

Typical Food Products in Europe: Consumer Preference and Objective Assessment

TYPIC

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European Food Quality Labels

Directives 2081/92 & 2082/92



Protected Designation of Origin

Protected Geographical Indication



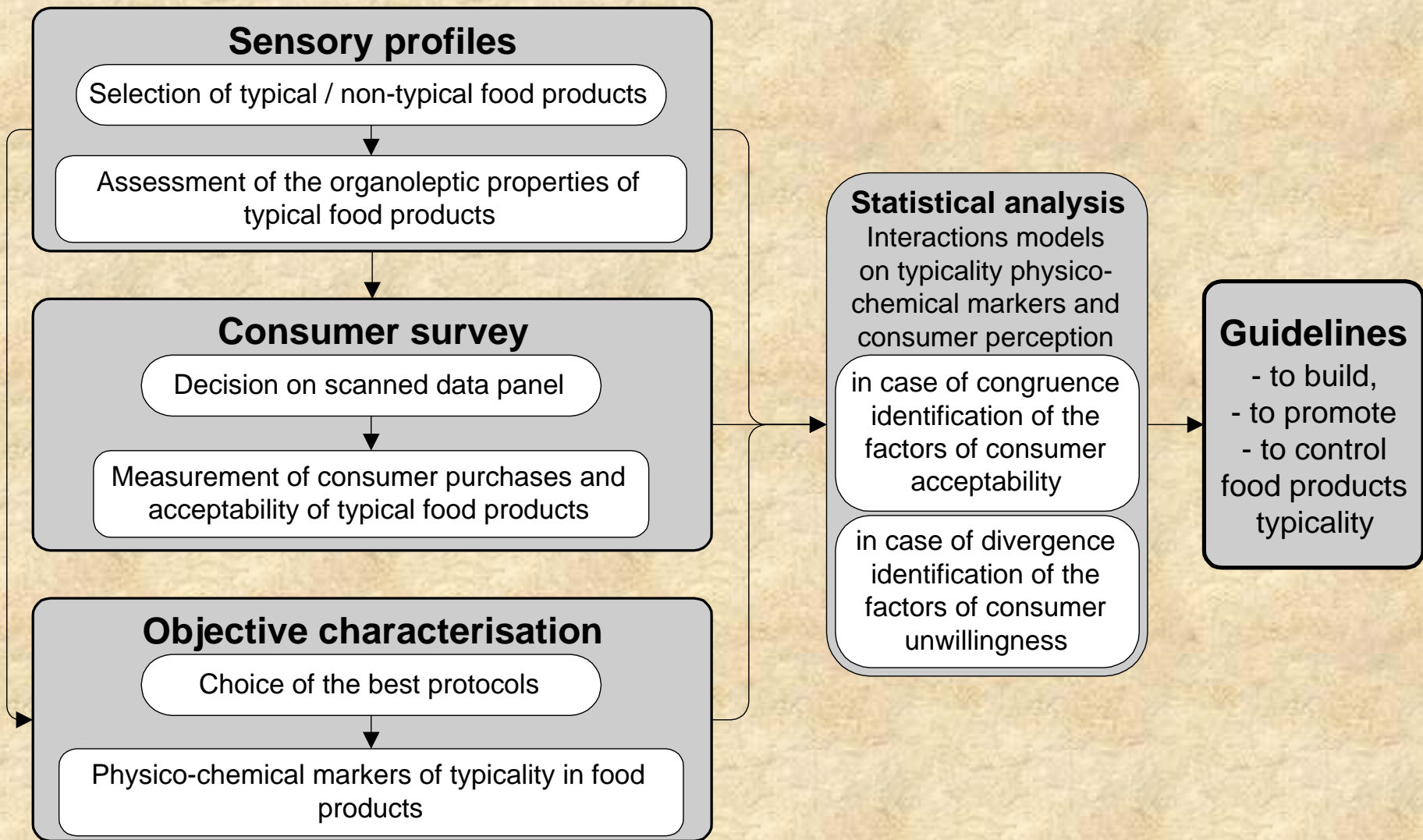
Traditional Speciality Guaranteed

Partnership

- ENITA, Clermont-Ferrand, France
- Institute of Food Research, Norwich, UK
- DLR, Oenology, Neustadt, Germany
- CSIC, Sevilla, Spain
- INRA, Nantes, Montpellier, France
- CITA, Saragossa, Spain
- Technical University of Munich, Germany
- CRAGx, Gembloux, Belgium

Associated

- Carrefour Group, France & Spain
- Meat Technical Centre, Rodez, France
- Veterinary Faculty of Saragossa, Spain
- Sicarex Beaujolais, France
- Agricultural Council Pfalz, Germany
- EcoZept, Munich, Germany



Workpackage 1

Assessment of the organoleptic properties of typical food products

- **Task 1 Selection of typical / non typical food products:**
 - **30 wines Beaujolais (France)**
 - **30 wines Dornfelder (Germany)**
 - **20 dry-cured ham (France)**
 - **20 dry-cured ham (Spain)**
- **Task 2 Definition of attributes qualifying the typical food products (focus group discussions food chain actors)**
- **Task 3 Sensory profile analysis by trained panel**

