

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

El Escorial 8 de julio de 2013

Federico Morais, [f.morais@fiab.es](mailto:f.morais@fiab.es)

Nuria M<sup>a</sup> Arribas, [n.arribas@fiab.es](mailto:n.arribas@fiab.es)

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  
co  
in  
pe
- 20 CN



# ETP Food: Food for Life 2007-2020

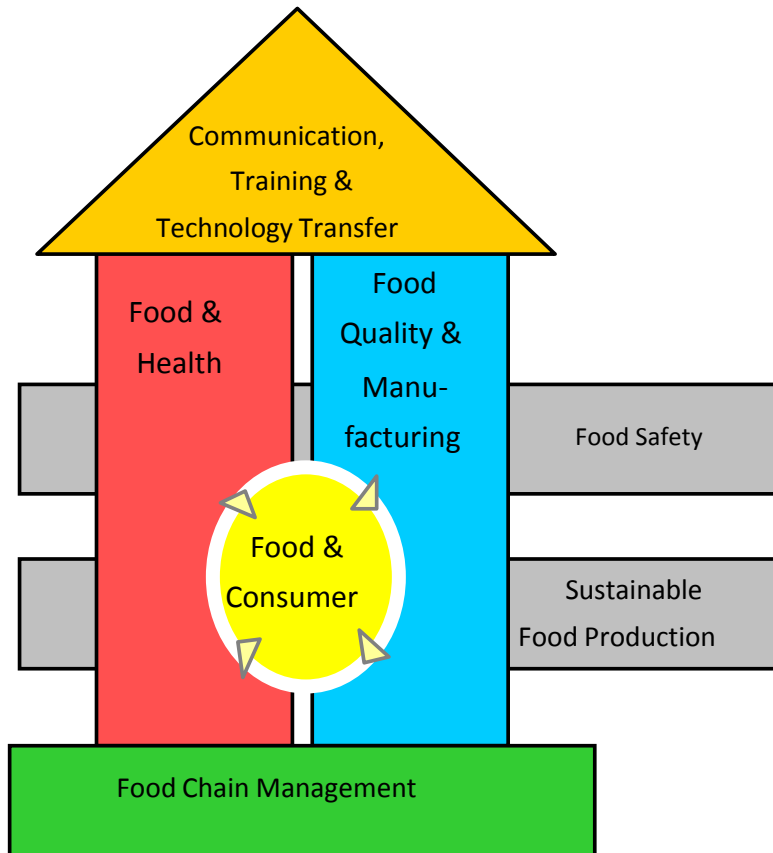
*Investiga*  
**nutrición**  
**productos**  
**nacional**  
*juntos con*  
*dietéticos*  
**sobre la**  
*adición de la vida a años "*], **ganando la confianza del**  
**consumidor**



**etada en**  
*leva*  
**ados**  
*tos,*  
**itivo**  
*[" la*

# Original Science Structure

- Phase 1:

