



E3S – European Sensory Science Society

WORKING GROUP - PROTECTED DESIGNATION OF ORIGIN (PDO WG)

REPORT 1/2013: PROPOSAL OF ACTIVITY - GUIDELINES - August 2013

INTRODUCTION

Goals of WG PDO

The goals of WG PDO are the exchange of ideas and information about specific problems, organizing projects and discussion on specific topics.

Organisation

At the moment the WG PDO has a management team composed of two European coordinators (Francisco Josè Perez Elortondo and Mario Zannoni) and six persons in charge of national subgroups (Elisabeth Buchinger - AT, Carolina Chaya - ES, Margaret Everitt - UK, Patrizia Piccinali - CH, Tuomo Tupasela – FIN, Dominique Valentin - FR).

Proposed COST action *SENSGEOFOOD*

You have been informed that COST has rejected our proposal of an action about sensory analysis of PDOs. We got high marks in all the evaluations sections, but relatively low in “innovation” as PDOs and sensory analysis are not seen as particularly innovative subjects, even if we had introduced an innovative proposal in use of sensory analysis. Innovation being now the most important topic in EU-backed research, the proposal did not reach the score level to be admitted to full presentation.

Anyway, as WG PDO, we received many comments from COST assessors which will be useful for our future activity.

PROPOSED ACTIVITIES

1) Constitution of specific groups

a) Specific groups - Groups of members with specific interests about sensory analysis of PDO could be formed. Groups could be formed with an aim to study a specific type of food (eg. cheese group), or a specific application of sensory analysis (i.e quality control, accreditation). A group about consumer research is also necessary. Of course connections between these groups are also advisable.

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via della Cernaia 21, 50129, Florence (Italy)
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b) Aims of specific groups - Such groups could be used as a forum for debate about the above mentioned topics or be employed as a basis to create specific groups oriented towards common research papers on an international level.

The groups of specific foods could be used also to do training courses and spread appreciation of sensory analysis among the producers.

Each group should prepare a possible program of activity.

Cheese group seems at the moment the most interesting possibility to be realized.

2) Events

When possible members of WG PDO could organise seminars and workshops to deepen specific topics, or round tables to discuss common problems.

This seems to be the most interesting and promising activity for our group.

a) Seminars - It is also advisable to organize small congresses/seminars to spread the knowledge of sensory analysis for PDOs in different countries. Using the WG Seminar held in Bern on September 12th, 2012 as a pattern, it would be possible to prepare a model for a seminar which could contain, but not necessarily, some presentations from those given at Bern.

[Remind of Bern speeches, 12 September 2012:

-State of the art of sensory analysis in Europe (Zannoni)

-How to define tipicity in wine (Maitre)

-Example of sensory analysis for a PDO: case of Idiazabal (Perez Elortondo)

-Consumer ability to recognize PDOs (Chaya – Guerrero)].

Maybe in such an event 2 speakers could come from outside the country and 2 inside the country. The 4 speakers choose an argument which can interest their colleagues of the nation where the event is held. It is important that the two external speakers speak the national language of the host country. In fact, such events should stimulate the interest and discussion about sensory analysis of PDO inside every country.

The countries where it could be possible to organize such events are those of the WG PDO members (now we are thinking for instance of Italy, Spain, France and Austria).

b) Courses - WG PDO members could also organise courses about sensory analysis of PDOs (cheese, wine, oil, etc.), such courses could be oriented towards specific problems and needs of PDOs.

c) Lectures - The national meetings of European sensory societies may have a WG PDO speaker who explains the recent work done about this topic in their country and in Europe.



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d) Event at E3S Assembly - The assembly of E3S in Vienna in May 2014 provides opportunity to organize an event at the end of the assembly and the seminar. Such event could be a seminar or workshop or round table about sensory analysis of PDO. We shall discuss with our Austrian colleagues and E3S board about the organization of this event.

3) Contact with authorities and PDO producers organisations

a) Producers Organisations - Experience shows that the PDO producers are personally not very interested in sensory evaluation.

In a few cases of important PDOs the producers organizations (Consejos reguladores, Consorzi, Comité interprofessionnels etc.) could potentially be interested in sensory analysis. The national members of WG PDO could contact them to introduce ourselves and to explain possible activities. Those who are interested could create an informal international network of sensory quality involved PDO organisations operating in parallel with our WG PDO. Having such a collaboration could be beneficial when attempting to organize events in different nations.

b) Local authorities - An interesting approach to test would be to get in contact with regional authorities where the PDO are located. Considering the political implication the PDO have on the territory, the authorities could possibly see the advantage of using sensory evaluation to benefit their products.

4) Research projects

After the rejection of our COST proposal “Sensgeofood”, the members have to consider the opportunities to participate in other research projects elsewhere. Any suggestion is welcome.

5) Collaboration with national/international institutions

a) Accreditation - The Italian national accreditation body showed interest in an official sensory method for PDOs and respective procedure to present it for assessment through the official certification process. This collaboration should go further and we have to discuss how to do it also involving other national accreditation bodies.

b) ORIGIN - The ORIGIN (Organization for an International Geographical Indications Network) showed interest in collaborating with us and also this contact will be kept in order to discuss the possibility of a common activity.

GROUP MANAGEMENT

Madrid Meeting – November 2013

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The activity needs coordination by part of the management team consisting of the two WG coordinators and the six national subgroups coordinators.

To further discuss the activities presented in this report and set a timetable, a management meeting (one day long) is forecasted in November in Madrid thanks to the helpfulness of Carolina Chaya.

Reggio Emilia & Vitoria, 5th August, 2013

Mario Zannoni & Francisco J. Perez Elortondo