Workpackage 2

Measurement of consumer purchase and acceptability of typical food products

- **Task 4 Measurement of actual purchase of typical food products with consumer scanned data panel**
 - **1600 panellists**
- **Task 5 Consumer hedonist tests**
 - **800 consumers**
- **Task 6 Trade-off measurement of main expected attributes of typicality**
 - **400 consumers**

Workpackage 3

Physico-chemical characterisation of typicality

- **Task 7 Chromatographic methods to authenticate and assess typicality**
 - High Performance Liquid Chromatography
 - High Resolution Gas Chromatography
 - Polyacrylamide Gel Electrophoresis
- **Task 8 Physical methods to authenticate and assess typicality**
 - High Resolution Nuclear Magnetic Resonance
 - Electrospray Ionisation Mass Spectrometry
 - Front-face Fluorescence Spectroscopy
 - Fourier-Transform Infrared and FT-Raman Spectroscopy
 - Mechanical test methods
- **Task 9 Data processing and discrimination between typical and non-typical food products**

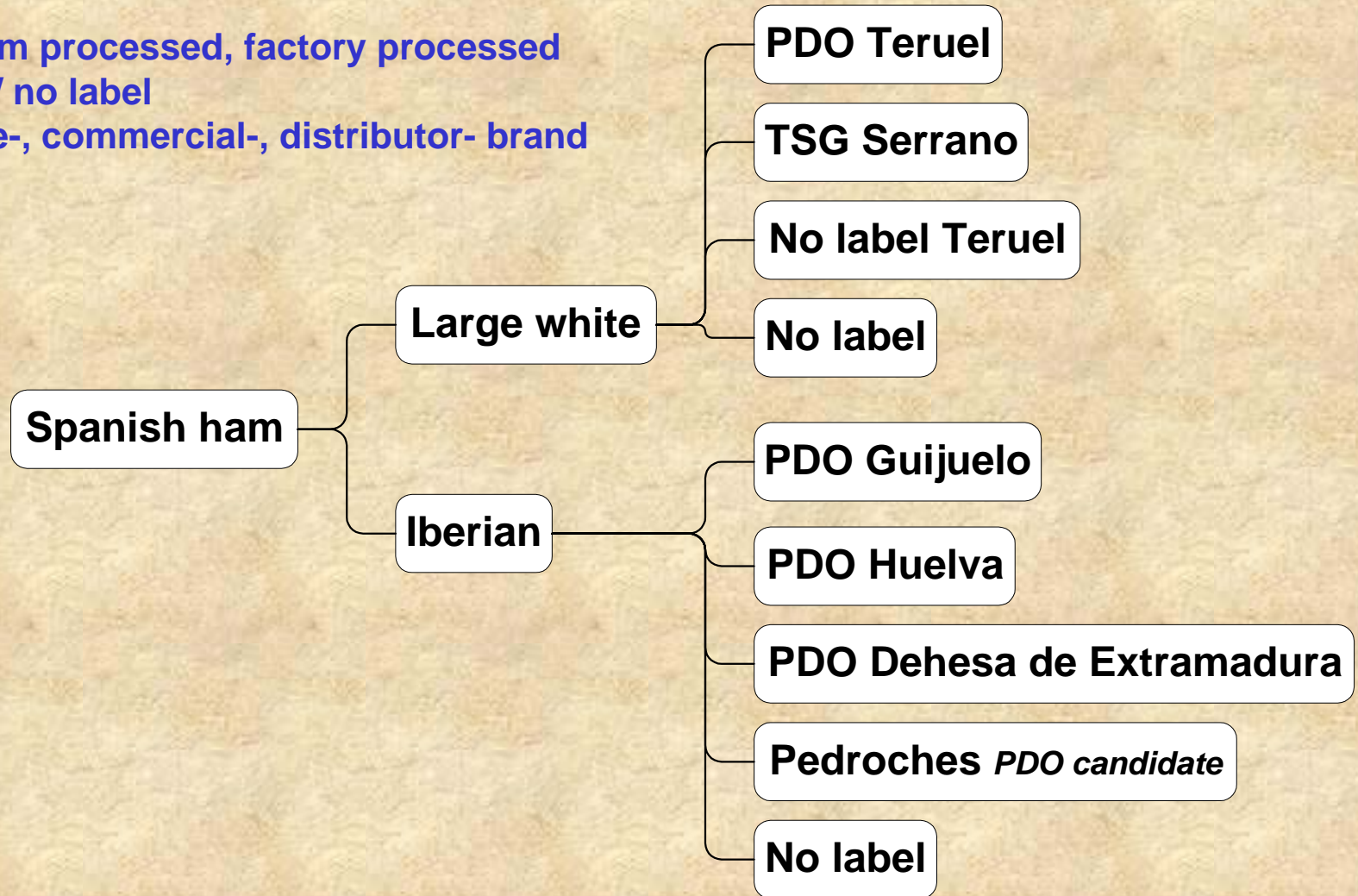
Workpackage 4

Guidelines to build, to promote and to control typicality

- **Task 10 Identification of the technological factors underlying typicality of dry-cured ham and red wine**
- **Task 11 Identification of the relationships between objective traits, consumer perception and buying behaviour**
- **Task 12 Translation into guidelines to build, to control and to promote typicality**

