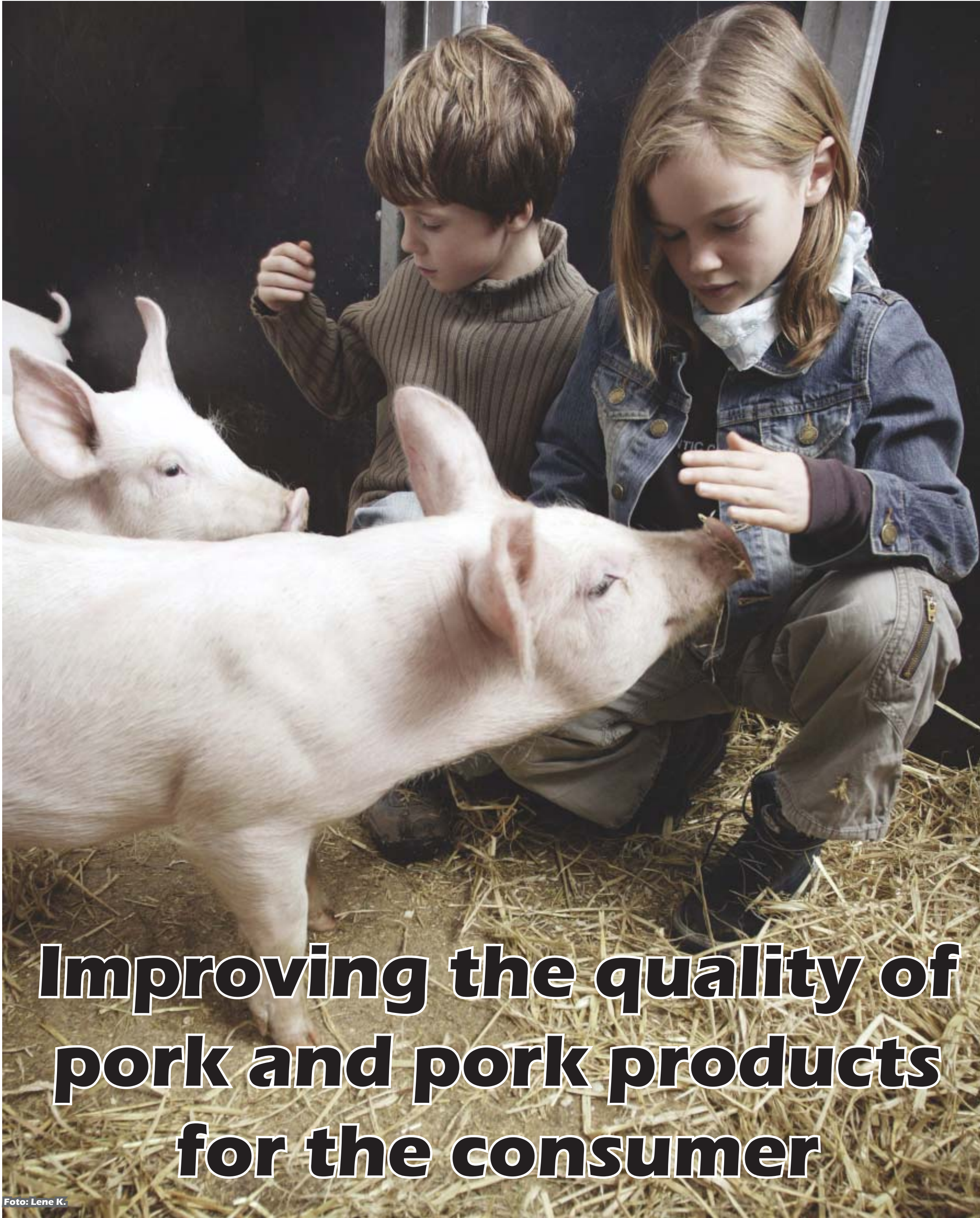




- PORK
CHAINS



**Improving the quality of
pork and pork products
for the consumer**



Project objective:

To develop innovative, integrated and sustainable food production chains of high quality pork products matching consumer demands, by development and testing of advanced and multi-disciplinary approaches for identification, characterisation, prediction, and control of the quality of pork and pork products in different stages of the pork chain in diverse production systems.