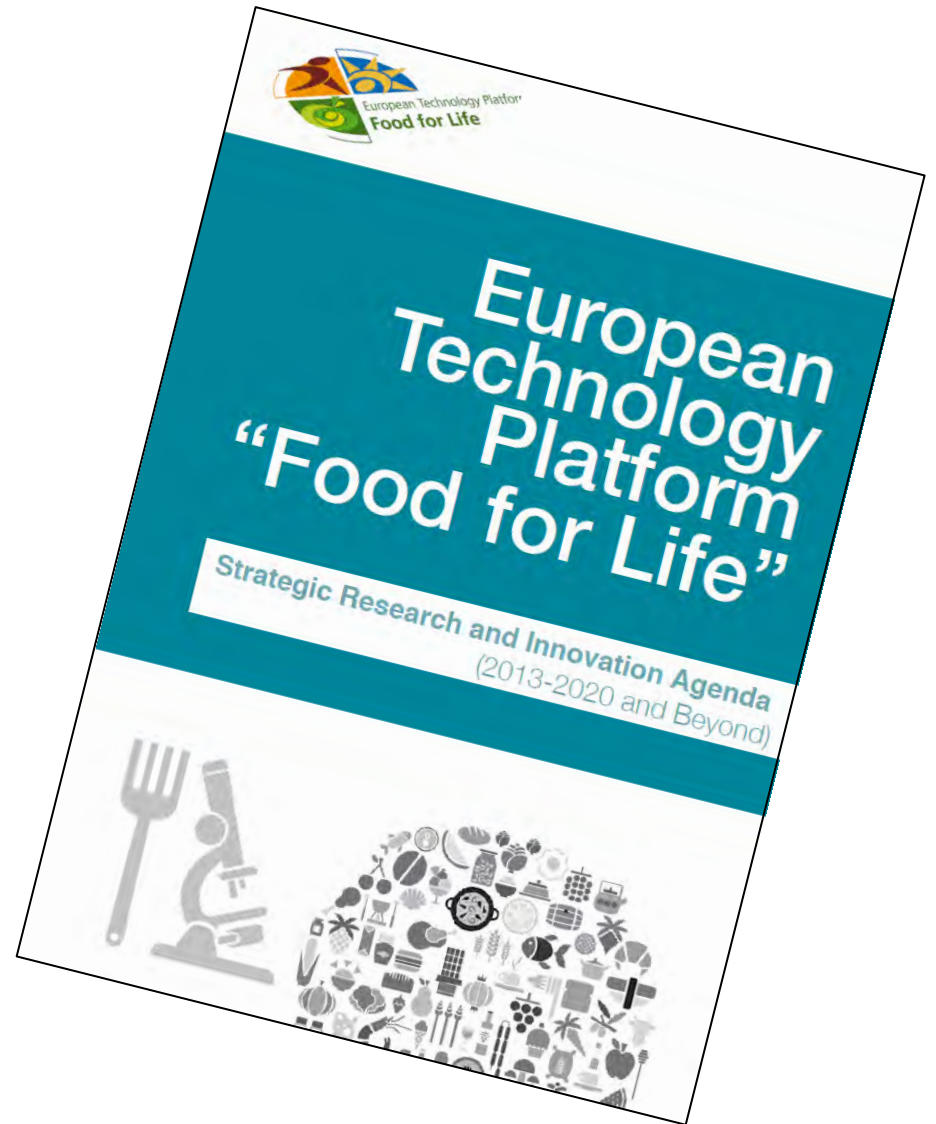


Result: -  
Strategic  
Research Agenda  
in 2007



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**

**Nuevo  
Productos y procesos  
que.....**



**Transmitir confianza al  
consumidor**



**Producción sostenible  
Y etica de alimentos**



1995

2000

2005

2010

2015

2020

2025

2030

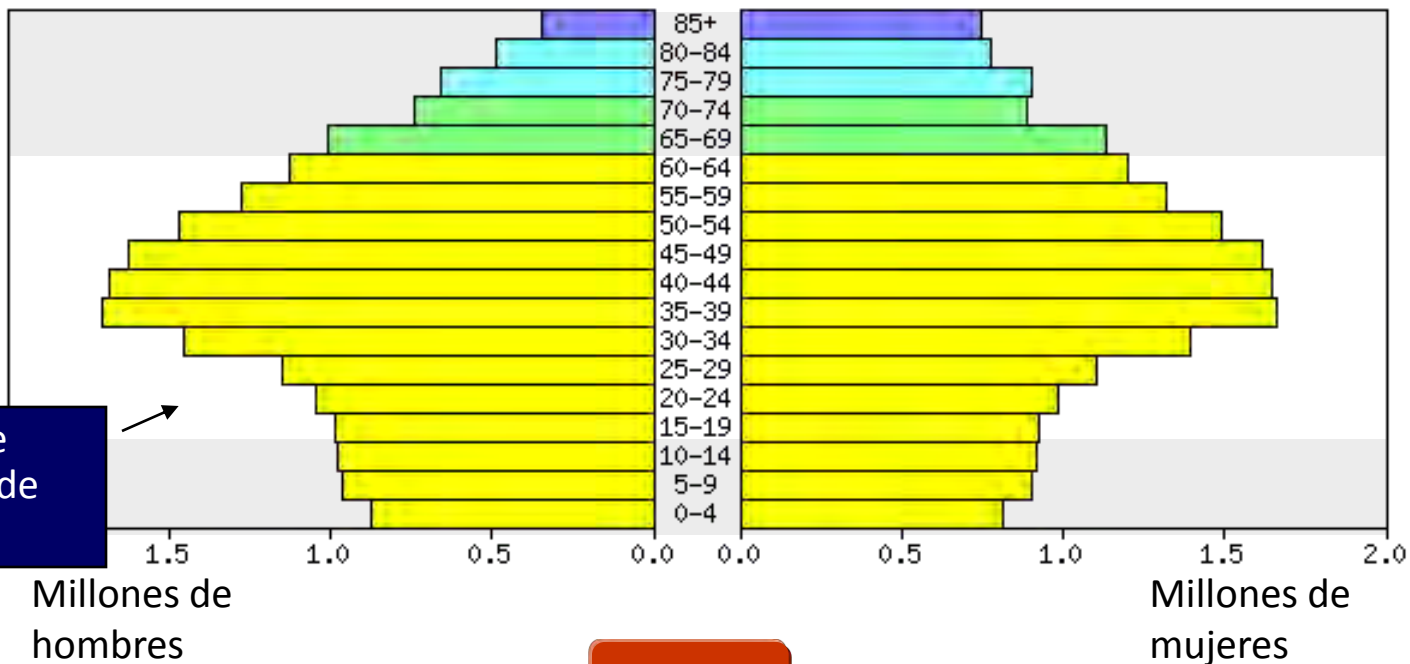
2035

2040

2045

2050

## Pirámide de la Población Española



Descenso de buscadores de empleo

2013



1995

2000

2005

2010

2015

2020

2025

2030

2035

2040

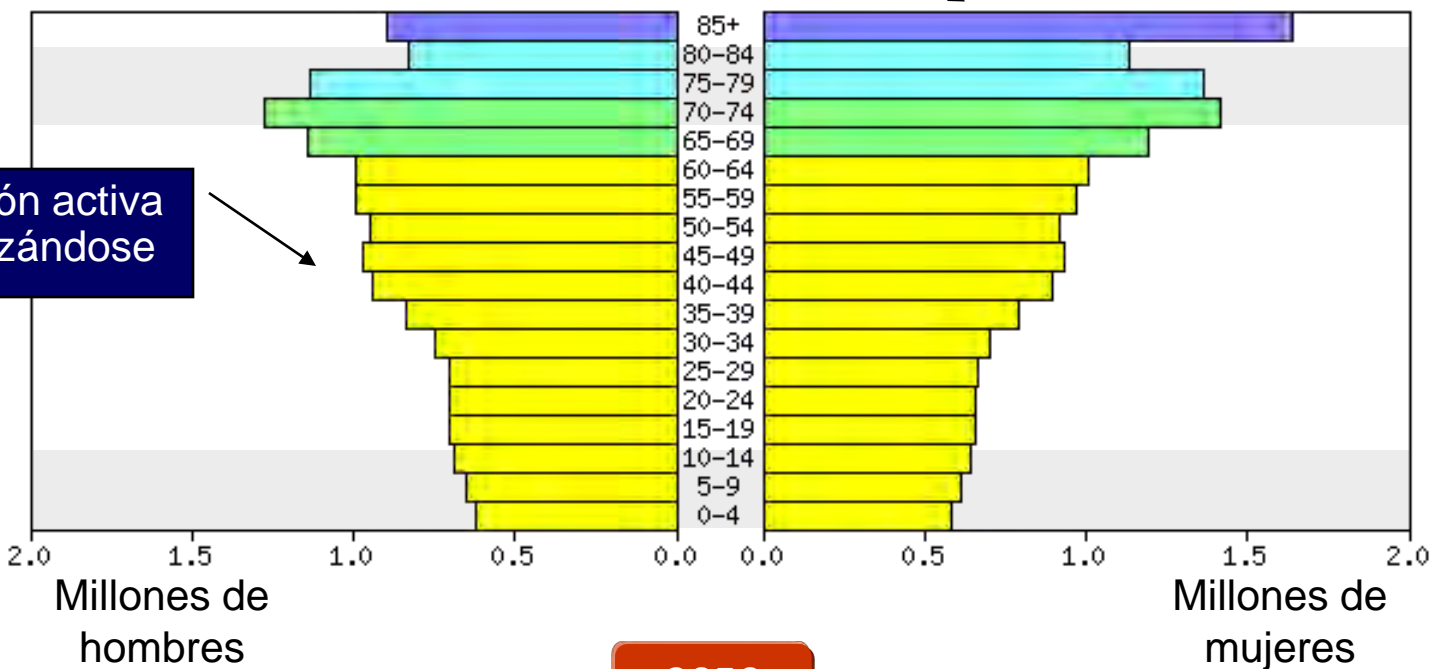
2045

2050

## Pirámide de la Población Española

Cuarta edad sigue aumentando

Población activa estabilizándose



2050

or king on a dream







- [Inicio](#)
- [Food for life Spain](#)
- [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

Mc nuggets and regular fries, and 2.3g is served with a Burger King Whopper and regular fries. It is almost impossible to avoid a helping of trans fats if you buy convenience food. It is commonly found in biscuits.

**Quality**

**Food Safety**

Does it taste good?

Is it safe to eat?

**Trust**

## 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 fatal '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

Meat from goat and sheep destined for human consumption is already under strict control. 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

