

LOS NUEVOS RETOS DEL CONSUMIDOR: SEGURIDAD ALIMENTARIA E INNOVACIÓN, OBESIDAD INFANTIL Y GESTIÓN DE CONFLICTOS DE CONSUMO

El Escorial 8 de julio de 2013

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Cursos de Verano Complutense 2013

11 Federaciones nacionales europeas de la industria de alimentación y

bebidas:
SPES



Spread European Safety



¿Lo llamamos hoy security
en lugar de safety?



HITOS DE LA PTA

- 20 Se
- 20 PT
- 20 SP
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- 20 CN



ETP Food: Food for Life 2007-2020

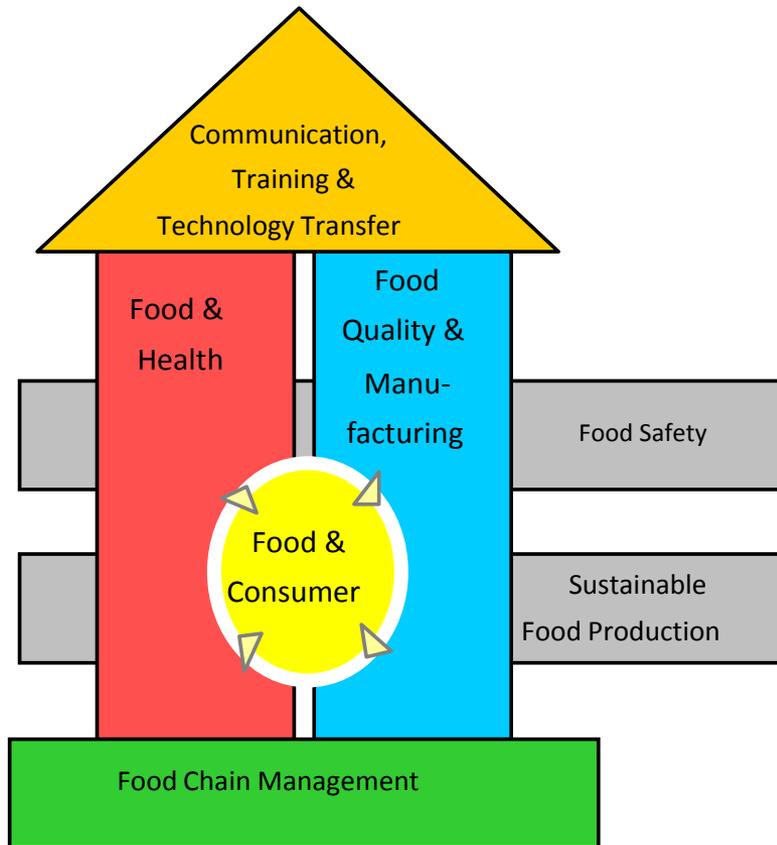
Investiga
nutrición
productos
nacional
juntos con
dietéticos
sobre la
adición de la vida a años "], **ganando la confianza del**
consumidor



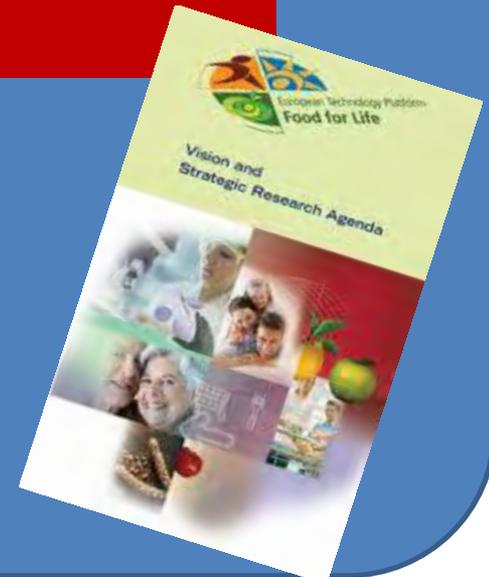
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Original Science Structure

- Phase 1:

