

Animal products providing protein-rich and safe food for humans

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EU FOOD AND DRINK INDUSTRY FIGURES

TURNOVER

€1,089 billion

Largest manufacturing sector in the EU

VALUE ADDED

1.8%

of EU gross value added (GVA)¹

CONSUMPTION

14%

of household expenditure on food and drink products

EMPLOYMENT

4.25 million people

Leading employer in the EU

NUMBER OF COMPANIES

289,000

SMEs

49.5%

of food and drink turnover

62.8%

of food and drink employment

EXTERNAL TRADE

€98.1 billion

Exports

€72.9 billion

Imports

€25.2 billion

Trade balance

17.8%

EU share of global exports

R&D EXPENDITURE

€2.5 billion

Sources: Eurostat; UN COMTRADE; JRC

¹ For definition, see page 22

safety

Who we are

25 National Federations
+ 2 Observers



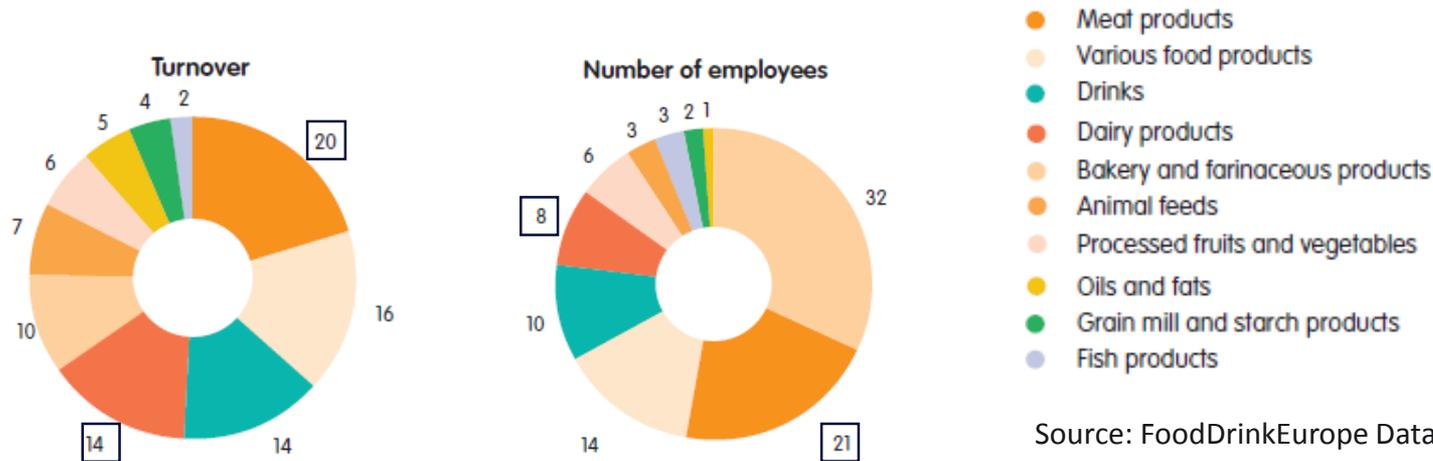
27 European Sector Associations



20 Large companies



Sectors at EU level



Source: FoodDrinkEurope Data and Trends 2016

- The top 5 sectors (bakery and farinaceous products, **meat sector**, **dairy products**, drinks and “various food products” category) represent three quarters of the total turnover and more than 80% of the total number of employees and companies.
- Animal Source Foods provide essential nutrients with a high-bioavailability; iron, calcium, vitamin B12 and Zn