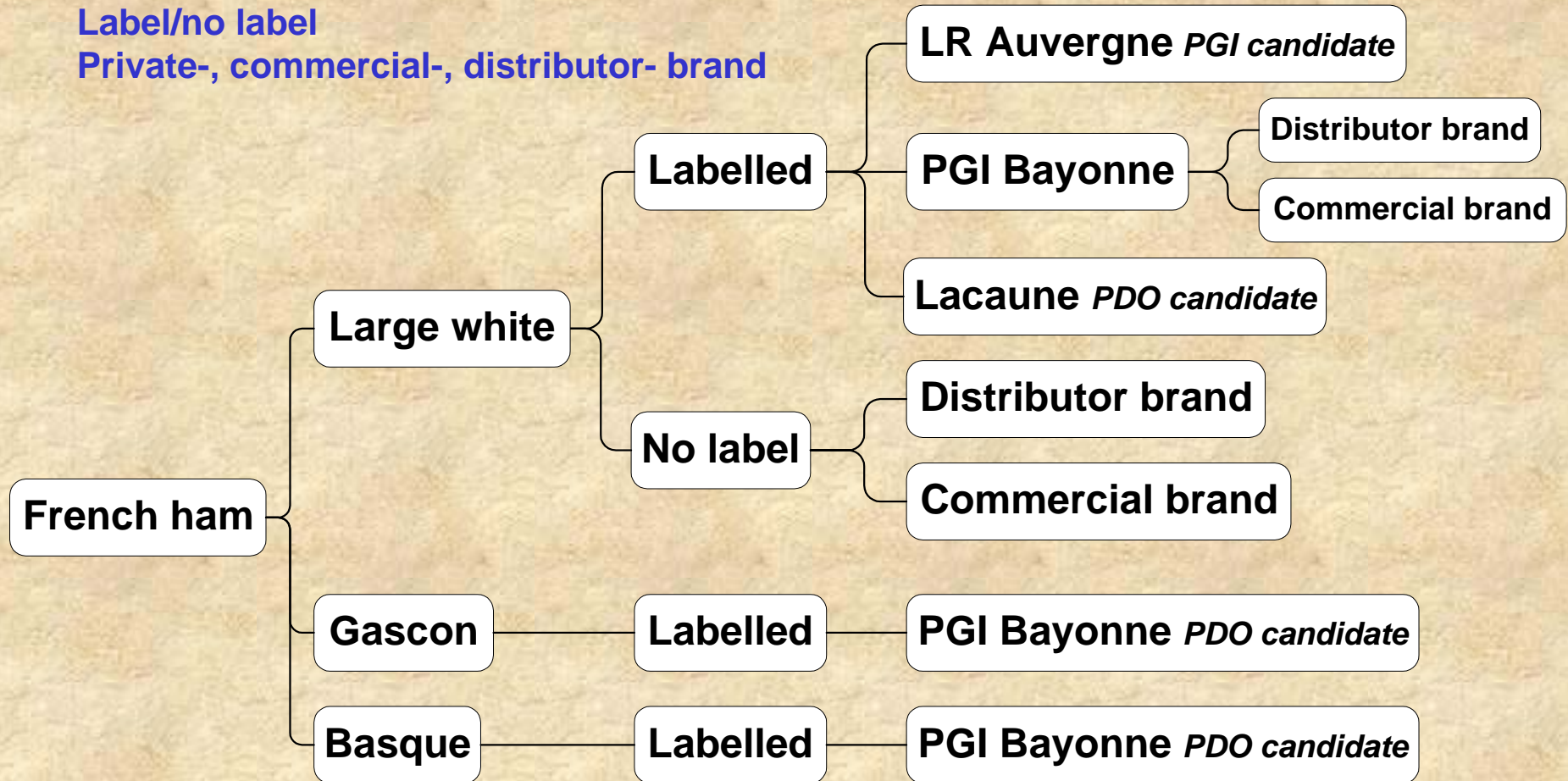
Spanish ham segmentation

On-farm processed, factory processed
Label / no label
Private-, commercial-, distributor- brand

