



Working Group PDO
Protected Designation of Origin

PDO Working Group aims

- To reach consensus or find solutions about specific sensory problems of PDOs
- To organize projects dealing with specific topics.
- To exchange information: meetings, internet forum of discussion about specific topics, Dropbox folder collecting papers about PDO and sensory science

42 members at the end of 2014

PDO Working Group activity in 2014

Mini symposium Wien, 12 May 2014.

- The symposium was organized to give to members of E3S some information about PDO and sensory analysis.
- After an introduction by Elisabeth Buchinger, Mario Zannoni explained the use of sensory analysis by European PDOs giving some examples in different countries. The knowledge about this topic is too incomplete, it is necessary to work further
- Patxi Perez Elortondo presented the main results of a research project on consumers perception of PDO products. About 420 consumers from Spain, France, Italy and Finland tasted and evaluated 4 PDO and 4 non PDO similar cheeses. Consumers perceived better the differences between PDO and not PDO cheeses when the cheese was from their country of origin. The quality perception of consumers was not only based on liking.
- Patrizia Piccinali and Guido Ritter explained what can sensory analysis of PDO products do for producers. The sensory analysis can guarantee and manage the premium quality necessary for a PDO product, can identify off-flavours and deficient processes, can manage the modification of the processes and strengthen the legal guarantee.
- The main conclusion of the symposium was that we need more information about PDO and sensory analysis in Europe, from both perspectives: methods and consumers perception.

PDO Working Group activity in 2014

Eurosense, September 2014 Copenhagen

- As suggested by E3S Chair and PDO member Joanne Hort, we prepared the poster 361 : ***Organization and activities of the Working Group “Protected Designation of Origin” of the European Sensory Science Society*** at Eurosense 2014 in Copenhagen.
- We gave indications among goals and organization of the WG PDO with a management team of two coordinators and six persons in charge of subgroups. A summary of the activity of the WG from its origin in 2011 to 2014 was also presented.

Summary of the different members activities related to PDOs:

Main field of activity of E3S members	No. of members	Types of products	No. of PDO products	Quantity produced (t) (2008) *(2013)
Wine	16	Wine*	1.928	9.596.000
Cheese	10	Cheese	163	879.296
Meat products	7	Meat products	85	320.250
Oil, fats	2	Oil, fats	104	82.221
Vegetables	1	Vegetables	172	778.203
Beer	1	Beer	17	2.505.058
Spirits	2	Spirits*	343	3.000.000
Bread, pastry	1	Bread, pastry	25	145.022

PDO Working Group activity in 2014

Management meeting Copenhagen, September 9th 2014.

- Survey organised by subgroup Methods and Accreditation about who employs sensory analysis for the official evaluations of PDO in Europe;
- Internet survey organised by subgroup Consumers about consumers knowledge, insights and expectations towards PDO products.
- Both surveys are in progress.

PDO Working Group activity in 2014

Survey organised by subgroup Methods and Accreditation about who employs sensory analysis for the official evaluations of PDO in Europe;

- Italy: there are no guidelines about organoleptic controls and the situation is very complicated.

Most of the times organoleptic controls are done by inspectors but there is no sensory analysis. The rare PDO exceptions applying sensory methods use QDA.

- Switzerland: PDO survey will be done in June.
- France: PDO survey in September-October.
- Spain: Collection of data is in progress. Situation is very heterogeneous but some improvement on the sensory methods practices in the late two years is being achieved
- AEPAS associates from PDO enroll training and courses about sensory methods and sensometrics (National Body of Accreditation controls).

PDO Working Group activity in 2015

Internet survey organised by subgroup Consumers about consumers knowledge, insights and expectations towards PDO products.

- 8 country members. Technical coordinator: Luis Guerrero
- First English version of the Questionnaire in March
- Final version in May.
- Translation to the different languages in May-June.
- Internet survey in June-July (150 consumers per country).
- Sending responses from each country before August.
- Analysis and first results in Autumn.
- Presentation of results in Rome in November 2015.

Next management meeting in Rome, November 2015



Thank you for your attention!!!

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