

Report

Mini Symposium

E3S PDO Products Working Group

May 12, 2014, 14:00 – 17:00

Vienna, University of Natural Resources and Life Sciences

In the context of

Sensory and Consumer Science **Thinking out of the Box**

Symposium of the Sensorik Netzwerk Österreich SNÖ
in partnership with the European Sensory Science Society E3S
May 12-13, 2014

Program

Chair: Elisabeth Buchinger, Sensorikum

Mario Zannoni

Introduction to PDO products and sensory analysis in Europe

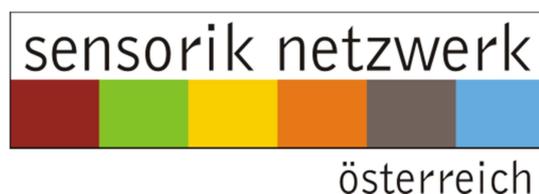
Francisco José Pérez Elortondo & Dominique Valentin

What can sensory analysis of PDO products do for consumers?

Patrizia Piccinali & Guido Ritter

What can sensory analysis of PDO products do for producers?

Discussion



Minutes from the E3S PDO-Workshop on May 12, 2014 in Vienna

Introduction to PDO products working group

Elisabeth Buchinger

- First preliminary meeting: May 12, 2011 Florence. Founders: Mario Zannoni, Francisco José Pérez Elortondo
- Since then three events: March 8, 2012, Meeting of coordinators in Brussels; September 12, 2013, First PDO Seminar in Bern, (5 talks + roundtable); November 29, 2013, Meeting of coordinators in Madrid.
- At the moment 40 members from 9 countries (Italy, France, Spain, Austria, Switzerland, Great Britain, Finland, Germany, Norway)
- National sub-group Austria: 4 members (Elisabeth Buchinger, Eva Derndorfer, Barbara Siegmund, Martin Wendelin)



INTRODUCTION TO PROTECTED DESIGNATION OF ORIGIN AND SENSORY ANALYSIS IN EUROPE

Mario Zannoni

- PDO products face very different situations across Europe and also different concepts in north and in south Europe.
- It exist also a PDO hay in France: Foin de crau AOC. A sensory test for this hay is established.
- Some PDO products are produced industrial, some half-industrial, others totally artisanal.
- Structural differences between PDO products exist, and the amount of production varies (from thousand of tons to a few hundred kilograms)
- Example Parma ham: large companies now produce also cheaper non-PDO-ham according to the change in demand.
- In Spain, production of Jamón de Teruel PDO decreased remarkably with the Spanish economic crises and the export quote is too low to help sales.



- To deal with PDOs a knowledge of the functioning of the supply chain is needed.
- Information regarding the use sensory analysis is still vague. M. Zannoni proposes a multinational survey to obtain a list of everyone who uses sensory analysis for PDO products.

What can sensory analysis of PDO products do for consumers?

Francisco José Pérez Elortondo, Dominique Valentin

- Is quality a relative concept mediated by experience?
- Study on cheese in 4 countries: Spain, Italy, France and Finland, with 100 consumers per country.
- 8 Cheeses in total, one PDO and one non-PDO product per country. The type of cheese varied, e.g. in France: Comté (PDO) and Emmental (non-PDO).
- Hypothesis I: the difference between PDO and non-PDO product is perceived as larger by consumers who are familiar with the cheeses.
- Hypothesis II: consumers tend to find the quality of cheeses from their own country better than the quality of cheeses from other countries.
- Hypothesis III: consumers would be able to evaluate the cheese quality independently of their liking of the cheeses.
- Consumers rated liking, quality, familiarity & knowledge.
- Partial Results:
 - Hypothesis I could be confirmed. A difference between PDO and non-PDO cheese was primarily perceived by consumers from the cheese country of origin, with the exception of Finnish cheese. All countries preferred Finnish PDO over industrial cheese.
 - Hypothesis II: Spanish and Italian consumers preferred products from their own country more and also evaluated their quality as higher. This was not the case in France and Finland.
 - Hypothesis III: Pearson correlation coefficient between quality and liking were not very high and varies according to countries and cheeses. Quality perception is not based solely on liking.
 - We thank the collaborations of these colleagues: Mario Zannoni, *Dipartimento Controllo Qualità Parmigiano Reggiano*; Anna Garavaldi, *Centro Ricerche Produzioni Animali*, TuomoTupasela, *MTT Agrifood Research*, Leena Lilleberg, *Finish Food Safety Authority Evira*,



Catherine Dacremont, *University of Burgundy, Agrosup, Dijon*, Monica Ojeda and Iñaki Etaio, *University of the Basque Country*.

What can sensory analysis of PDO products do for producers?