Introduction:

Quality of pork and pork products has become a complex and dynamic theme involving the total pork chain from fork-to-farm with a multitude of interacting aspects related to peoples' demands as consumers, and the demands of people as citizens and producers for economic and environmental sustainability. The European Union's self-sufficiency and leading position in the global market for pork and pork products is challenged by a number of non-European countries (for example Brazil, China, USA and Canada). The need for developing innovative, integrated, and sustainable food production chains of high quality pork products matching consumer demands is being addressed by Q-PorkChains.



Foto: Jakob Helbig

Project overview:

Research, technology and innovation from fork-to-farm is addressed in Module I-VI, which are the pillars of the project, and one horizontal module (Module A). The six pillars explore specific development potentials of different aspects of the pork production sector: consumer and citizen behaviour and preferences; on-farm production systems; product development; integration and sustainability within the pork chain; new biology for quality control; and the development of prediction models for quality, safety and animal welfare. The horizontal module A will ensure that research is followed by innovative actions and exploitation of the research results through the formation of research pilots and demonstration chains. Education, training and dissemination will be the overall focus of Module B and will include knowledge transfer at all levels – from industry to post-graduate level. Module C focuses on project management and coordination.

Module I: Consumer/Market analysis

Coordinator: Prof. Klaus G. Grunert, klg@asb.dk

The objective is to develop new tools for the development and marketing of pork-based products based on mapping and assessment of behavior towards the pig production chain as citizens and as consumers

Module II: Diversity, Flexibility & Sustainability of Farm-level Production Systems

Coordinator: Prof. Michel Bonneau, michel.bonneau@rennes.inra.fr

The objective is to develop tools for improved responsiveness of sustainable production systems at farm-level towards society demands

Module III: Product Development – Quality, Nutrition and Convenience

Coordinator: Dr. Jacint Arnau, Jacint.Arnau@irta.es

The objective is to develop innovative technologies for improved pork products to match consumer demands in relation to quality, nutrition and convenience

Module IV: Integration and Sustainable Management of the Production Chain

Coordinator: Dr. Jacques H. Trienekens, jacques.trienekens@wur.nl

The objective is to identify and develop tools for integration and efficient sustainable management of a diversified European production and distribution system

Module V: New Biology as a Tool for Control of Pork Quality

Coordinator: Prof. Niels Oksbjerg, niels.oksbjerg@agrsci.dk

The objective is to develop and apply new and appropriate molecular control tools in the pork production

Module VI: Synthesis of Existing Knowledge on Pork Quality, Safety and Welfare

Coordinator: Dr. Karel H. de Greef, Karel.degreef@wur.nl

The objective is to develop prediction models for pork quality and safety as a consequence of the production systems

Module A: Pilot and Demonstration Chains

Coordinator: Prof. Brigitte Petersen, b-petersen@uni-bonn.de

The objective is to facilitate cooperation with SMEs on pilot research and demonstration activities and develop inter-organisational collaboration along pork chains and networks

Module B: Education, Training and Dissemination

Coordinator: Dr. Mette Christensen, mec@life.ku.dk

The objective is to transfer knowledge from the project to users at all levels

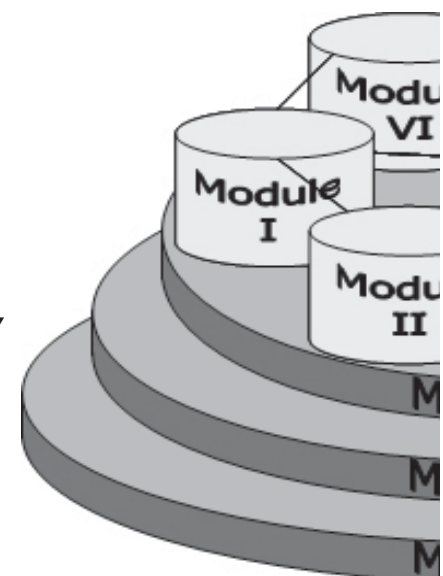




Foto: Jakob Helbig

Expected Achievements:

Module I:

- Clear, empirically based guidelines to the other modules regarding the market potential and societal acceptance of pig production systems, processing technologies, and newly developed consumer products
- A new toolbox system, including computer software for market share prediction and new up-front product development techniques

Module II:

- A comprehensive inventory of pork production systems existing in EU countries and in the most important competing countries
- Designs of improved and innovative pork production systems and quality assurance strategies

Module III:

