



**WORKING GROUP PDO  
2<sup>nd</sup> MANAGEMENT MEETING  
Universidad Politécnica de Madrid  
Madrid, 29 November 2013**

**Program of the meeting**

- 1) Welcome by the Deputy director for Student and International Affairs;
- 2) Introduction to PDOs and Sensory analysis by Mario Zannoni;
- 3) Detailed program of the workshop of the WG PDO to be held in Vienna in May 2014;
- 4) Decision about activity to be organised as WG PDO in Copenhagen (Eurosense, Sept. 2014);
- 5) Organisation of future activities about the three main topics of our WG PDO: methods, accreditation and consumers;
- 6) Evaluation of the possibilities to organise 'national' workshops/activities in different countries.

**Participants**

Carolina Chaya, Francisco José Pérez Elortondo, Mario Zannoni, Elisabeth Buchinger, Dominique Valentin and Guido Ritter.

Participants via Skype were: Margaret Everitt, Patrizia Piccinali, Tuomo Tupasela.

**Report**

1) Welcome by the Deputy director for Student and International Affairs

We were kindly welcomed in the Escuela Técnica superior de Ingenieros Agrónomos of the Technical University of Madrid by the Deputy Director for Student and International Affairs, Dr. Rosa María Benavente León. She explained the organisation of her university also encouraging those of us which are university teachers to contact her for promotion of the exchange of students at international level.

2) Introduction to PDOs and Sensory analysis by Mario Zannoni

In his presentation Mario Zannoni posed some considerations about the actual situation of PDOs in the EU and their relationship with the sensory analysis. The situation is very heterogeneous having: different countries with different concepts of PDOs, different kind of products and differences in size of producing companies. The organisation of supply chain players is also varied, moreover some PDO products are today industrialised, others are totally artisanal. The mark of success for a PDO today is to become a supplier for a large retail group, but the latter requires a product which is standardized and at the best bargain price, this is in conflict with the nature of PDO. It is difficult to find a balance between these two positions.

Some PDOs are not very significant in quantity, others are not significantly different in the sensory quality of their characteristics compared to non PDO products. Some large PDOs have seen a decrease in consumption in domestic markets, but a rise in export. Due to the economic crisis some consumers switch to less expensive products, this creates problems for small PDOs. In the case of important PDOs some producers face direct competition from non-PDO products selling at cheaper price. Even if the product is not standardized and the producer sells it to a retail chain, sensory control is required, the same is true for export.

PDO producers could be possible 'clients' for sensory analysis if:

- The product has a distinctive quality;
- The product has a premium price;
- An effective collective management exists in the supply chain.

### 3) Detailed program of the workshop of the WG PDO to be held in Vienna in May 2014

The WG PDO is organising a seminar to be held in Vienna on 12<sup>th</sup> May 2014, from 14:00 to 17:00 hours in Universität für Bodenkultur with the following program:

- Introduction to PDO products and sensory analysis in Europe - Mario Zannoni (15/20 min.)
- What can sensory analysis of PDO products do for consumers? - Francisco José Perez Elortondo, Dominique Valentin. (15 min.)
- What can sensory analysis of PDO products do for producers? - Patrizia Piccinali, Guido Ritter. (15 min.).

Chair of the seminar: Elisabeth Buchinger.

At the end we shall have 2 hours for the discussion.

The idea is to have first a look at the problems and opportunities for PDOs (considering different countries, different kinds of products, different size of companies, differences in national politics about PDOs and normative aspects), then suggest what sensory analysis can do.

Participants can be E3S members, members of Austrian Sensory Association and Austrian PDO producers or members of producers associations.

### 4) Decision about activity to be organised as WG PDO in Copenhagen (Eurosense, Sept. 2014)

The group plan to hold the management meeting for 2014 at Eurosense in Copenhagen to review the results of Vienna seminar and discuss future activities. It will take place on Sunday, September 7 before the start of Eurosense. It was also suggested that in the poster area of Eurosense, each of the E3S working groups (Education, PDO and Children) have a simple stand/table. At each table a group member would be present to give information to interested people and also promoting the workgroups. We will do a proposal in this sense to the organisers of Eurosense.

Valentin, Perez Elortondo, Zannoni and Tupasela would be responsible for a poster at Eurosense about consumer and PDOs.

### 5) Organisation of future activities about the three main topics of our WG PDO: methods, accreditation and consumers

The group decided to create 2 working subgroups: Methods & Accreditation, and Consumers.

Participants to the WSG Methods & Accreditation are: Patrizia Piccinali, Margaret Everitt, Francisco José Pérez Elortondo and Mario Zannoni. A colleague from France should also join the group.

It seems that there is no interest for sensory for internal quality control, but some interest exists for official quality control for accreditation, therefore the work of the subgroup would be forwarded in this direction. The countries where there is more potential interest are Italy (accreditation body ACCREDIA), Spain (ENAC), France (INAO) and Portugal. Mario Zannoni has some preliminary contact with ACCREDIA which showed interest in developing an 'accredited' sensory method for official control of PDOs. It would be important to develop a sensory method usable by small size companies and one that gives legal guarantee if the producing company sues the controller in case of a negative result. Ring tests (proficiency tests) among sensory labs have to be considered. Not every PDO has to be sensory controlled, only those who claim, according to the official regulation, that the product has distinctive sensory features. This has the function to protect the producers from less scrupulous producers and avoid a PDO developing a more ordinary taste, characteristic of many of today's industrial products.

Participants to the WSG consumers are: Carolina Chaya, Dominique Valentin, Elisabeth Buchinger, Tuomo Tupasela and Guido Ritter. Luis Guerrero will be also contacted for membership in this group.

One of the main themes will be to understand consumer perceptions of PDOs. Internet surveys could also be considered to learn about consumer perceptions or expectations of their own country's or others countries products etc. A schedule of possible activities has to be prepared for discussion at the Vienna meeting.

The WSG will look at results of previous EU projects like Ecropolis and do a preliminary bibliographic survey.

There is awareness that in the future local, small level production could become interesting both for producers and consumers. In Finland seminars have been held for small scale producers. A course for training small food companies has also been held in Holland with EU support.

A Dropbox account has been created for sharing bibliographic information.

#### 6) Evaluation of the possibilities to organise 'national' workshops/activities in different countries.

National events held by the Sensory Associations within E3S could provide good opportunity to promote awareness of sensory analysis for PDOs. For instance during the national event in Spain in 2015 it should be possible to invite someone to show examples of successful sensory analysis of PDOs, 2 from outside and 2 from inside the country. In Italy Mario Zannoni will also discuss the opportunity with the Italian Sensory Society.

A course specifically for sensory analysis of PDO cheese is potentially envisaged.

20-12-2013

Mario Zannoni & Francisco José Pérez Elortondo