 29th, 2019.

Contact established with the following CO Cofund projects: SUSORGPLUS and GREENRESILIENT.

Presentation of the project at



- 5th International ISEKI Food Conference «The Food System Approach: New Challenges for Education, Research and Industry», 5 July 2018, Stuttgart, Germany
- Biofach 2019, session “Organic processing in Europe: Quo vadis?”, 14 February 2019, Nurnberg, Germany

WP2 – Development of a Code of Practice (CoP). Leader: Alexander Beck (AÖL, D). Participants: all the partners.

Objective of this WP is to develop a CoP for processors of organic foods and labelling organizations.

Description of the activity

Cooperating with WP 3 and 4 in the technical working group. Having meetings in Frankfurt (Sep 2018), Paris (Dec. 2018) and Wageningen (March 2019)

Continuous development of draft “management guideline” for organic processors (autumn 2018). Feedback of project partners and experts (Advisory Board) integrated.

Continuous development of an «assessment framework» for organic processing in close cooperation with WP 4 (Spring 2019). Feedback of project partners and experts (AB) integrated.

Development of a discussion paper on “assessment criteria based on organic regulation”.

Participating at workshops on “organic processing” prepared by WP3 in Paris and Fulda.

Being active for the ProOrg Session at Biofach 2019.

Having cooperated with partners from WP 4/5/6 in WG on communication.

Having started two Master Thesis´ with students from Münster University (Carola Strassner) on implementation tests of management guideline and assessment framework (Start summer 2019).

WP3 – Case studies in practice. Leader: Ruud Verkerk, (WUR, NL). Participants: WUR, KU, INRA, ITAB.



The objective of this WP is to contribute to the development of a CoP for organic food processing by using an iterative process of case studies “in situ” at SMEs.

Description of the activity

Appointing post-doc Andrijana Horvat (January 2019)

Visit Biobeurs Zwolle, January 2019

Visit Biofach Nurnberg, February 2019

Translation (Dutch) and dissemination of project leaflet

Initiate collaboration with BioNext/BioNederland

Literature study on food processing classification systems

Workshops held on “Drivers & Barriers Organic Food Processing”: Paris (F), December 2018; Bad Brückenau (G), May 2019.

Working Group 1 meetings: Frankfurt September 2018; Paris December 2018; Wageningen March 2019

Deliverable 3.1: Report Case Study Design & Selection of SMEs April 2019 (Andrijana Horvat, Martijntje Vollebregt, and Ruud Verkerk)

Summary results of the workshop on “Drivers and Barriers for Organic Processing” held in Paris on December 2018 (Power Point presentation, Martijntje Vollebregt)

Master thesis report “Application of organic processing; the case of fruit”, Wageningen University, February 2019, Ying Guo

Bachelor thesis report “Identifying and aligning of organic principles with the processing of vegetables”, Wageningen University, December 2018, Jeroen Post

WP4 – Assessment framework. Leader: Matthias Meier (FiBL, CH). Participants: AÖL, CREA, FiBL, ITAB, KU, ÖMKi, WULS, WUR

The objective of this WP is to develop a multi-dimensional assessment framework for organic food processing providing guidance on how to assess organic food quality as affected by contentious substances and processing technologies as well as by alternatives to them.

Description of the activity



Cooperating with WP 2 and 3 in the technical working group. Having meetings in Frankfurt (Sep 2018), Paris (Dec. 2018) and Wageningen (March 2019)

Presentation and discussion of the draft “assessment framework” at the meetings of the technical working group I in Paris (Dec. 2018) and Wageningen (March 2019)

Continuous development of the “assessment framework” for organic processing in close cooperation with WP 2 (spring 2019)

Continuous feedback to the “management guideline” for organic processing elaborated by WP2 for organic processing (2018)

Feedback to WP2 for the development of a discussion paper on “assessment criteria based on organic regulation”

WP5 – B2B Market Survey. Leader: Toralf Richter (FiBL, CH). Participants: FiBL, FH MU

The objective of this WP is to gather sound market data and information about general organic food market trends and the role of different processing technologies and processed food quality categories for the future organic market development

Description of the activity

Cooperating with all WP leaders in the skype exchange of WP leaders. Having one skype meeting in April 2019.

Cooperating with all WP leaders in the working group communication (WGC). Having one skype meeting in April 2019.

Literature study and collection of organic market data in participating countries.

Drafting guidelines to screen labels in the market for milk, juice and tomato passata / chopped tomatoes. Start collection of product pictures about labels .

Start to build up a European business directory as basis for the market survey in 2019.

Collect topics to be integrated in the market survey questionnaire.

Participating at the ProOrg project meeting at Biofach.

Being active for the ProOrg Session at Biofach 2019 .

Having cooperated with partners from WP 4/5/6 in WG on communication.



WP6 – Consumer acceptance, preferences and communication. Leader: Katrin Zander (TI, D). Participants: TI, CREA, UNIVPM, FiBL, FH MU.

The objective of this WP is to identify consumer preferences for and acceptance of processing technologies of organic food.

Description of the activity

Visit Biofach Nurnberg, February 2019.

Focus group performed in Germany in M 11 (03/12/2019 Hamburg & 03/14/2019 Berlin) and Switzerland in M 11 (03/26 & 03/27/2019 in Bern).