Times

07-10-2004

## School meals fail salt and fat tests

Guardian (E

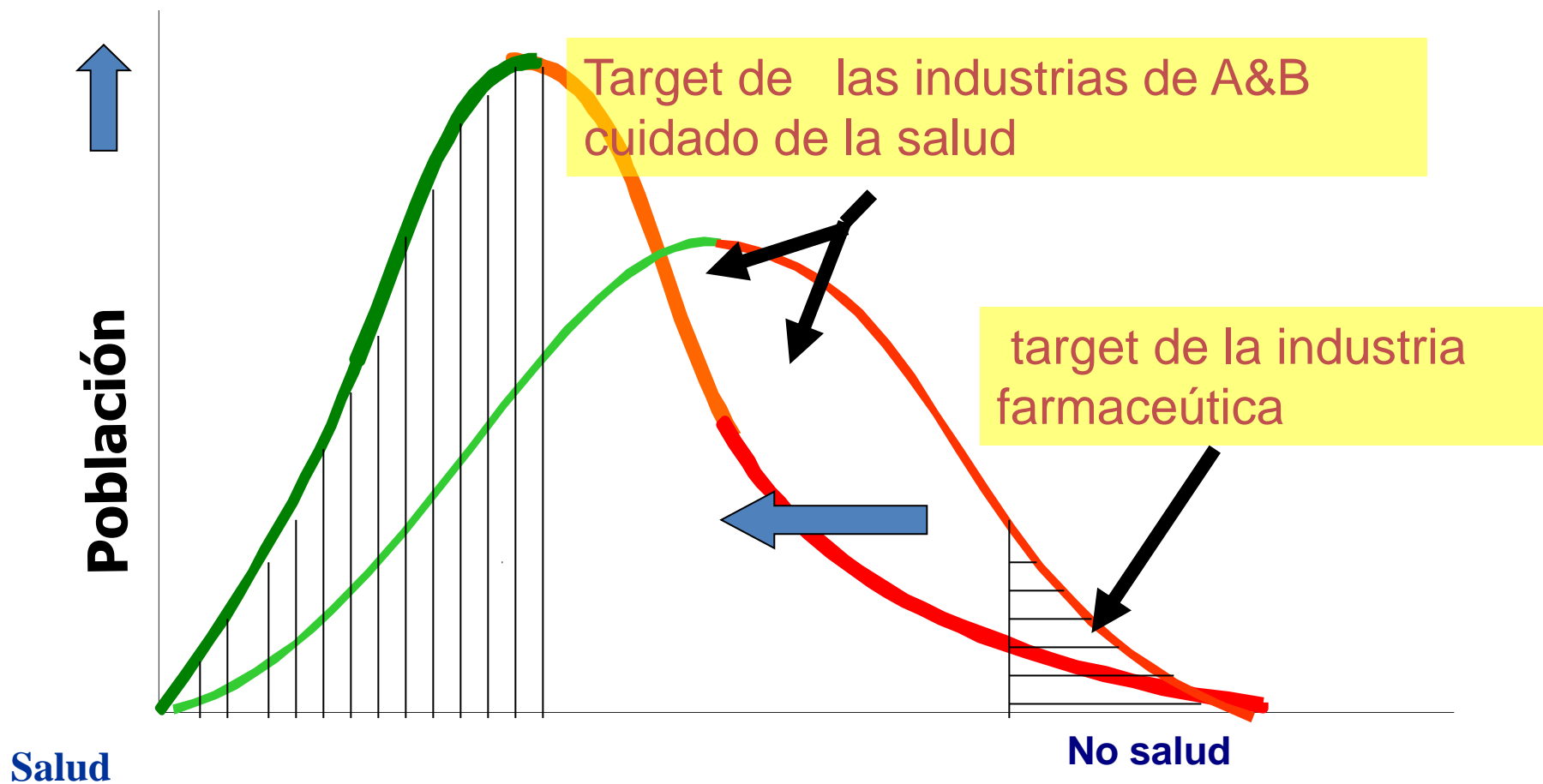
Lucy Ward 28-10-2004 Education comes

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 schools improve health at child obesity, analysis 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 