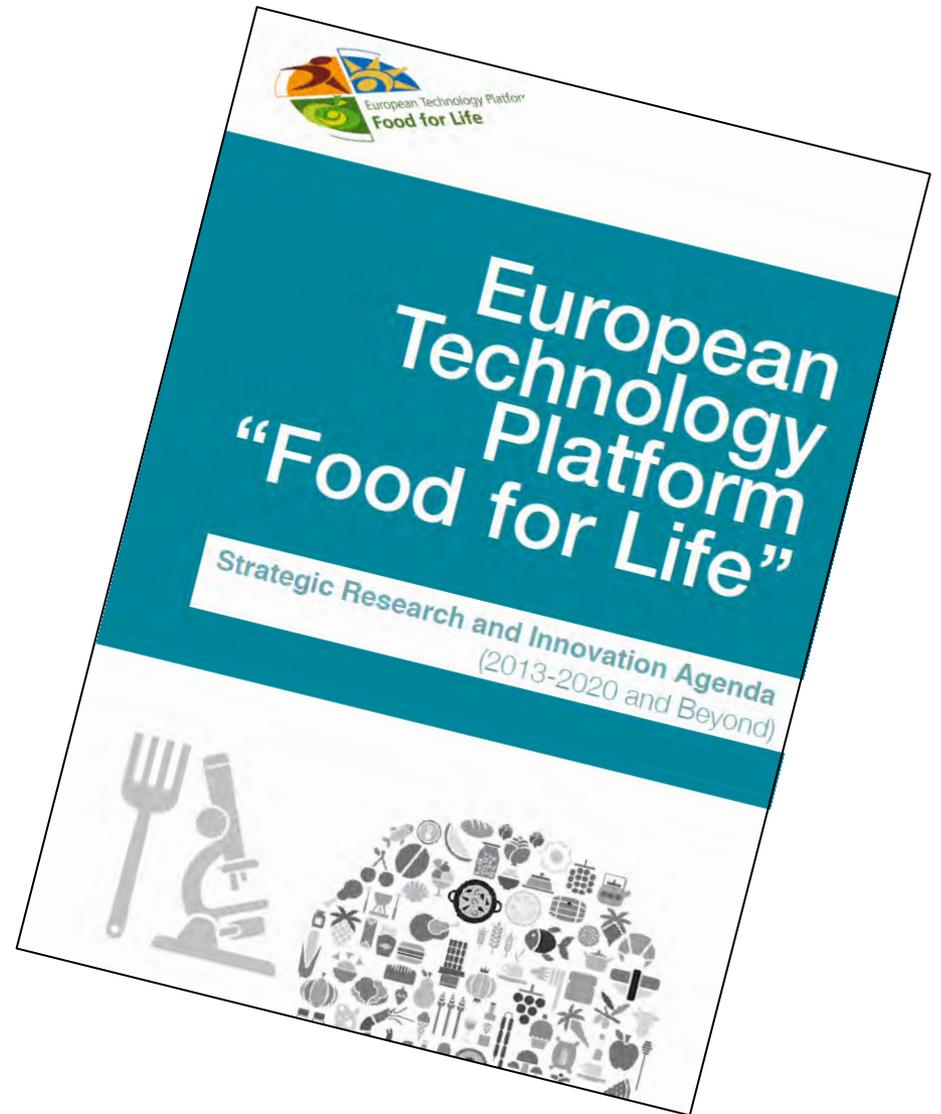


Result: -
Strategic
Research Agenda
in 2007



The new Strategic
Research and
Innovation Agenda
(SRIA) of the ETP
Food for Life

Launched Sept 20, 2012





**Mejoren la
Salud, el bienestar
Y la longevidad**



**Transmitir confianza al
consumidor**



**Producción sostenible
Y etica de alimentos**

1995

2000

2005

2010

2015

2020

2025

2030

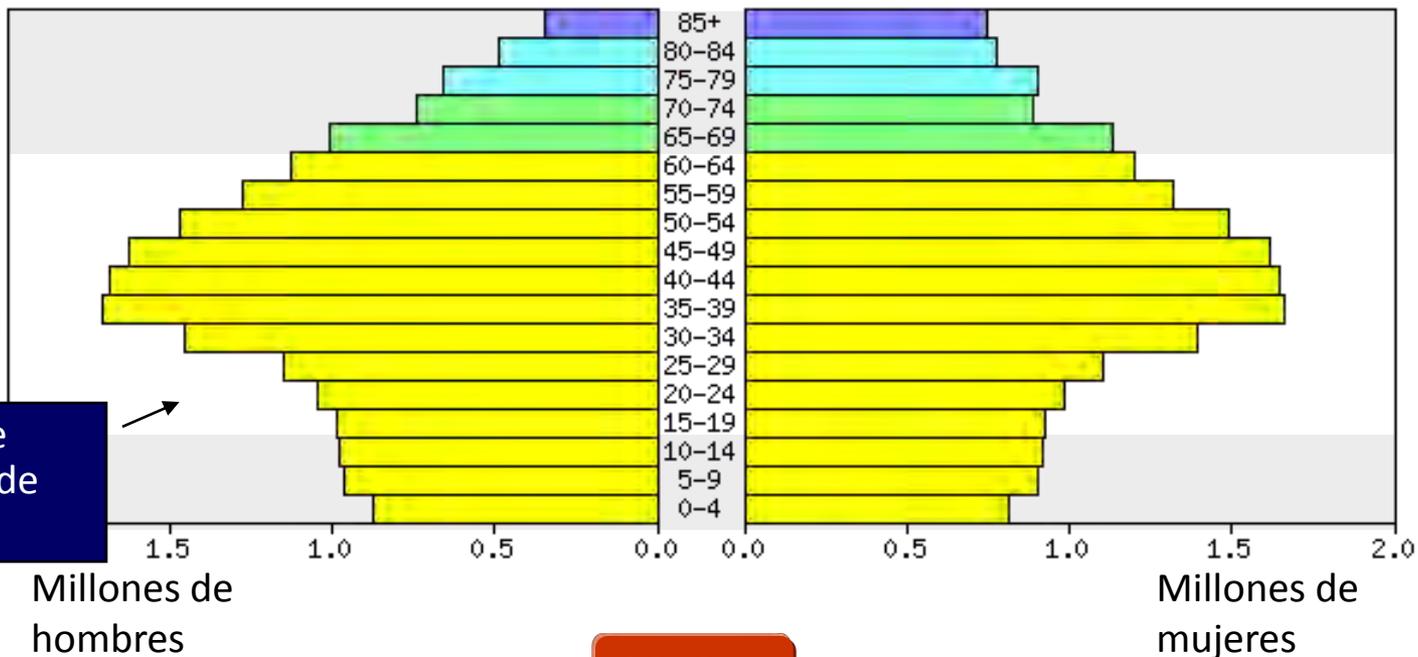
2035

2040

2045

2050

Pirámide de la Población Española



Descenso de buscadores de empleo

2013

1995

2000

2005

2010

2015

2020

2025

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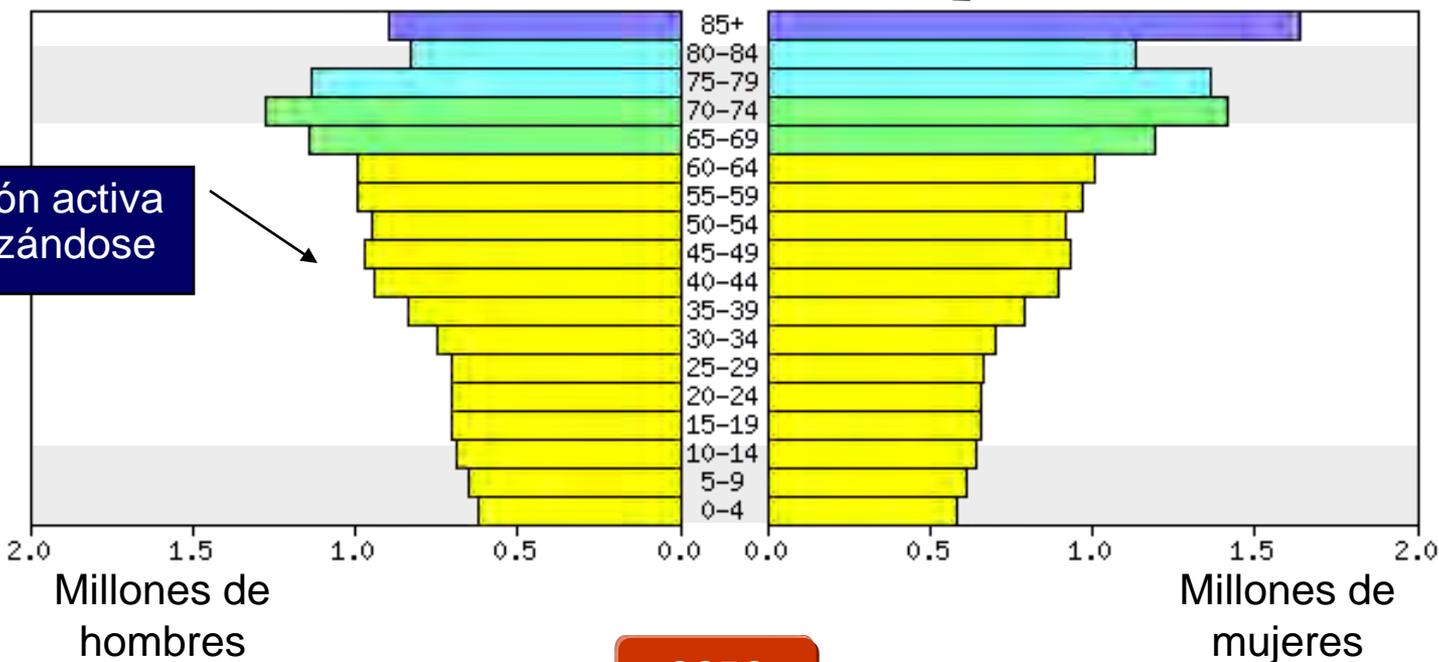
2045

2050

Pirámide de la Población Española

Cuarta edad sigue aumentando

Población activa estabilizándose



2050

or king on a dream





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- [Actividades y Eventos](#)
- [Prensa](#)
- [Grupos de trabajo](#)