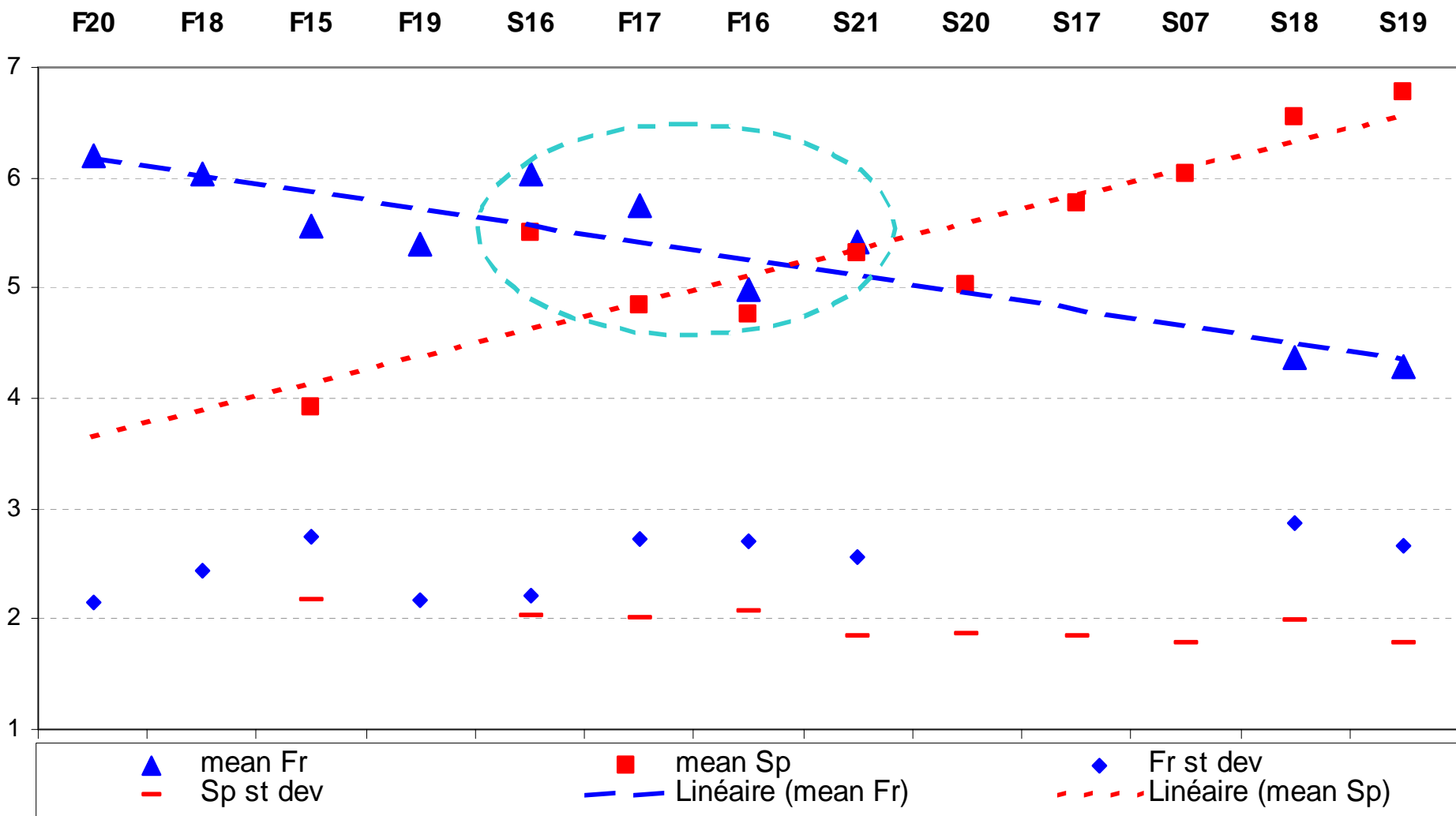


French ham segmentation

On-farm processed, factory processed
Label/no label
Private-, commercial-, distributor- brand