for public health through food and says schools should provide on third of a child mended daily nutrients. The then came up with meal recommendations. Despite government to improve school nutritional for



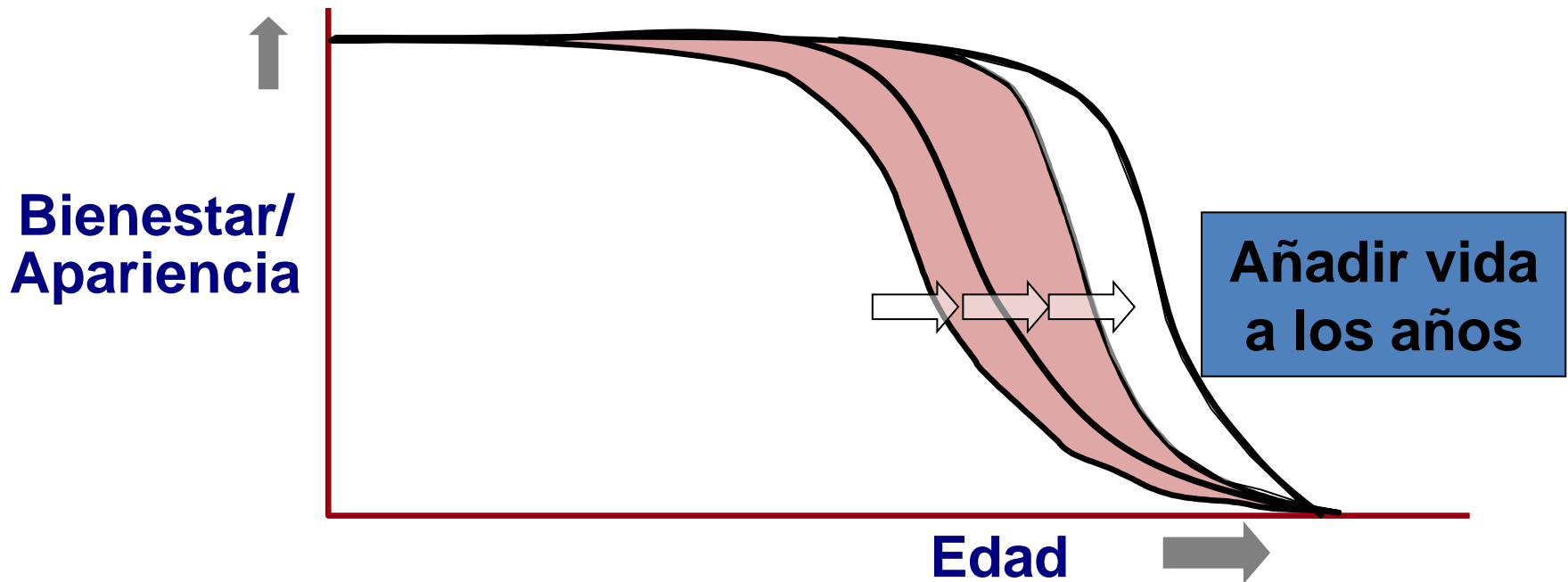
# Una vision para cambiar la salud de la población