- [Proyectos](#)



AGENDA
ESTRATÉGICA
2007-2020...



LISTADO EMPRESAS
participantes en algunos de
los eventos...

INICIO

Inicio



Bajo el paraguas de la plataforma europea, se crea en España la plataforma Food for Life España con los siguientes socios: FIAB, AINIA, CSIC y CNTA.

La misión de Food for Life España es básicamente la captación de fondos -públicos y privados, europeos, así como del plan nacional de I+D+i- para el desarrollo de proyectos de interés para las empresas.

Más Noticias



Nace Food for Life-Spain

15 de Marzo de 2007

Bajo el paraguas de la plataforma europea, se crea en España la plataforma Food for Life España con los siguientes socios: FIAB, AINIA, CSIC y CNTA.

NOTICIAS

Se presenta en Oviedo la
Plataforma Tecnológica
Española de alimentación
food for life spain

05/07/2007

Presentación oficial de la
Plataforma Tecnológica
Española de Alimentación

15/03/2007

Food For Life-Spain impulsará la
I+D+i en el sector de alimentación y
bebidas de España y fomentará la
cooperación de todos sus agentes.

AGENDA

IV Encuentro de Innovación
y Tecnología ALIMENTARIA
2008

10/03/2008

MISIÓN

- La plataforma tecnológica FOOD FOR LIFE SPAIN debe ser la interfase para el diálogo entre la sociedad civil y la Administración en todos los temas relacionados con la **Innovación y la I+D** de la cadena de valor.

Organización



Necesidades de los consumidores



Can I trust this company?

Is it good for me?

Honesty
Confianza???

Can I trust this brand?

Is it fresh?

Does it do what the advertising claims?

Is it natural?

Familiarity

Naturalness

What does the label mean?

What was added?

Fast food roasted over hidden fats

A consumer group says the Government must act against manufacturers to cut use of artificial fats, Valerie Elliott writes

Quality

Food Safety

Does it taste good?