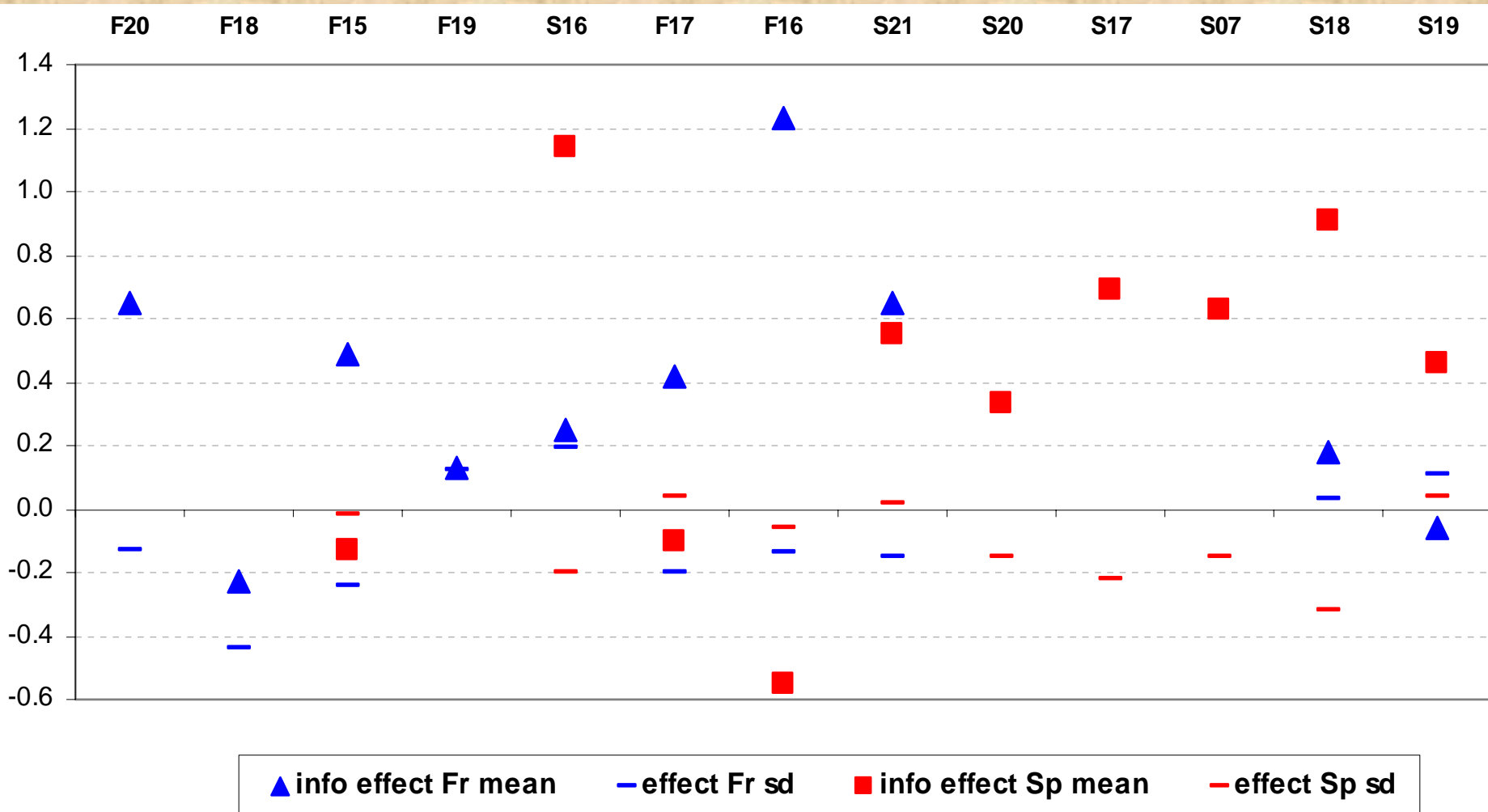


Effect of familiarity with product on blind preferences of French and Spanish consumers