- New approaches and innovative technologies to obtain nutritionally enhanced, quality optimized and more convenient pork products



Foto: Jakob Helbig

Module IV:

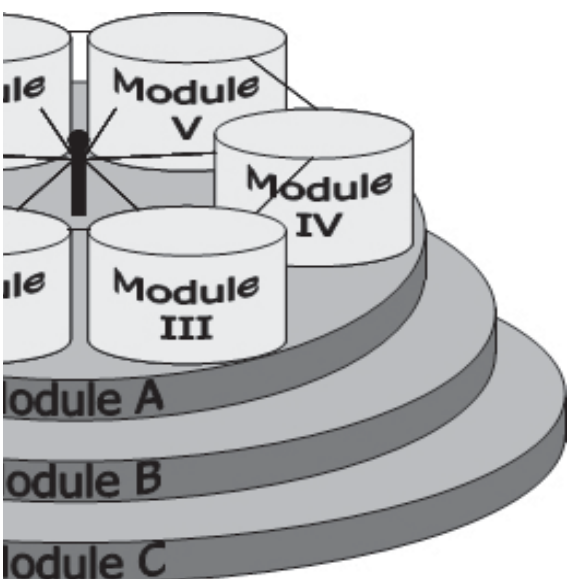
- New approaches, system designs and supportive tools for integrated management of pork chains, focusing on chain quality systems, sustainable chain logistics and management of innovations in chains

Module V:

- To equip the industry with molecular tools that can be used for the production of high added value pork and pork products, at all stages in the chain from fork to farm

Module VI:

- Production of validated models with predictive power that can be used on a practical level to give guidelines accessible to the public for obtaining meat products that fulfill specific demands with respect to technological and sensory quality, safety and welfare



Module A:

- Pilot research implementations in chains together with SMEs, and demonstration implementations
- Europe wide visibility of the new developments deriving from the project

Module B:

- Transfer of highly valuable new knowledge from Q-PorkChains to target groups at all levels (consumers, industry and universities)



Foto: Lene K.

Further Information:

Visit our webpage www.q-porkchains.org and sign up for newsletters

Project Coordinator:

Professor Anders H. Karlsson, ahka@life.ku.dk
University of Copenhagen, Faculty of Life Sciences
Rolighedsvej 30
1958 Frederiksberg C
Denmark

Executive Project Manager:

Ms. Lise Andreasen, lise.andreasen@agrsci.dk
University of Aarhus, Faculty of Agricultural Sciences,
Blichers Allé 20
Postbox 50, Tjele
Denmark

Scientific Officer:

Dr. Danielé Tissot, daniele.tissot@ec.europa.eu
EU Commission,
Directorate E: Biotechnologies, Agriculture, Food
Bruxelles
Belgium

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Project partners:

Belgium

- University of Ghent (UGENT),
Wim Verbeke,
wim.verbeke@ugent.be

Brazil

- University of São Paulo (FUNDACE),
Marcos Favas Neves,
mfaneves@usp.br

Bulgaria

- Association of Meat Processors in Bulgaria (AMB),
Svetla Chamova,
amb@einet.bg

China

- Nanjing Agricultural University (NAU),
Wang Kai,
wangkai@njau.edu.cn
- Chinese Academy of Agricultural Sciences (CAAS),
Institute of Animal Science,
Kui Li,
likuihau@yahoo.com

Denmark

- University of Copenhagen (KU),
Faculty of Life Sciences,
Anders H. Karlsson,
ahka@life.ku.dk
- University of Aarhus (AU),
Faculty of Agricultural Sciences,
Niels Oksbjerg,
niels.oksbjerg@agrsci.dk
- Aarhus School of Business,
University of Aarhus,
MAPP Centre,
Klaus G. Grunert,
klg@asb.dk
- Danish Meat Research Institute (DMRI)
Susanne Støier,
sst@danishmeat.dk
- The Danish Meat Trade College (DMTC),
Karen Wahlgreen,
kaw@srts.dk
- Danish Crown (DC),
Søren Thinggaard,
srt@danishcrown.dk

Finland

- University of Helsinki (UH),
Eero Puolanne,
eero.puolanne@helsinki.fi

France

- Institut Polytechnique LaSalle Beauvais (LB),
Loïc Sauvé,
loic.sauvee@lasalle-beauvais.fr
- French National Institute for Agricultural Research (INRA),
Michel Bonneau,
Michel.Bonneau@rennes.inra.fr
- Institut de la Filière Porcine (IFIP),
Yvon Salaun,
yvon.salaun@itp.asso.fr
- Chambre Régionale d'Agriculture de Bretagne (CRAB),
Frédéric Paboeuf,
Frederic.paboeuf@cotes-d-armor.chambagri.fr

