
BELARUS PARTNER SEARCH FAFB-PT-03CP-3

11 settembre 2009

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----- PARTNER SEARCH FAFB-PT-03CP-3 -----

<Reference n.: FAFB-PT-03CP-3>

<Deadline: 14/01/2010>

<Programme: Food, Agriculture, Fisheries and Biotechnology>

<Project Title: KBBE.2010.2.1-01: Determinants of food choice and eating habits>

<Financial Scheme: CP - Collaborative Project >

<Description: Proposal 1: "Creation of a unified mathematical model for investigation of consumer market and conducting of consumer studies"

Creation of a unified mathematical model for investigation of consumer market envisages the following scientific research:

- Construction of a unified algorithm for investigation of the foodstuff consumer market, taking into account social groups of population (children, adolescents, adults, elderly people, individuals with certain diseases, groups of people with different physical activities);

- Development of a unified system of foodstuff quality indicators (including sensory and functional properties of foodstuffs) for different types of food;

- Construction of the mathematical dependence between actual nutrition and optimal diet.

Execution of the consumer investigation, based on the developed model, and analysis of the received data will enable to:

- . Determine factors influencing foodstuffs preferences for different population groups;

- . Determine the parameters, minimizing the discrepancies between actual and optimal nutrition, by using the methods of mathematical analysis for the determined dependencies

between actual and optimal nutrition.

Proposal 2: "Creation of the all-European electronic database on foodstuffs"

Creation of the all-European electronic database on foodstuffs envisages the following scientific research:

- Creation of a unified system for quality indicators of the consumers' demands for foodstuffs, reflecting the sensory and functional properties of foodstuffs, as well as their nutrition value;
- Development of methods for conversion of sensory and functional quality of foodstuffs and their nutrition value into the electronic form providing the creation of the electronic database;
- Development of multi-level scales systems for estimating the foodstuffs quality indicators providing different degrees of accuracy of quality indicators assessment.

Creation of the above-mentioned electronic database on foodstuffs will enable the consumer to:

- . Carry out the search for foodstuffs in accordance with the optimal diet and preferences;
- . Formulate an inquiry into the database with various degrees of accuracy. For example:

Version 1: to find low-calorie enriched spread.

Version 2: to find sour-sweet spread, which has 10% fat content, and is enriched with nutrition fibers.

Version 3: to find sour-sweet spread, which has 10% fat content, 3:7 sourness to sweetness ratio, and 8% nutrition fibers content.

Analysis of quality indicators, searched for in the foodstuffs database, may serve as one of the elements for the consumer market investigation.

The research will be based on the international standards including ISO standards of the Sensory analysis series.

<Organisation Type: Altro>

<Partner Sought: For proposal 1:

- . Coordinator
- . EU MS and AS R&D organizations - for developing a strategy of the unified mathematical model;
- . EU MS and AS societies of consumers' rights protection - for testing the model

For proposal 2:

- . Coordinator
- . SMEs working in Food area which will provide their production to the data base
- . EU MS and AS R&D organizations - for developing and realizing the joint approaches
- . EU MS and AS societies of consumers' rights protection - for testing the data base

For further information about this Partner Search, including Contact Person's details, please consult this web address:

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