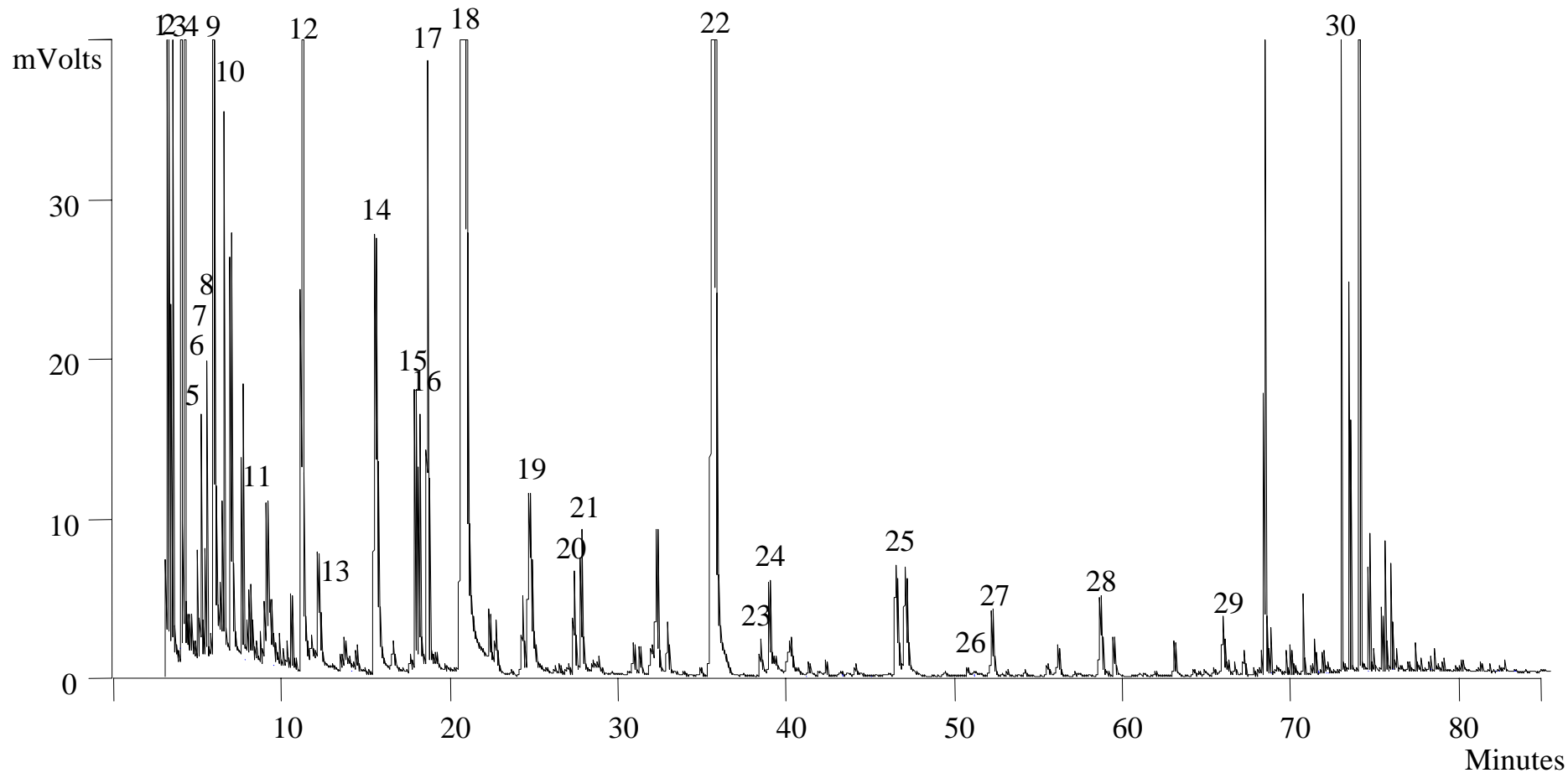


Effect of the information on the preferences of French and Spanish consumers

Difference of ratings between blind and identified tests

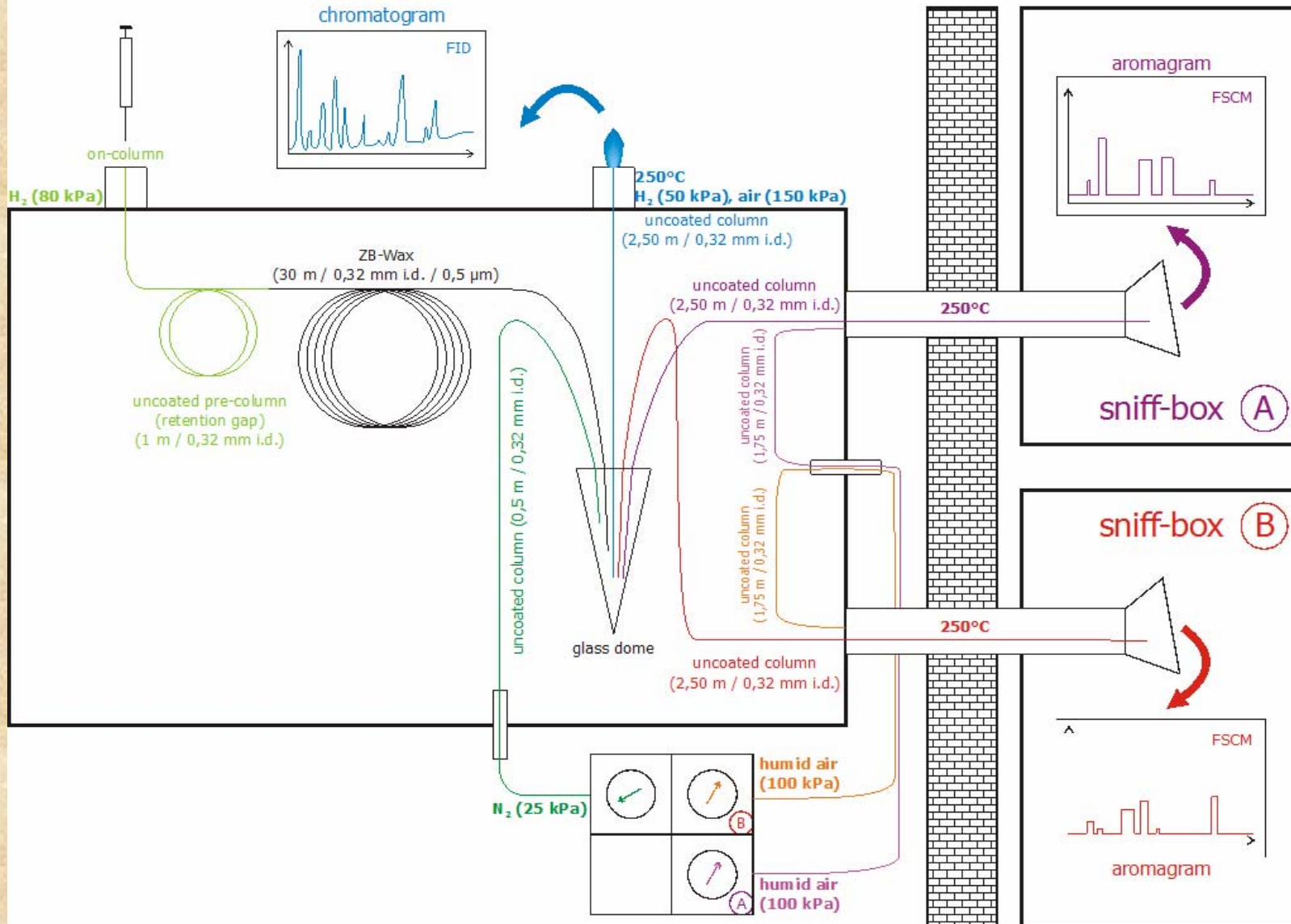


SPME-HRGC Hams: experimental data