- Glon Group (GG),
Lieven Callewaert,
lieven.callewaert@cybelia.fr
- France Hybrides (FH),
Pierre Chérel
pierre.cherel@france-hybrides.com

Germany

- University of Bonn (UniBonn),
Karl Schellander,
karl.schellander@itz.uni-bonn.de
- Grenzüberschreitende Integrierte Qualitätssicherung (GIQS),
Gereon Schulze Althoff,
g.althoff@giqs.org
- Zentralverband der Deutschen Schweineproduktion e.V. (ZDS),
Jens Ingwersen,
info@zds-bonn.de
- Erzeugergemeinschaft Osnabrueck (EGO),
Helmut Brinckmann,
Helmut.Brinckmann@Eichenhof.net
- Qualitytype AG (QT),
Uwe Portscht,
u.portsch@qualitytype.de
- r-biopharm (r-bio),
Walter Luebbe,
w.luebbe@r-biopharm.de

Greece

- Agricultural University of Athens (AUA),
George Chrysochoidis,
gc@aua.gr

Hungary

- Central Food Research Institute (CFRI),
Diána Bánáti,
d.banati@cfri.hu

Ireland

- University College Dublin (UCD),
Francis Butler,
f.butler@ucd.ie
- Ashtown Food Research Centre (AFRC),
Declan Bolton,
declan.bolton@teagasc.ie

Italy

- University of Naples (UNINA),
Eugenio Pomarici,
pomarici@unina.it

The Netherlands

- Wageningen University (WU),
Jacques Trienekens,
jacques.trienekens@wur.nl
- ASG Veehouderij bv (ASG),
Karel de Greef,
Karel.degreeef@wur.nl
- Agrotechnology and Food Sciences Group (AFSG),
Willie van den Broek,
willie.vandenbroek@wur.nl
- RIKILT – Institute of Food Safety (RIKILT),
Anita Smelt,
anita.smelt@wur.nl
- Agri Chain Competence Centre (ACC),
Woody Majiers,
majiers@akk.nl

- Vion Food Group (VFG),
Jeroen Reijers,
Jeroen.reijers@vionfood.com
- Nutreco, Swine Research Centre (SRC),
Manfred Hessing,
manfred.hessing@nutreco.com
- Chainfood (CHF),
Johan Zandbergen,
j.zandbergen@chainfood.com

Norway

- Norwegian Food Research Institute (MATFORSK),
Einar Risvik,
einar.risvik@matforsk.no

Poland

- Technical University of Lodz (TUL),
Zdzisław Pakowski,
pakowski@wipos.p.lodz.pl
- Polish Academy of Science (PAS),
Agnieszka Korwin-Kossakowska,
a.kossakowska@ighz.pl

South Africa

- University of Pretoria (PU),
Johann Kirsten,
johann.kirsten@up.ac.za

Spain

- Politechnic University of Madrid (UPM),
Julian Briz,
julian.briz@upm.es
- Institute for Food and Agricultural Research and Technology (IRTA),
Jacint Arnau,
Jacint.Arnau@irta.es
- PigCHAMP Pro (PP),
Carlos Piñeiro,
carlos.pineiro@pigchamp-pro.com
- Casademont (CSA),
Jordi Bernardo-Figueras,
jordi.bernardo@casademont.com
- Esteban España (EE),
Mònica Gassiot,
mgassiot@espuna.es

Sweden

- Swedish University of Agricultural Sciences (SLU),
Anne Algers,
anne.algers@lmv.slu.se

United Kingdom

- University of Newcastle (UN),
Sandra Edwards,
sandra.edwards@ncl.ac.uk
- Royal Veterinary College (RVC),
Neville Gregory,
ngregory@rvc.ac.uk
- Pig Improvement Company UK Limited (PIC),
Gary J. Evans,
gary.evans@sygeninternational.com
- Scottish Agricultural College (SAC),
Andrea Wilson,
andrea.wilson@sac.ac.uk

USA

- Kansas State University (KSU),
Melvin Hunt,
hhunt@ksu.edu