FoodDrinkEurope and SMEs – area of particular attention

- ‘Small Scale, Big Impact’ - 24 November 2016, Brussels, European Economic & Social Committee - This event will take place during the SMEs week
- It will bring together a wide variety of stakeholders to discuss current efforts to drive trade and innovation amongst SMEs, which make up 99% of Europe’s food and drink industry.
- Phil Hogan, EU Agriculture and Rural Development Commissioner, will share his insights on how European trade and innovation policy can help drive SME growth in the food and drink sector.
- The event will also feature representatives from four individual food and drink SMEs. Through individual hands-on presentations.
- SMEs will talk about what they see as challenges and opportunities and will provide insight into how the EU can continue fostering an entrepreneurial spirit.
- EU decision-makers who are already working with SMEs to create a policy that supports sustainable growth and entrepreneurship in the food and drink industry, will also be invited to attend. While the general focus is on trade and innovation, the debate will also touch upon such issues as EU funding, employment and skills, etc.



Strategic Research and Innovation Agenda 2016

European Technology Platform 'Food for Life'

Aims of the ETP 'Food for Life'

- Increase **R&D and Innovation strategy**;
- **Coordinate** research in Europe and prevent duplication;
- Promote **SME participation**, specific programmes and networks;
- Focus, align and collaborate **transnationally** between stakeholders;
- Increase **multidisciplinary / cross-sector education** and;
- Optimise **knowledge capture and dissemination** of knowledge between Member States and towards SMEs.

The Task: Develop a New Research and Innovation Agenda



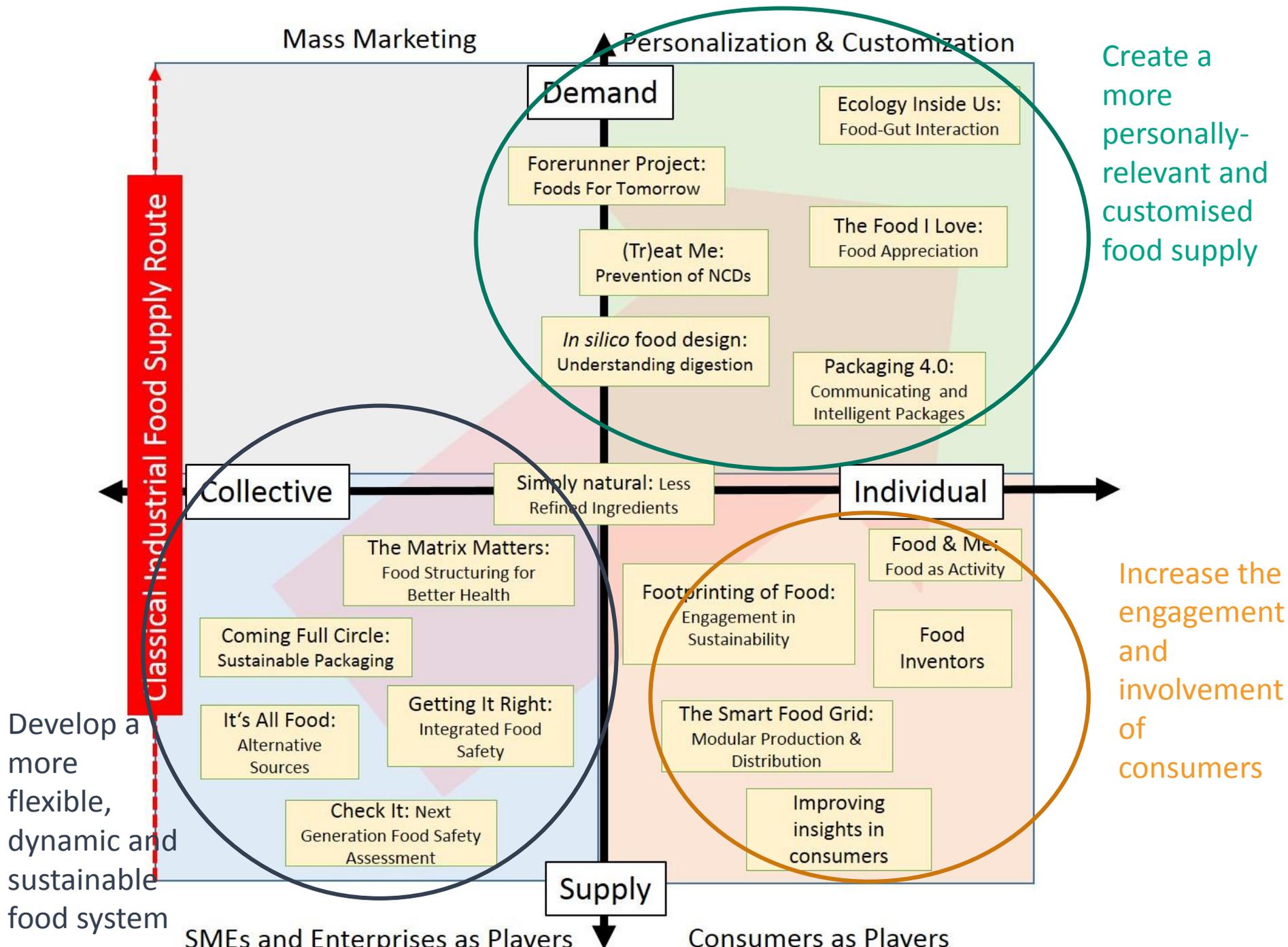
2007: 1st Strategic Research Agenda (SRA)