Participating in meeting of WG 1 in Wageningen M11 (03/21/2019)

Transcription of focus groups done. Coding and analysis in process. Deliverable 6.1 in M 15

Qualitative Consumer Study

Aim & content

- *General knowledge on processing technologies*
- *Consumer expectations on processed organic foods*
- *Presentation of different products (milk, orange juice)*
- *Presentation of different technologies (homogenisation, pasteurisation, microfiltration, UHT, HPP)*

First general insights

- For occasional organic buyers, specific processing technologies were mostly not included in their concept of “organic”. They rather thought about animal welfare and production conditions being free of antibiotics, pesticides, and fertiliser
- Technologies most participants prefer for organic products: physical technologies over thermal technologies because “nothing is added to or changed the product”.
- When consumers faced a trade-off, many of them tended to choose convenience over quality or naturalness.
- To ensure further growth of the organic market, it is crucial to include consumers when developing processing technologies and install credible and transparent ways of communication.

Dominating tendency throughout all discussions:

- Participants showed a great uncertainty regarding the complexity and opacity of the topic and often digressed from technologies to discussing what ‘organic’ means to them.



**WP7. Dissemination/Implementation. Leader: Christophe Cotillon (ACTIA, F).
Participants: all the partners.**

WP7 acts as the main interface between the project and the outside world concerned directly and indirectly by the project and its outcomes.

Description of the activity

Some promotional tools were generated during the first ten months of the project. Most of this work was focused on the creation of media, which was maintained and used throughout the project as vehicles for disseminating information about the project and its achievements.

ProOrg Branding

During the first months of the project, the Pro Org branding was defined in order to make the project easily recognisable. It represents the stable visual element for project presentation and promotion. The branding pack prepared by ACTIA (WP7 leader) and should be used by the project partners is including: project logo, project flyer/leaflet, graphical templates (PowerPoint, Word)

Pro Org Online dissemination

The first version of the Pro Org website is available since Month 6 (<https://www.proorgproject.com/>). It provides a responsive design in order to be correctly displayed on any device (ranging from regular PC to mobile devices).

Social media are managed by Core Organic. Great emphasis is placed by the ERA NET team to create a Core Organic community consisting of people who are/may be interested in Organic issues:

<https://www.facebook.com/CORE-Organic-333056647099432>

https://twitter.com/CORE_Organic

List of workshops

Aiming to discuss with organic food processors about drivers and barriers to organic food processing, the following workshops have been organized:

1. Paris (France), 13 December 2018. Responsible partner: ITAB (Rodolphe Vidal), Wageningen Food & Biobased Research (Martjintje Vollebregt)
2. Bad Brückenau (Germany), 8 May 2019. Responsible partner: AöL (Alex Beck), Wageningen Food & Biobased Research (Martjintje Vollebregt)



3. Uddel (Netherlands), June 2019. Responsible partner: Wageningen Food & Biobased Research (Martjintje Vollebregt)

List of presentation at conferences (not narrow scientific conferences)

1. Participation in the session “European research meets organic food processing at eye level” at Biofach, Nurnberg (Germany), 15 February 2018. Responsible partner: Assobio (Roberto Pinton)
2. Participation in the session “Organic processing. Quo vadis”, organized at Biofach, Nurnberg (Germany), 14 February 2019 (see point e)). Responsible partner: FiBL (Toralf Richter), CREA (Flavio Paoletti), AöL (Alex Beck).
3. DISH high level summit “New issues and emerging trends in food safety”, Bologna (Italy), 15 May 2019. Responsible partner: ACTIA (Christophe Cotillon)
4. Participation to the General Assembly of the Associazione nazionale delle imprese di trasformazione e distribuzione di prodotti biologici e naturali – Assobio. Bologna (Italy), 13 June 2019.



3. Deliverables and milestones. 1st year

Deliverables list						
No	Deliverable name	WP no.	Lead participant	Nature	Dissemination level	Delivery month
D1.1	Kick-off meeting minutes	1	CREA	Minutes	CO	1
D1.2	Consortium agreement	1	CREA	Contract	CO	1
D1.3	Term of Reference for the Advisory Board	1	CREA	Document	INT	2
D7.1	Communication material	7	ACTIA	Report	INT	6
D3.1	Report on case study design & selection SMEs	3	WUR	Report	CO	11
D6.1	Report on the outcome of the Focus Group Discussions	6	TI	Report	INT	12
D6.2	Scientific paper prepared on outcomes of FG discussion	6	TI	Paper	PU	12
D7.2	List of workshops/Demo days	7	ACTIA	Report	PU	12
D1.4	Annual report	1	CREA	Report	PU	12

Milestones list					
No	Milestone name	Lead participant	Work packages involved	Delivery month	Means of verification
M1.1	Kick-off meeting	CREA	All	1	Invitation sent out, minutes agreed on
M1.2	Consortium agreement signed	CREA	All	2	Signed consortium agreement
M4.1	Compilation of product- and process-oriented aspects of organic food quality to be integrated in the assessment framework	FiBL	4	5	Compilation document completed and agreed upon the project team
M6.1	Focus group conducted	TI	6	9	Audio records verbatim transcribed
M3.1	Selection of SMEs/technologies/products	WUR	1, 2, 3, 4	10	Compilation document completed and agreed upon the project team

Note.

Please indicate the dissemination level using one of the following codes: PU = Public; INT= Internal (Restricted to other project participants); RE = Restricted to a group specified by the consortium; CO = Confidential, only for members of the consortium.