# 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  
 Elinikio Idryma Ereinion 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  
 Vidreses 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

**65+**

**NU-AGE**

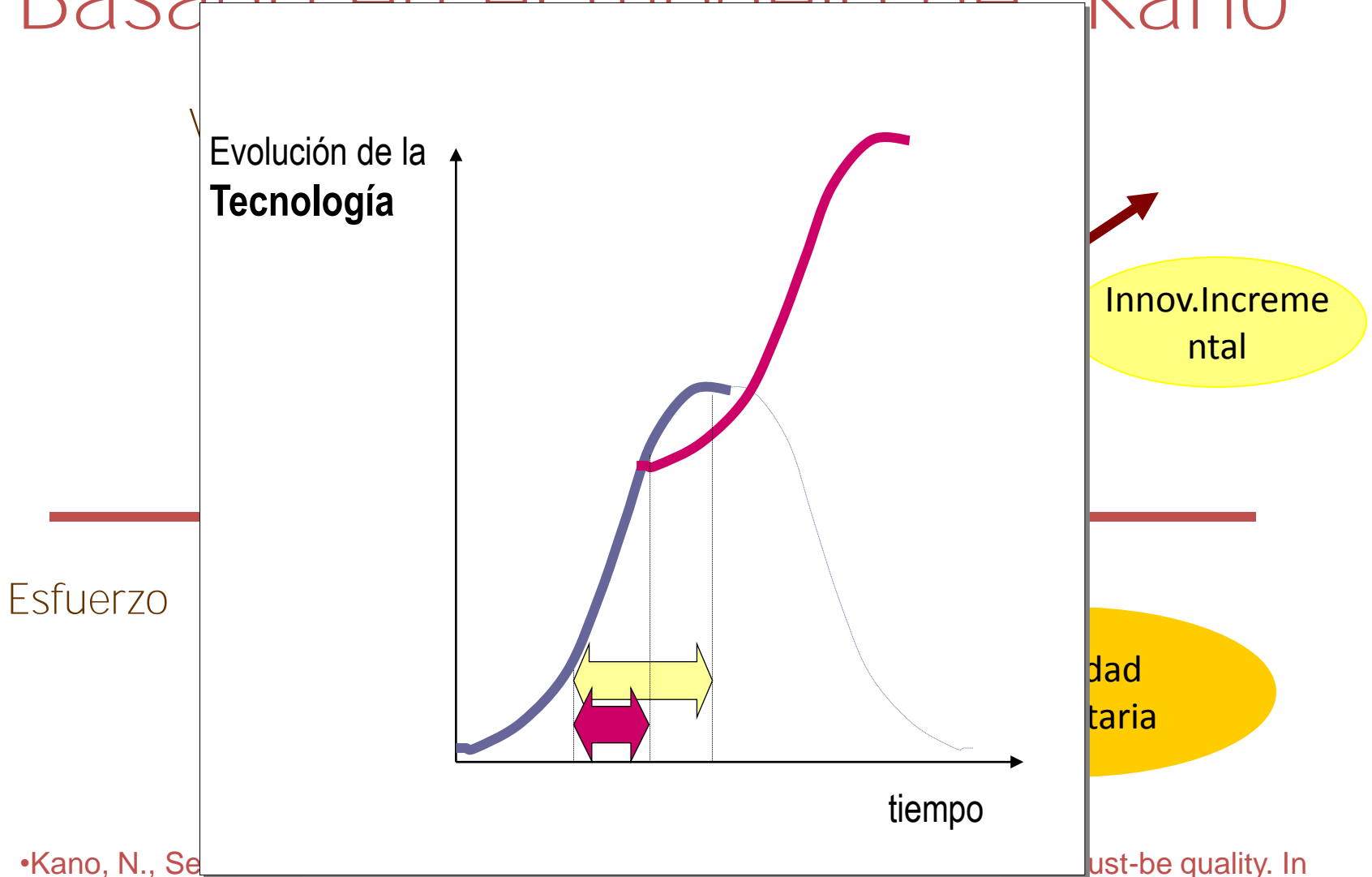
New dietary strategies addressing the specific needs of elderly population for a healthy ageing in Europe.