Patrizia Piccinali, Guido Ritter

- In Switzerland, a PDO product has to meet a product specification. The specification has to be approved by the Swiss federal office of Agriculture. A qualitative sensory description of the PDO product is mandatory. PDO products are sensory tested on a regular basis.
- A practical example was given on Gruyère cheese: QDA on 18 cheeses selected from different manufacturing sites, with 6 cheeses in 3 ripening stages each.
- sensory analysis should be integrated in accreditation systems of PDOs to help producers:
 - Managing and guaranteeing premium quality vs. other regional labels arising and vs. non-certified products
 - Identifying off-flavours and deficient processes
 - Strengthen the legal guarantee against adulteration
 - Managing modification of the process to improve e.g. food safety
 - Proper changing from small scale to industrial production
 - Know-how transfer of product and process training skills to artisanry companies



Further details on the presentations above can be found in the symposium handouts!

Topics of Discussion:

- **Border between sensory analysis and organoleptic tests**
- **Need for a PDO group?**
 - Pieter Punter: The PDO group tries to formalise things that should be kept as they are. Key question is: where does the product come from - and is it really coming from there? Retail wants constant quality and low price. The sensory part is not the big issue.

- Mario Zannoni: it is not acceptable that within the EU everyone does what he wants and no one cares. Even within one country, different approaches exist.
- Joanne Hort: in the UK, there is not much interest on a general level in PDO products (less interest than in other countries). Why? One of her motivations joining this working group is to find out more about this topic.
- Some participants (Sieglinde Eckhardt, Sidsel Jensen) are just curious: What makes a product a PDO? Are there specifications?
- Carolina Chaya: in EU we need to have some standardisation in the methods, how to train panel, how to select descriptors etc.
- Mario Zannoni: we need standardised methods to avoid standardisation and “banalisation” of the PDOs.
- Margaret Everitt: Key is to find out what consumers want. Is the consumer happy to accept a certain variation, if he knows that it is a traditional product? Which are the consumer’s expectations?-> Next step for consumer sub-group!
- Elisabeth Buchinger: we know about the diversity of sensory approaches between the Austrian PDO boards, but we never looked at the consumer.
- Klaus Dürschmid: methods can be standardized, but not products. Emotional aspects should be considered.
- Elisabeth Buchinger: maybe this is what producers are afraid of?
- Guido Ritter: regional products are a megatrend. Avoidance of off-flavours is important. And we need arguments, why sensory analysis is important for the producers.
- Eva Derndorfer: One argument for sensory analysis is that health claims are nowadays restricted. But contrary to health aspects, sensory aspects of a product may still be communicated. In Austria, PDO sensory is a highly political issue, and the possibilities of the Austrian PDO working group are limited.
- Mario Zannoni: considering the importance that the consumers understand the PDOs also in sensory aspects, it should be useful to be interested in future consumers, thus our WG shall contact the E3SWG children,

- **Off flavours**

- Klaus Dürschmid: at the 3 Ländertagung in Munich in 2013, all participants considered a special type of beer flavour as off-flavour, except for one woman who stated that this beer was typical for her region.

- Annette Bongartz: there is a typical olive oil in France, made from dark olives that are almost fermented. For some people, the resulting flavour is off-flavour, but it is typical for this product.
 - Eva Derndorfer: The key question is: what defines off-flavour?
 - Klaus Dürrschmid: Keeping in mind, that mere exposure to a specific type of off-flavour may result in liking. A characteristic could be OK in a specific area and an off flavour in another one.
 - Barbara Siegmund: off-flavour is a critical factor for the PDO producers.
 - Mario Zannoni: off-flavour is what the producer of a PDO considers as off-flavour.
- **Producers**
 - Margaret Everitt: Producers are not under pressure. How do we get to the producer?
 - Patrizia Piccinali: Producers does not act without legal constraints, the sensory analysis will be employed if it is inside official regulations.
 - Guido Ritter: there are 2 types of quality: a process quality and a sensory product quality - and the connection between both raises a lot of questions.
 - Klaus Dürrschmid suggests a study, how information level about PDO changes sensory perception. The study could be carried out in 2-3 Northern and 2-3 Southern European countries.
 - Barbara Siegmund: how could we reach producers which are not interested in sensory?
 - Mario Zannoni. Is difficult to have producers involved, maybe suggesting them the importance of consumer testing.

Conclusions:

1. **We need information from all countries.**
2. **We need to find those producers who are interested, not the ones who don't care about sensory.**
3. **Sensory is not the most important aspect of PDO, but keeping this in mind, we continue working on it.**

Future activities of the subgroup Methods and Accreditation shall be a survey about who employs the sensory analysis for the official evaluation of the PDOs in Europe and with which methods in order to find out guidelines for future accreditation of methods.

Future activities of the subgroup Consumers will be the collection of information about consumers knowledge, insights and expectations towards PDO products. An Internet survey will be designed and presented to consumers groups from different countries.