Is it safe to eat?

Trust

Times

07-10-2004

School meals fail salt and fat tests

Guardian (E)

Lucy Ward 28-10-2004

Primary schoolchildren in England and Wales are being served school dinners containing much higher levels of fat, sugar and salt than nutritionists recommend, according to a detailed analysis of the meals.

needed and 70% recommended level. The association, number of voice higher quality school improve health at child obesity, analyze primary school meals a cheese fritter, potatoes and flapjacks, spaghetti hot faces and an icee but. It compared the nutritional guide for children aged seven by the Caroline Walker which campaigns t public health through food and says schools should provide on third of a child mended daily nutrients. The a then came up with meal recommendations. Despite government to improve school nutritional for not



First case of BSE found in goat

Confirmation that the fatal brain disease has jumped species from cows has alarmed sheep farmers, Valerie Elliott reports

sheep because we have strict controls to keep high-risk BSE material from the food chain." Professor

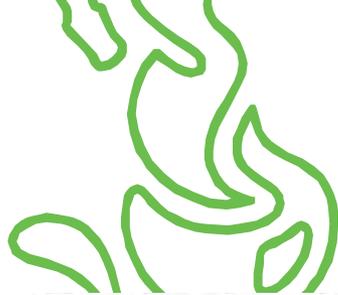
Times

02-11-2004

THE first 'mad cow' disease known as BSE, has jumped species for the first time and has been diagnosed in a goat in France. The news has alarmed food safety chiefs and farmers

The name of the French farm at the centre of the alert has not been revealed though tests on 300 other goats in the same herd were negative. A total of 160,000 goats have been tested for BSE throughout the

but was not introduced in the rest of the EU until 2001. Meat from goat and sheep destined for human consumption is already under strict controls. There is a ban on the consumption of brains, eyes, tonsils and spinal fluid of any



Food poisoning alert over salmonella in Spanish eggs

Guardian

15-10-2004

James Meikle and Giles Tremlett in Madrid

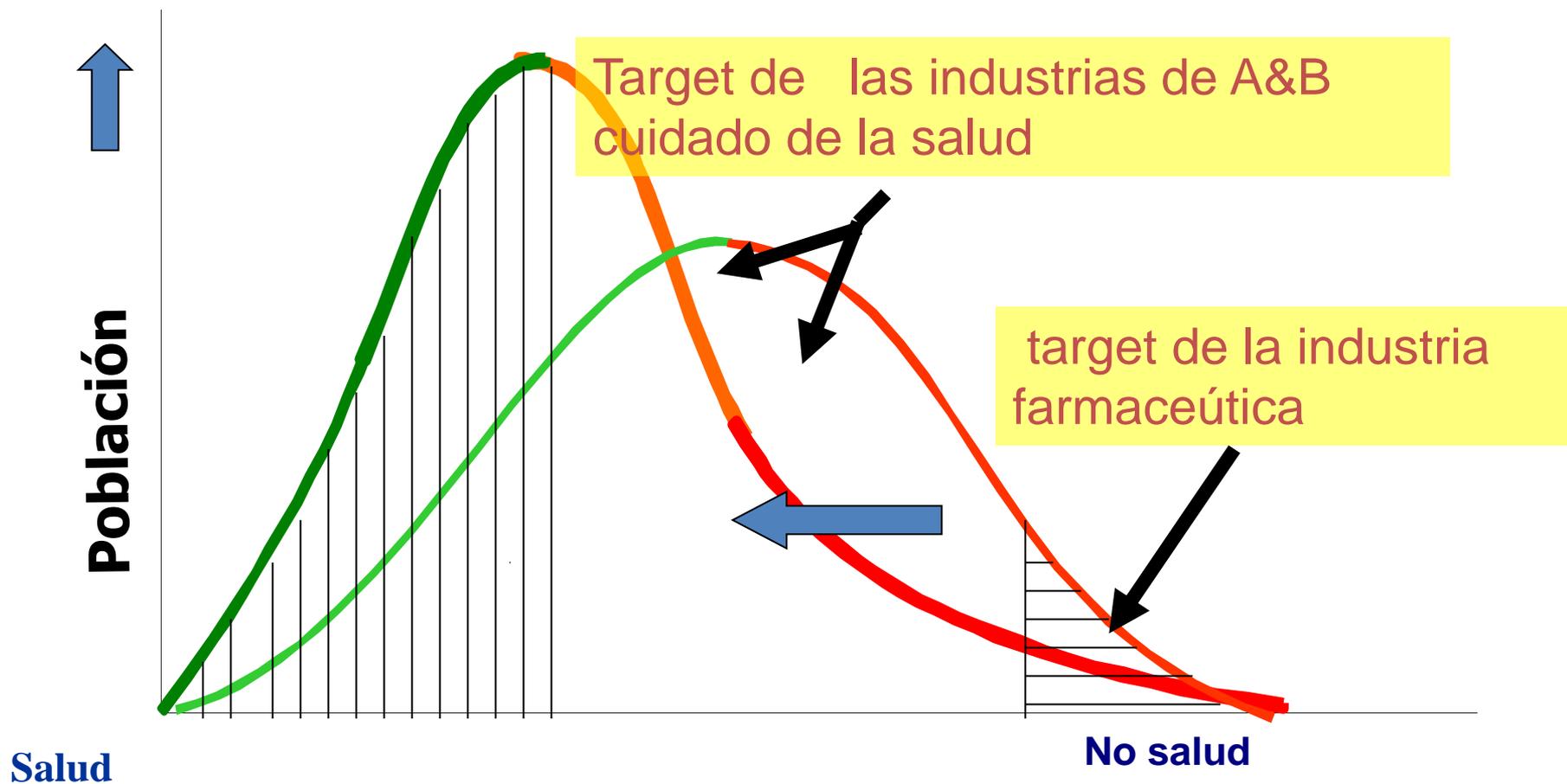
Thousands of Britons have got food poisoning from salmonella in imported Spanish eggs, health officials said yesterday as they demanded that Madrid and the European commission took firmer action on safety.

