



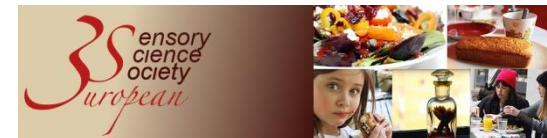
E3S PDO – ”Suojattu alkuperä – Suojattu maku?”

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E3S

MISSION AND AIMS OF THE EUROPEAN SENSORY SCIENCE SOCIETY

- The European Sensory Science Society (E3S) is a no profit organisation constituted in Florence (Italy) on the 12th of May 2011 by twelve promoting partners, the national sensory societies from Austria, Denmark, Italy, Finland, France, Germany, Norway, Spain, Sweden, Switzerland, The Netherlands and United Kingdom.
- The goal of the association, concerning general interest and social utility, is to gather, within a single organization, the European Sensory Science Society (E3S), all national organisations that deal with sensory science and operate in European countries.



E3S

Mission

- Facilitate the growth of Sensory Science;
- Promote co-operation, shared goals, integration of activities and knowledge, information exchange amongst national sensory science organisations in Europe;
- Establish, maintain and enhance the professional status of sensory scientists;
- Develop and disseminate research, innovation and education in sensory science.



E3S

Aims

- Promote collaborative discussion and research;
- Promote collaborative educational activities, such as Master and PhD courses;
- Provide practical information for sensory practitioners;
- Provide opportunities for networking, through formal and informal events, membership lists, etc.;
- Encourage novice sensory scientists to enter the profession;
- Promote continuing professional development of sensory scientists through a variety of means, such as mentoring, travel awards, training courses, workshops, conferences, etc.;
- Provide career advice for sensory scientists;
- Promote the professional conduct of sensory scientists by upholding ethical, legal and appropriate laboratory practices;
- Be author and/or edit published material on sensory science, including manuals, standards, newsletters, websites and journals;
- Link with sensory science organisations outside Europe.



E3S

Activities

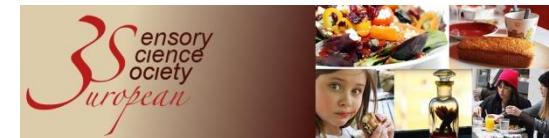
- Organise a bi-annual European sensory conference;
- Organise ad hoc conferences, seminars, workshops and training courses;
- Support/adopt an international scientific journal;
- Maintain a society website;
- Contribute to the European Committee for Standardization and the International Organisation for Standardization (ISO).



PDO group

PDO PRODUCTS WORKING GROUP

- This working group is formed with the aim of promoting the knowledge of and application of sensory analysis to PDO products. Traditional local foods can also be considered but the stress is placed on PDOs. A network of sensory scientists interested in PDO will improve the professional status of members, enhance the knowledge of PDOs characteristics and produce results useful to both producers and consumers. The working group will use the experience of its members in sensory analysis of PDOs products first to explore problems then to try to solve them. The working group can also serve as a basis for organizing European, national or regional funded projects.

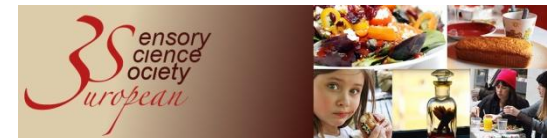


PDO activities

SENSORY NETWORK FOR THE HARMONIZATION AND APPLICATION OF SENSORY AND CONSUMER RESEARCH TO GEOGRAPHICAL INDICATION FOOD PRODUCTS

Abstract:

- Geographical Indication food products (GI) enjoy worldwide interest but, despite official regulations in the European Union for such products (PDO and PGI), there is a lack of harmonization for sensory methods used to characterize them. In fact, for many products, sensory evaluation is not included for certification purposes.
- However, sensory properties play a key role on the specificity and authenticity of GIs and are essential for consumers' acceptability.
- The main objective of this COST action is to create and coordinate a new EU-based sensory analysis and consumer research network, involving experts in the field of GIs. This network will set up harmonized methodologies to guarantee authenticity and distinctiveness of the sensory properties of GIs.
- In order to achieve these goals, a Management Committee and four Working Groups are envisaged:



PDO COST action

The following tasks are proposed:

