



Supported by the European Commission DG Research Food and Nutrition and Health

# Typical Food Products in Europe: Consumer Preference and Objective Assessment

## Final Public Conference

1st announcement

### Main Results, Guidelines for Assessment & Promotion of Typicality



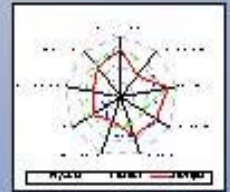
Clermont-Ferrand, France  
15pm-16am December 2005  
organized by ENITA of Clermont

## TYPIC's PROJECT DESIGN

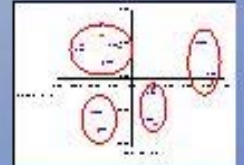
Selection of typical / non typical food products  
Red wine, Dry-cured ham



Sensory profile  
analysis



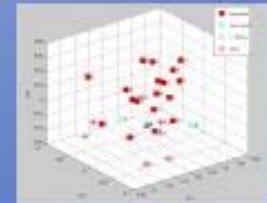
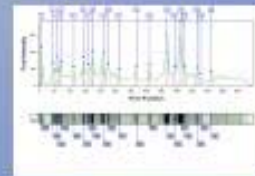
Consumer  
hedonic test



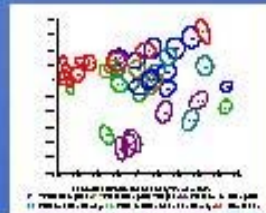
Purchasing  
behaviour  
survey



Physicochemical analysis



Data  
modelling





## Results

- Identification of technological factors underlying typicality
- Identification of the relationships between objective traits and consumer perception
- Guidelines to build, to control and to promote typicality with a special dissemination towards:

- European consumer associations
- EU food policy administrators
- Agricultural producers organisations
- Agro-Food firms representatives
- Food distributors organisations



### Partnership:

- ENITA, Clermont-Ferrand, France
- Institute of Food Research, Norwich, UK
- DLR, Neustadt, Germany
- CSIC, Sevilla, Spain
- INRA, Nantes, Montpellier, France
- CITA, Saragossa, Spain
- FFM, Munich, Germany
- CRAGx, Gembloux, Belgium

### Associated:

- Veterinary Faculty of Saragossa, Spain
- Sicarex Beaujolais, France
- Carrefour, France & Spain
- Ecozept, Munich, Germany
- Meat Technical Centre, Rodez, France

### Scientific Committee:

G. Giraud, I. Colquhoun, U. Fischer, R. Aparicio,  
V. Cheynier, D. Bertrand, L.M. Albisu, U.  
Enneking, V. Baeten, P. Roncales

Organisation: G. Giraud, E. Dufour, A. Lebecque, C.  
Amblard, J.N. Serra, A. Barthélemy



The conference - site is held in English with simultaneous translation in French, German and Spanish

**Registration fees: 50€** including conference attendance, simultaneous translation, booklet with abstracts of presentations, complete proceedings of the conference on CD-ROM, coffee breaks on Thursday 15 December pm and Friday 16 December am, buffet with traditional food products on Thursday 15 December evening

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Visit the web site

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