people. More than 80 outbreaks of salmonella from the strains have been investigated since 2002 and "use by the catering trade of Spanish eggs" is said to be "a major source of this infection". Health agencies have not pressed for an EU embargo, reduce their reliance on

sion of feet dragging. Andrew Parker, the chairman of the British Egg Industry Council, said: "It is ridiculous that two years after the problem with Spanish eggs became apparent no action has been taken. It is now time for the British government to ban Spanish eggs." The industry here has



Una vision para cambiar la salud de la población



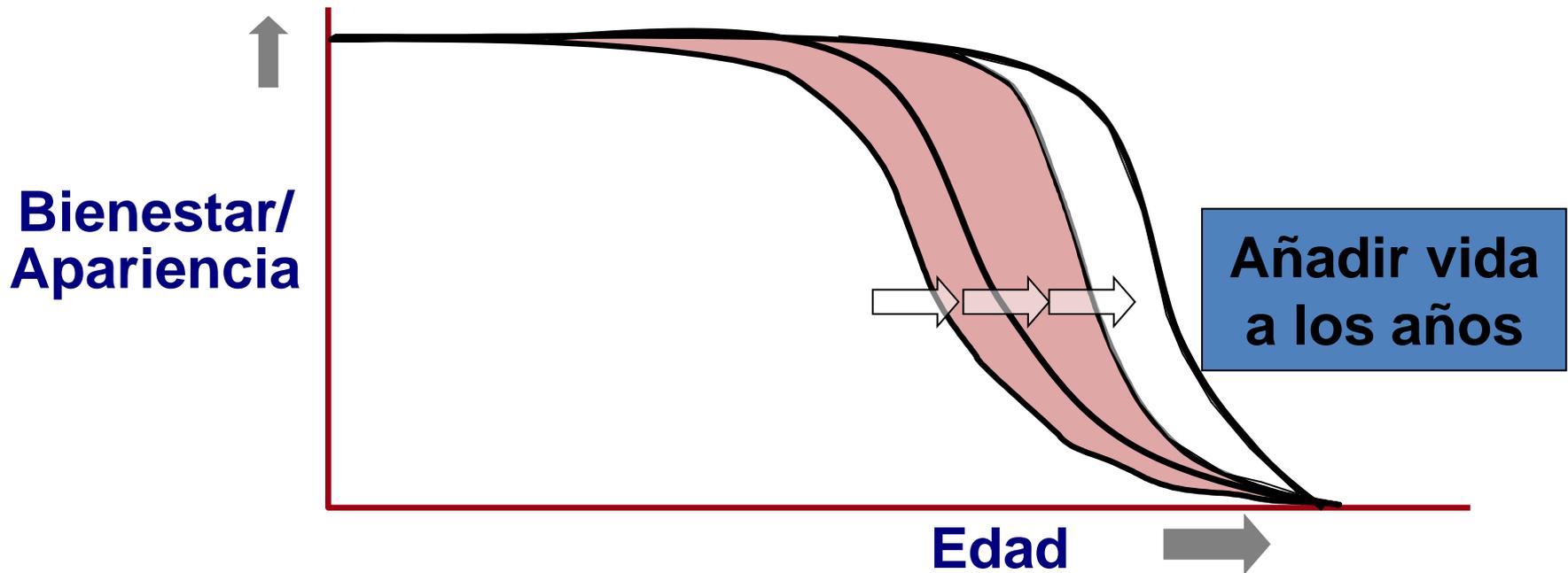
Salud

No salud



Salud con los años: Objetivo

Para influir en los estados de la edad y dar un régimen personalizado de nutrientes, estilo de vida y consejos para una longevidad saludable.



NU AGE Project

NU-AGE CONSORTIUM

Alma Mater Studiorum - Università di Bologna - University of Bologna - UNIBO, Italy
 University of East Anglia - UEA, United Kingdom
 Wageningen Universiteit - Wageningen University - WU, Netherlands
 Institut National de La Recherche Agronomique - National Institute for Agricultural Research - INRA, France
 Spread European Safety Geie - SPES, Italy
 University College Cork, National University of Ireland - UCC, Ireland
 Institute of Food Research - IFR, United Kingdom
 Szkolna Główna Gospodarstwa Wiejskiego - Warsaw University of Life Sciences - WULS - SGGW, Poland
 FoodDrinkEurope - Belgium
 European Food Information Council - EUFIC, Belgium
 Maa Ja Elintarviketalouden Tutkimuskeskus - MTT Agrifood Research - MTT, Finland
 Etniko Idryma Erewnon Eie Nhrif - National Hellenic Research Foundation - EIE NHRF, Greece
 Straticell Screening Technologies - Straticell, Belgium
 The University of Reading - UREAD, United Kingdom
 Karolinska Institutet - Karolinska Institute - KI-ARC, Sweden
 Valio Oy - VALIO, Finland
 Örebro Universitet - Örebro University - ÖRU, Sweden
 Lesieur Sas - LES, France
 Villani Spa - VILL, Italy
 Pancrazio Spa - PAN, Italy
 Soleou - SOL, France
 Wiesbauer Gourmet Gastro GmbH - WIES, Austria
 Vidreras Llet, S.L. - VIDR, Spain
 Zeelandia Spol Sro - ZEE, Czech Republic
 Makedoniki Viomihania Galaktikos Anonimos Eteria - MEGAL SA - MEV, Greece
 Yoruk Süt Ürünleri Hayvancılık Gıda Sanayi Ve Ticaret Limited Şirketi - YÖRÜKSÜT - YOR, Turkey
 Nederlandse Organisatie Voor Toegepast Natuurwetenschappelijk Onderzoek - Dutch Research Organisation - TNO, Netherlands
 Centre de Recherche en Nutrition Humaine d'Auvergne - Nutrition Research Center d'Auvergne - CRNH, France
 Nestec S.A. - NESTEC, Switzerland