**NU-AGE**

**65+**

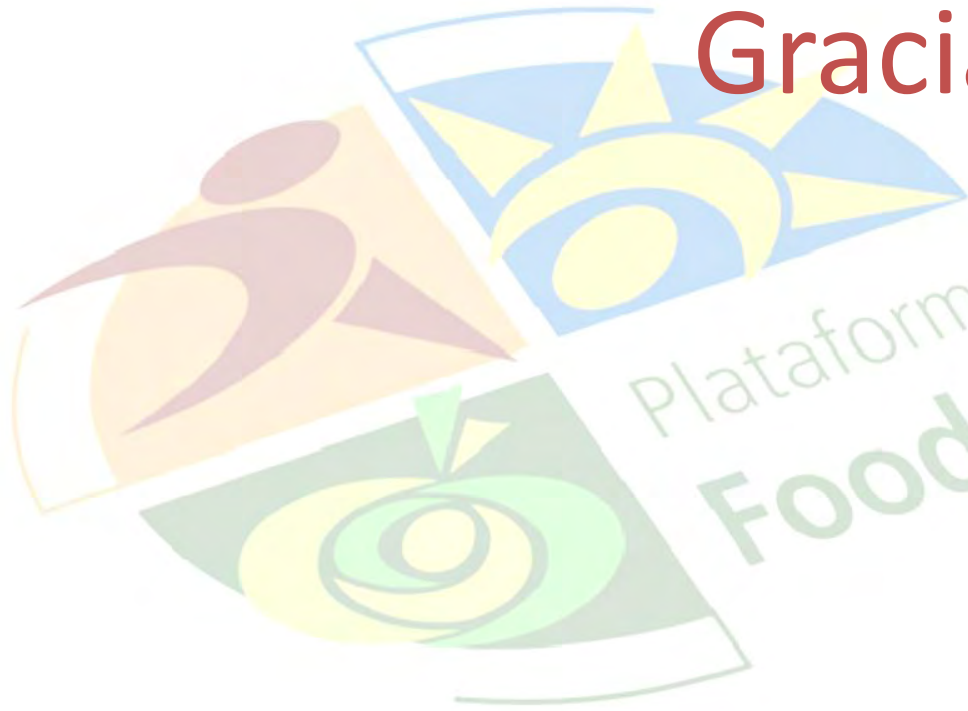
[www.nu-age.eu](http://www.nu-age.eu)

# 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**

