

## **WORKGROUP PDO**

### **Report No 2 Seminar & Management Meeting**

**Dijon 17th September 2016**

## **1. SEMINAR**

The program of the seminar was organized with three lectures followed by a general discussion.

The seminar was attended by 18 members of the Workgroup PDO.

The location was AGROSUP of Dijon University.

### **Sensory analysis for PDO official control in France, Italy and Spain: points in common and differences.**

**Mario Zannoni, Francisco José Pérez Elortondo, Isabelle Maître, Ronan Symoneaux**

- A survey about the use of sensory analysis in official control of PDO done by certification bodies was held in 2015 in France, Italy and Spain.
- For olive oils there is a common European method of sensory evaluations according to the Reg EEC 2568/91 and further modifications, but still some differences in methodology exists because various sensory panels employ different versions of the International Olive Council method.
- In France 46 questionnaires were collected, in Italy 20 and in Spain 21.
- The products categories which employ sensory analysis in official control are mostly cheese and meat.
- Each country has very different sampling criteria.
- Training of tasters is done everywhere, but it is difficult to evaluate the validity of this training. Monitoring of the panel is quoted less frequently.
- Panel size varies from 5 to 30, most commonly between 5-10.
- There are at least 8 different types of scorecards used to evaluate the compliance to the sensory description of the PDO official technical documents: from yes/no for each descriptors to the accepted range of intensity of each descriptors in a QDA scorecard; from a general compliance score to a quality score (decision tree) for each descriptor.
- Sensory analysis and sensory tests are used in PDO control. Sensory analysis needs a panel of trained assessors whose results are treated statistically. Sensory tests are done by experts during the inspections to control the products. Sensory tests were not covered by this survey.
- There are broad differences among methods used in sensory control of PDOs and this can bring unfair competition. Only France has a relatively homogeneous situation (due to INAO

guidelines). This wide diversity evidences the urgent need to develop harmonized technical criteria and references at European level, together with their dissemination.

## **Accreditation of the sensory analysis of PDO**

**Elisa Gredilla, Francesco Santini.**

- In Spain there are 28 accredited lab for PDO sensory analysis ( 20 of which are for olive oils).
- The document used for the accreditation is the EA 4/09 with a Spanish technical note as annex.
- Theoretically the scorecard used in sensory analysis should have all the descriptors quoted in the PDO regulation.
- The accreditation body checks if the laboratory is performing the sensory analysis correctly even if the laboratory is not formally accredited.
- There are problems in tests methods, qualification of testers and control of test results.
- It is not clear if the interpretation of the test results has to be done by the control body or by the sensory laboratory.
- Sensory testing is done by a sensory panel and not by a single expert.
- The areas of future improvements are: reference materials, vocabulary of terms, standard methods, procedures for training and control of the panel.
- A possible collaboration could be with Olive Oil Council, International Organization of Vine and Wine and EA (European co-operation for Accreditation).

## ***Discussion about the first two lectures:***

Guidelines about the sensory analysis for PDO control could be prepared by the WG PDO. E3S could become an EA recognized stakeholder collaborating in a framework coordinated by EA to prepare such a document. First of all is necessary to become recognized stakeholders, then there would be a discussion about guidelines and finally a proposal for guidelines. This proposed program could be presented by the WG PDO at the E3S assembly in Paris inviting the national accreditation bodies of the three countries more interested: France, Italy and Spain (also Portugal could be contacted).

As we have various methods in various countries which are in use, at the beginning of our work we cannot decide what is good what is not good. We need flexibility to understand the positive and negative sides of every method in the different countries and, considering all the inputs, start the process of preparing a guideline.

## **Results of a survey about consumer's awareness, knowledge and image of PDO products.**

**Luis Guerrero**

- The methodology of the survey was a probabilistic quota sampling, participants were segmented by age and gender; 150 person in each country (Austria, Finland, France, Germany, Italy, Spain and Great Britain).

- On-line questionnaire asking: knowledge of the PDO logo, image and attitude towards PDO products, objective and subjective knowledge about PDO, image of different products having PDO status, behavioral items around PDOs, willingness to pay for PDO products.
- In general there are differences from country to country. For example Finland has a low awareness of the PDO logo. In different countries the products could be considered either healthy or less healthy. This concept is also connected with the type of product. “Healthy” is important for meat, but not for oil.
- About 70% of the participants seemed to be willing to pay more for a product carrying the PDO logo.

### ***Discussion about the third lecture:***

A further analysis of data is necessary and at the end we shall publish from one to three cross-cultural papers. It is difficult to communicate the PDO image to consumers, knowledge of PDOs is low, mostly in the northern countries. The EU is aware of that but has not undertaken anything. Another survey was considered, this time among the producers to understand their attitude towards sensory analysis, but it looks too difficult to undertake it due to lack of interest. Maybe a focus group with some selected person could be better than a large survey of producers.

## **2. MANAGEMENT MEETING 2016**

The subject of the management meeting was the program for the next year.

***The main event will be the E3S assembly in Paris 9-10 May 2017.***

The WG PDO workshop will be divided in two presentations:

- the first one to present the situation of sensory analysis of PDOs and proposed collaboration between EA and E3S to prepare guidelines for sensory analysis of PDOs,
- the second one to present the final results of the consumer survey with the consumers and future work in this field.

A small symposium will be held in Reggio Emilia, Italy, at the beginning of 2017, organized by the control body Organismo Controllo Qualità Produzioni Regolamentate to present the situation of the accreditation of PDOs to an audience of Italian professionals.

## IMPRESSIONS