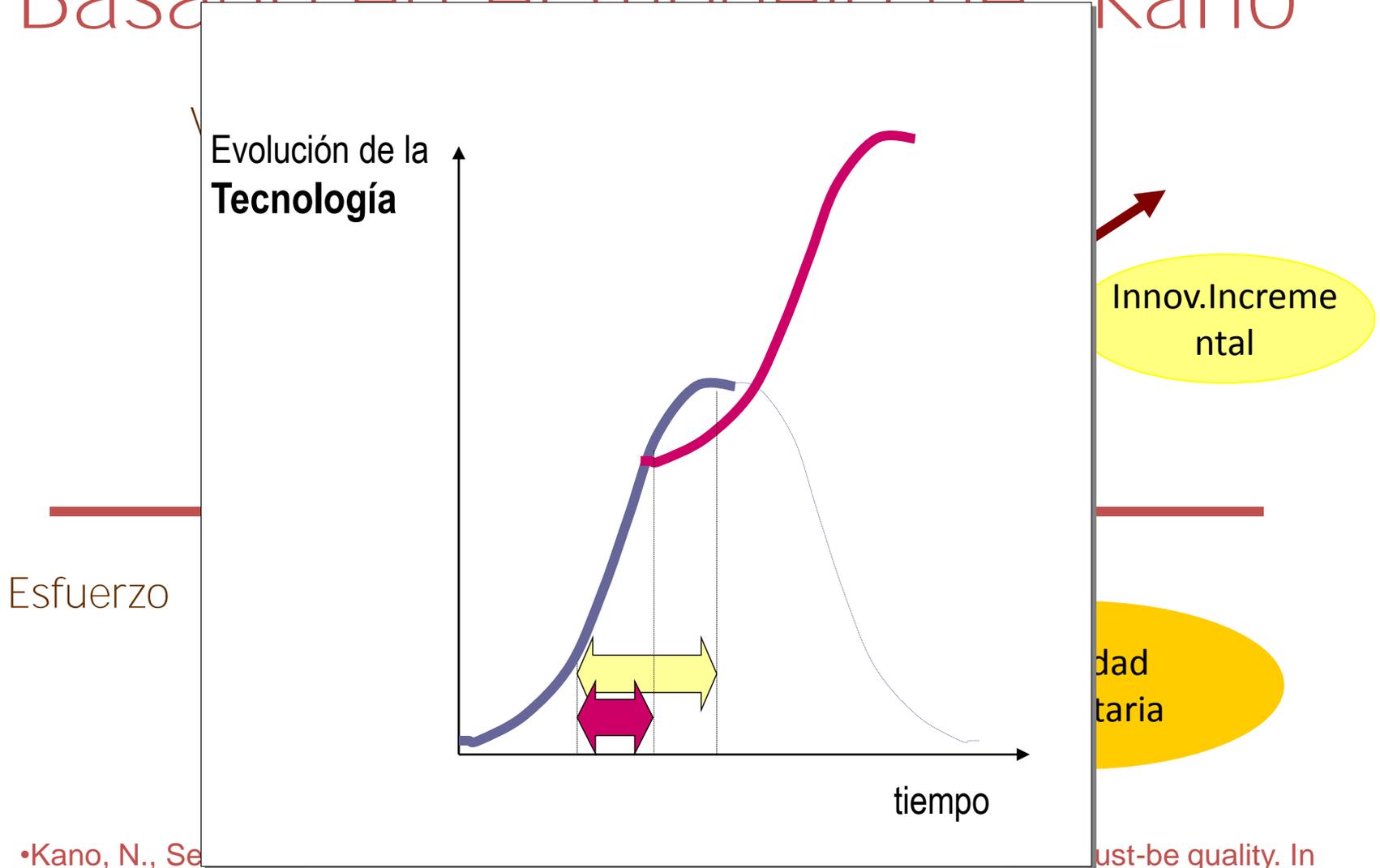
NU-AGE

New dietary strategies addressing the specific needs of elderly population for a healthy ageing in Europe.

NU-AGE

www.nu-age.eu

Basado en el modelo de Kano



•Kano, N., Se... must-be quality. In The best on quality, edited by John D. Hromi. Volume 7 of the BookSeries of the International Academy for Quality. Milwaukee:ASQC Quality Press.

Gracias



Plataforma Tecnológica Española
Food for Life – Spain