- Analysis of the situation, current knowledge, bibliography and creation and maintenance of a database,
- Collection of information about the situation of sensory analysis of GIs in the participants' nations,
- Interdisciplinary discussion and choice of methods,
- Application of methods (practical experiences) for:
 - 1) Development of a new integrated technique for compliance evaluation using the product expert's knowledge, descriptive sensory analysis panels and surveys of product users in area of production.
 - 2) Sensory methods for quality control, comparison of techniques: descriptive methods, categorization, sensory quality index. Specific attention will be given to develop methods suitable for small producers.
 - 3) Study of consumer' knowledge and perception of GI products: conscious and unconscious key drivers, including new methods to study the emotional response of consumers towards GIs.
 - 4) Implementation of a guideline for accreditation of sensory analysis of GIs to discuss with accreditation bodies in line with the guide EA-4/09 "Accreditation for sensory testing laboratories" (supplement of ISO/IEC 17025).



PDO Cost action

Participants interested in network:

1. Carolina Chaya, Technical University of Madrid, ES
2. Mario Zannoni, Organismo Controllo Qualit  Produzioni Regolamentate, IT
3. Patrizia Piccinalli, Agroscope, CH
4. Joanne Hort, University of Nottingham, UK
5. Elisabeth Buchinger, Sensorikum, AT
6. Dominique Valentin, Agrosup Dijon, FR
7. Tuomo Tupasela, MTT Biotechnology and Food Research, FI
8. Sylwia Zakowska-Biemans, Warsaw University of Life Sciences - WULS, PL
9. Marjeta Kandek-Potokar, Agricultural Institute of Slovenia , SI
10. Guido Ritter, Deutsche Gesellschaft f r Sensorik, DE



Ruokatieto

Gastronomiset alueet liittävät ruuan kasvualueensa maaperään ja kulttuuriin

27.05.2013

- Ruotsi aikoo tuoda esiin omat Champagnen ja Parman kaltaiset ainutlaatuiset ruoka-alueensa. Ruokamaa-ohjelmansa kautta naapurimaan hallitus aikoo käyttää lähes puoli miljoonaa euroa vuoden 2014 loppuun mennessä kartoittaakseen omien ruoka-alueidensa alkuperäisrotuja ja –lajikkeita sekä omimpia viljelykasveja ja niiden käyttöä.
- "Tuotetaan oikeita tuotteita oikeissa paikoissa ja paketoidaan ne sopivalla tavalla."
- Maaseutuministeri Eskil Erlandsson sanoi, ettei mikään estä Ruotsia tekemästä samaa kuin esimerkiksi kuuluisa Champagnen alue Ranskassa. Hänestä gastronomiset alueet voivat tukea ruokamaata alhaaltapäin. Viineistä tuttu käsite terroir laajennetaan kaikkiin raaka-aineisiin.
 - Tuotetaan oikeita tuotteita oikeissa paikoissa ja paketoidaan ne sopivalla tavalla. Tämä voi olla suuri mahdollisuutemme luoda maaseudulle työpaikkoja ja myydä aivan ainutlaatuista ruokaa, Erlandsson maalailee Ruotsin hallituksen tiedotteessa.

Nimisuoja ja maatiaismielisyys markkinointiin

- Gastronomisten alueiden tarkoitus on lisätä maaseudun elinvoimaa ja ruuan alkutuottajien työstään saamaa korvausta kytkemällä ruuan ja sen ominaisuudet maantieteellisen alueen luonnonoloihin ja kulttuuriin.
- Maatalousvirasto Jordbruksverketin tehtäväksi on annettu muun muassa kartoittaa, mitkä paikalliset ruokatuotteet sopisivat markkinoitavaksi EU:n nimisuojajärjestelmään kuuluvan suojatun alkuperänimityksen tai suojatun maantieteellisen merkinnän alla.
- Maataisrotujen ja –lajikkeiden gastronomisia ominaisuuksia aiotaan selvittää ja kirjata ylös.
- Maataisrotujen ja –lajikkeiden gastronomisia ominaisuuksia aiotaan niin ikään selvittää ja kirjata ylös. Maataisia on myös tarkoitus saattaa helpommin ammattiviljelijöiden ja kotitarveviljelijöiden käyttöön.
- Ruotsin visiota uudesta ruokamaasta viestitään tänä vuonna muun muassa julkaisemalla joka päivä yksi hyvä ruokautinen tarkoitusta varten avatulla verkkosivustolla. (Ruokatieto)