2008: SRA Implementation plan (FP 7)

2012: 2nd Strategic Research and Innovation Agenda (SRIA)

2014: SRIA Implementation plan (Horizon 2020)

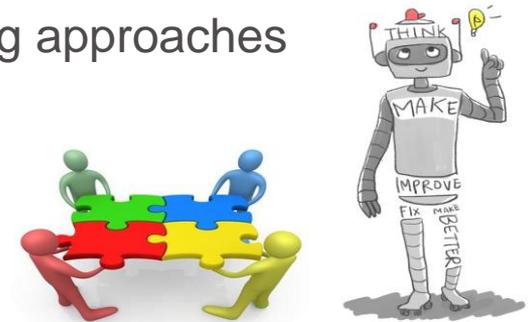
2016: New SRIA (consultation on draft SRIA in August / final version in November) → second half of Horizon 2020



R&I Target 1: Increasing the Engagement and Involvement of Consumers

Consumers should feel that they are not only at the receiving end of the food supply system. They are an **active agent** that will help make sure that solutions are implemented by them. The ETP has identified as priority measures:

- i. new and effective communication pathways
- ii. the realignment of consumers and the food chain
- iii. new food production and delivery models
- iv. allow consumers to directly contribute to the food system
- v. modular and scalable processing and packaging approaches



R&I Target 2: Providing the Basis for a More Personalized and Customized Food Supply

Laboratory science and social sciences approaches to understand both **consumers behaviour** as well as **how food interacts with our bodies**:

- i. food appreciation
- ii. methodologies to better understand the effects of diet and lifestyle
- iii. new ways of communication to allow personalization
- iv. understanding what happens to various foods after they have been ingested, especially in terms of
- v. how specific foods affect human physiology via our gut microbiota
- vi. how to translate research in terms of reducing the development of non-communicable diseases.

➤ E.g. **The Food I Love**

Appreciation of Diversity in Food and Eating

Scope, determinants and consequences of the ways in which food is valued.



R&I Target 3: Developing a More Flexible, Dynamic and Sustainable Food System

Exploration and use of **new sources** for our food and making sure that our future foods are **sustainable** and as **safe and healthy** as they currently are, or even better. The areas for action are:

- i. integrated food safety
- ii. better understanding of the internal food matrix structure
- iii. more environmentally benign packaging
- iv. alternative raw materials
- v. new ways of approaching key aspects of exposure assessment in the risk assessment process
- vi. less refined, more natural food ingredients to be used in minimal or gentle processing.





Food systems for tomorrow's consumer

<http://etp.fooddrinkeurope.eu>

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