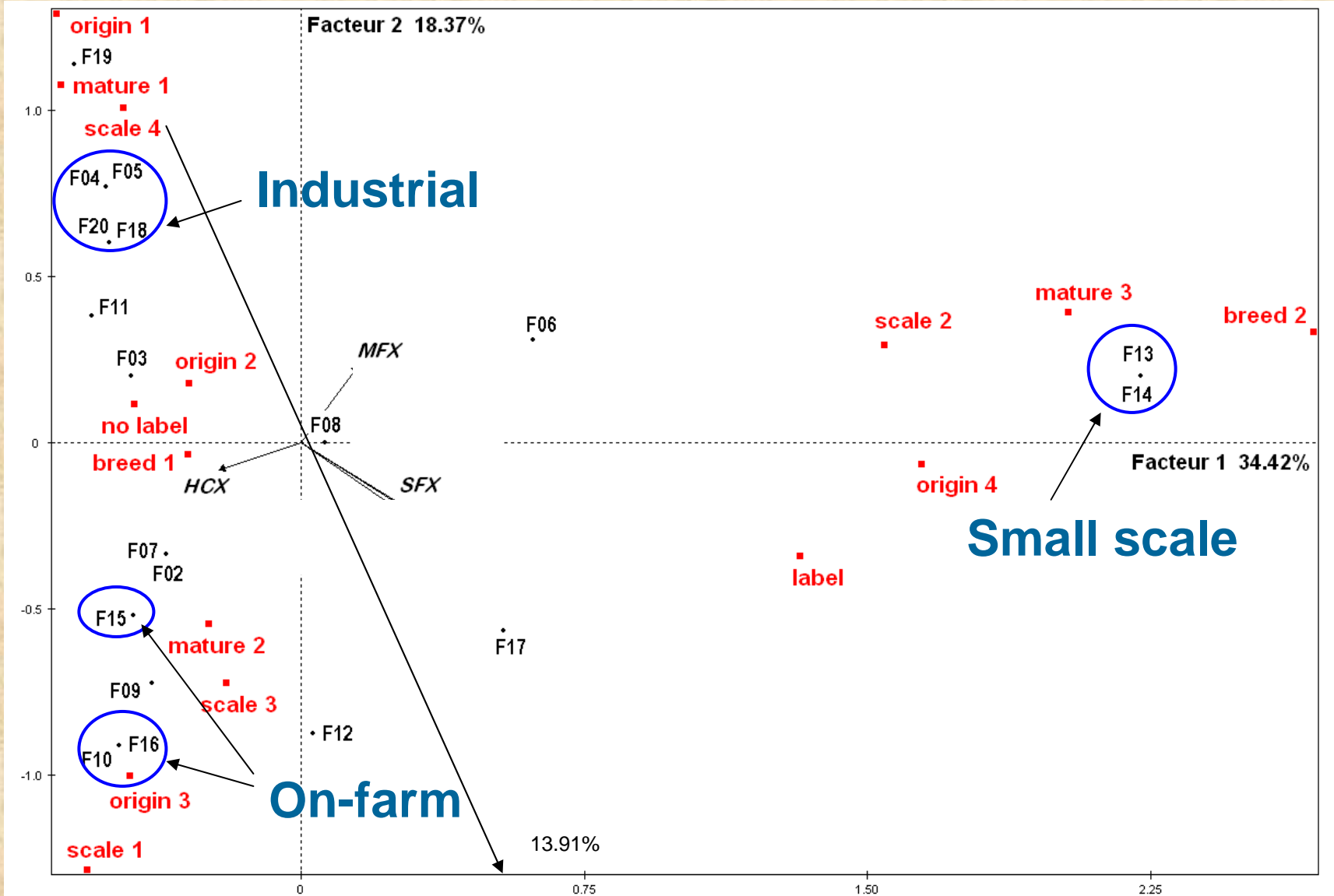


Chromatogram of the volatiles of the *biceps femoris* muscle of a Spanish Iberian ham. Numbers correspond to the coded volatile compounds

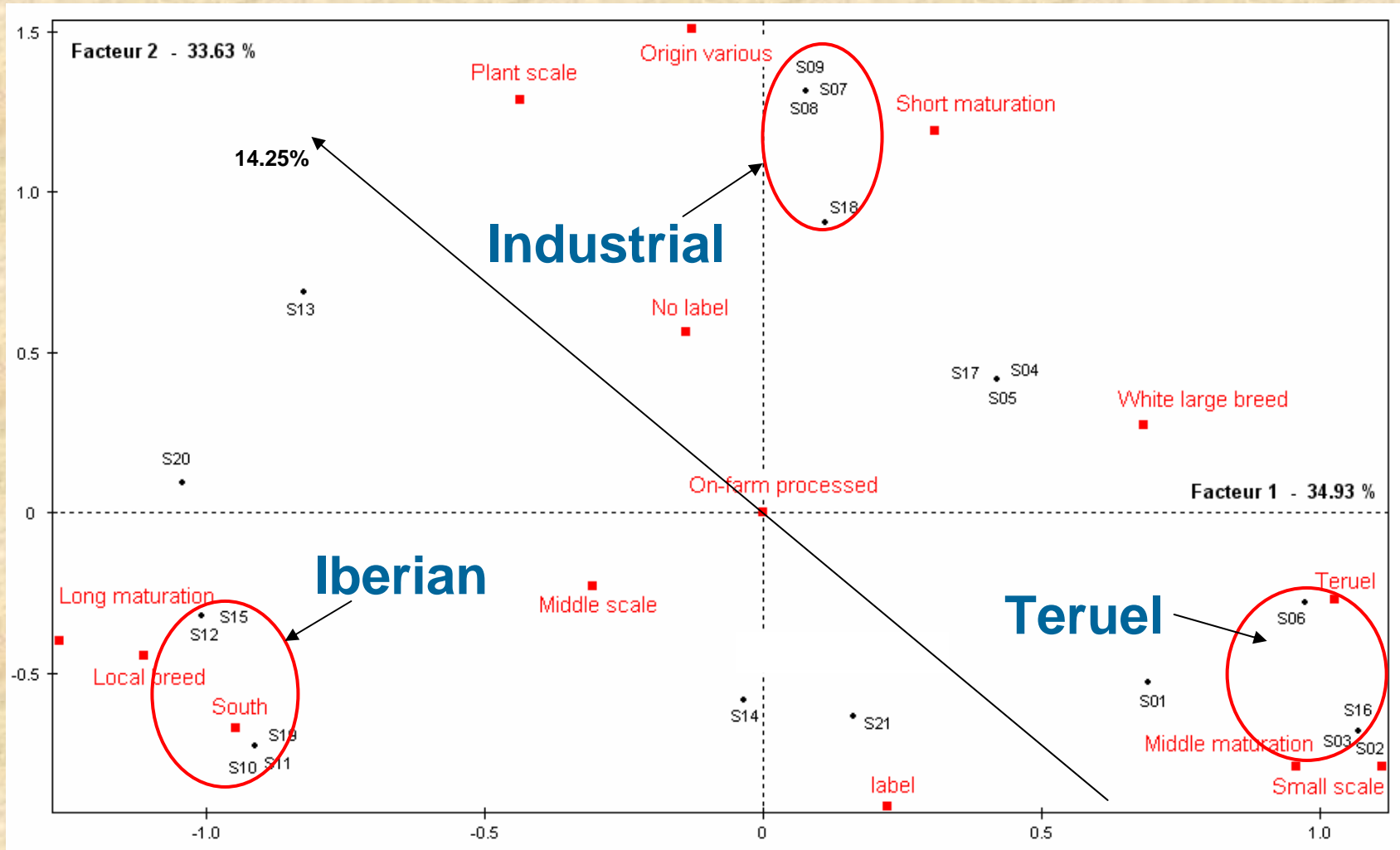
Gas chromatography-olfactometry apparatus



