



## FOOD, AGRICULTURE AND FISHERIES, AND BIOTECHNOLOGY



# FRISBEE

Food Refrigeration Innovations for Safety,  
Consumers' Benefit, Environmental Impact and  
Energy Optimisation Along the Cold Chain in Europe.

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Interactive display for trade fairs and exhibitions organised for  
consumers

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**Distribution List**

- On the Participant Portal
- On the intranet



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## 1. Introduction

The FRISBEE interactive display for trade fairs and exhibitions organised for consumers is one of the main tools to disseminate project bottom line to consumers and food stakeholders during, as aforementioned, Food Fairs and other exhibitions. It will be a power point presentation that will be updated according to partners contribution and consumers interaction.

The Interactive Display has been developed by SPES GEIE under the coordination of WP leader and Coordinator who has final word about its content. ITP provided inputs for the final structure.

## 2. Development and Structure

The Interactive Display has been developed taking into account what could be main question arisen by a consumer, as this would be the final and main user of the Interactive Display.

The structure is based on a "question- answer" format with as much interaction as possible.

The first edition of the Interactive Display, that will be updated every 6 months, has circa 20 questions that could be changed after the March Istanbul FRISBEE project meeting. During the meeting the Interactive Display will be presented and the project partner will be "tested" as audience with regards to:

1. Number of question
2. matter of question
3. Structure of the Interactive Display
4. Possible interactive features

The cover page is presented in the Figure 1.



Figure 1 Cover page of Interactive Display

GEIE will update the Interactive Display according with inputs from partner after the Istanbul meeting, new version will be sent to WP leader and coordinator who will release final version.

## QUESTION 3



What does “freon” mean?

- A. The nickname of Leon’s little brother
- B. B. The brand name for a fluid that is inside refrigeration machines that makes cooling the products.
- C. The cousin of Hornet and the horsefly.



Figure 2 Content of Interactive Display

The power point presentation is structured through a series of questions/ answer which are arisen to the every day life but are important not only to focus on the refrigeration food chain basics but also to focus on how to handle food from market to home in order to enhance products shelf life, quality and safety.

### 3. Target and Main Use

Interactive Display will be used by each partner, also GEIE Food and Drink Federations which are GEIE third parties:

- **ANIA** (*Association Nationale des Industries Alimentaires*) represents the Food Industry in France. It groups 13 Regional Federations of the Food industry (ARIA) and 25 Federations representing the different sectors of the Food Industry. The turnover is 145 billion Euros with **10.562** SMEs with 414.000 employees . The major areas of ANIA’s activity concern health safety, nutrition, consumer information, social dialogue, agriculture, sustainable development, environmental policy and distribution. ANIA is member of CIAA. Director General: Mrs Catherine Chapalain.
- **FEDERALIMENTARE** (*Federazione Italiana dell’Industria Alimentare*), with its 19 adhering Associations, represents the interests of the Italian Food and Drink Industry, whose turnover is 113 billions Euros (data from 2006) involving directly **6.500** companies (mostly SMEs) and 256.000 employees. It pursues competitiveness and development of the Italian Food and Drink Industry, guarantees quality and food safety, promotes a policy of the entire food chain of the Italian products evermore aware of consumer needs for quality and information. FEDERALIMENTARE is member of CIAA

- and Confindustria (Confederation of the Italian Industries). Director General: Mr Daniele Rossi.
- **FIAB** (*Federación Española de la Alimentación y Bebidas*) is the industrial association including the majority of the total number of Spanish food and drink producers (32 branches). FIAB represents **7.000** companies **with** a total turnover of 76 billion euros. The major areas of FIAB activity are related to economic issues, employment, finance, food law, foreign trade and promotion, training, environment, technological development and communication. FIAB is member of CIAA. Director International Relations: Mr Horacio Gonzales Alemán.
  - **SETBIR** (Union of Dairy, Meat, Food Industrialists and Manufacturers of Turkey). is a non-profit association set up in 1973 to represent the dairy and meat industries to the public authorities, institutions, public opinion, etc. It represents more than 150 members which are the main players in the Turkish meat and dairy industries. The total of representing companies is **35.000** with a production value of 20.6 billion US Dollars. SETBIR is a member of the SPES consortium and already participates in different European research program (SMEs NET, ENFFI, TRUEFOOD). Director General: Mr Erdal Bahçivan.
  - **CCIS-CAFE** (Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises) Chamber of Commerce and Industry of Slovenia (CCIS) is an independent, non-profit organization. It was found pursuant to a special Slovenian law, with voluntary membership. Chamber of Agricultural and Food Enterprises (CCIS-CAFE) is the legal successor of the Food industry association. It represents the interest of **480** agricultural and food companies, registered in Slovenia with 16,000 employees. 93% of all CCIS-CAFÉ members are SMEs. The turnover in 2006 was of 2 billion euro. It works on a consensus of the whole branch, as well as on a consensus of sector members. It's regional independent with professional questions being in the foreground. It represents the branch interest vs. Slovenian governmental and non-governmental institutions, as well as in equivalent EU associations. The main business activity is consulting and taking care in the belongings of their members, e.g. current legislative changes (food labelling, food safety, environment policy ...), trainings and workshops. The very close collaboration to the food industry rounds up the wide range of possibilities and highlights the association as a multiple purpose adviser. Director: Dr Tatjana Zagorc.

The brief summary of the Federations involved within the FRISBEE project enhance the possibility that will be exploited, where possible and appropriate, by the vast network of the Federations which are also involved in International Food Fairs like SIAL for France, CIBUS PARMA for Italy or Alimentaria Barcelona for FIAB.

According to inputs after aforementioned events Interactive Display will be updated, where necessary and relevant, in order to make it more and more useful for consumers.

The Interactive Display will be placed not only on the project web site but also, where possible and appropriate, within each partners websites.