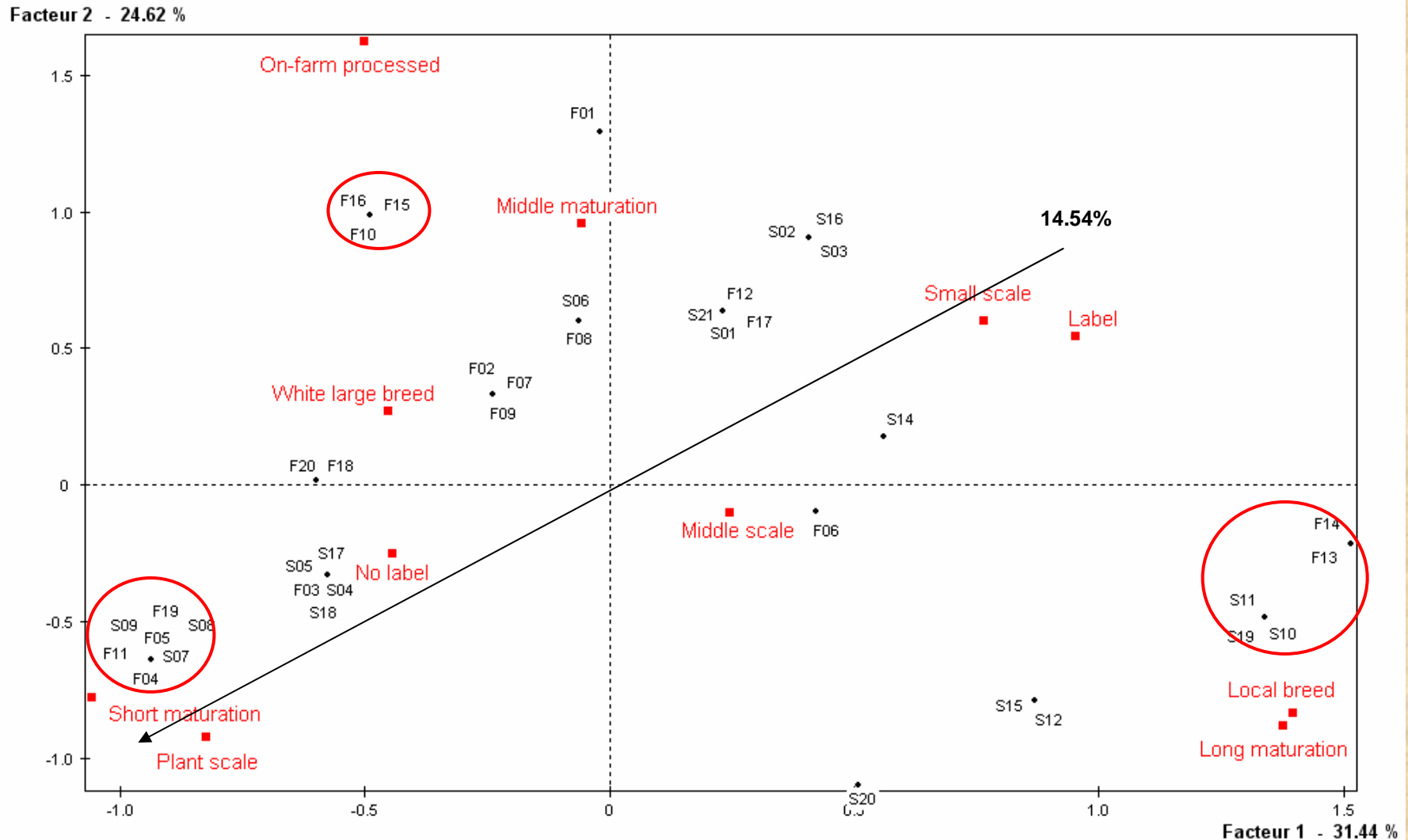
French hams, sensory profiles /types of production



Spanish hams, sensory profiles /types of production



Overall multifactorial analysis on sensory profiles / types of production



Thanks for your
attention!



Parma 21-22 June 2005

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