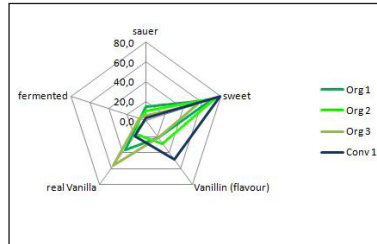




Improving the Sensory Quality and Sensory Marketing of Organic Products

A workshop for processors, traders, label organisations and governmental representatives to learn about sensory marketing and product improvement



Wednesday, the 7th of September 2011, 11.00–16.30 h

**Faculty of Agriculture, University of Bologna,
Viale Giuseppe Fanin, 50 – 40127 Bologna, Italy**

Programme		
Time	Theme	Speaker
11.00	Opening Introduction, goals of workshop	Riccardo Cozzo, <i>Bioagricoop</i> Maurizio Canavari, <i>University of Bologna</i> Otto Schmid, <i>FIBL</i>
11.15	The sensory quality of products – Pan-European Mosaic – Consumer preferences linked to sensory product description – Influence of organic image on sensory preferences. – A national and a European comparison	Kirsten Buchecker, <i>ttz Bremerhaven</i>
11.45	Discussion of results of different product groups	Otto Schmid, <i>FIBL</i>
12.00	Sensory marketing for organic products – Potential and challenges – Consumer expectations – Target groups for sensory marketing – Communication strategies	Achim Spiller, <i>University of Göttingen</i>
12.30	Discussion of sensory marketing	Maurizio Canavari, <i>University of Bologna</i>
12.45	Lunch	
14.00	The potential for product improvement – examples – Influences of product properties on sensory quality – Drivers of Liking and Disliking in different European countries	Marie-Louise Cezanne, <i>ZHAW</i> Kirsten Buchecker, <i>ttz Bremerhaven</i>
14.20	Discussion of possibilities for product improvement for companies	Maurizio Canavari, <i>University of Bologna</i>
14.30	Testing sensory properties of sunflower oil and apples – Identification of sensory differences – Implications for marketing – Potential for product improvement	Kirsten Buchecker, <i>ttz Bremerhaven</i> Tullia Gallina Toschi, <i>University of Bologna</i>
15.45	Overall discussion – putting the findings into practice: the benefits for your company	Otto Schmid, <i>FIBL</i> Maurizio Canavari, <i>University of Bologna</i>
16.30	End of workshop	

Who are the speakers and moderators?

- Kirsten Buchecker, *ttz Bremerhaven* (Germany)
- Maurizio Canavari and Tullia Gallina Toschi, *University of Bologna* (Italy)
- Marie-Louise Cezanne, *ZHAW – Zürich University of Applied Sciences* (Switzerland)
- Riccardo Cozzo, *Bioagricoop*, *Bologna* (Italy)
- Otto Schmid, *FIBL*, *Research Institute of Organic Agriculture*, *Frick* (Switzerland)
- Achim Spiller, *University of Göttingen* (Germany)

What is the background of the workshop?

The sensory properties of organic products are becoming more important in marketing. Consumer loyalty depends on how much they like a product, which significantly depends on experience. Knowledge about consumers' sensory experiences is crucial for producers and marketers of organic food if they are to offer products that taste better and meet consumer expectations.

To whom the workshop is of interest?

The workshop is intended for people who are:

- involved in the promotion of organic products;
- responsible for product development and improvement;
- interested in the sensory aspects of organic food.

What are the goals of the workshop?

- To hear the recent results of consumer research and laboratory testing of different organic and non-organic products (apples, yoghurt, biscuits, salami, tomato sauce, oil and fruit juice)
- To learn how to communicate the sensory properties of products, the sensory differences between organic and conventional products and how to train staff to better communicate with customers.
- To enable participants to increase awareness about the sensory properties of products within their own company / supply chain.
- To identify potentials for improving the sensory properties of organic products.
- To include from the beginning sensory properties in the product development.

Where will the workshop take place?

University of Bologna (Italy). Faculty of Agriculture.

The Faculty building is ten minutes' drive from the SANA Fair. (website: www.sana.it)

Participants will receive a detailed plan, once registered.

How to register for the workshop?

The registration has to be sent by email or by Fax to:

Research Institute of Organic Agriculture (FiBL), Secretariat Mrs Anne Merz

Ackerstrasse, CH-5070 Frick, E-mail: anne.merz@fibl.org

For more information: Tel. +41 62 8657 272, Fax +41 62 8657 273 or <http://www.ecropolis.eu>

The workshop is free (as it is funded by the European Union DG Research). There will be a small fee of € 35 to cover the cost of coffee, lunch, and room location, samples, etc., which is payable at the meeting.

Documentation will be available (in English).

About the Ecropolis project

The Ecropolis project is intended to provide and exchange sensory information about organic food, to the industry (organic associations, producers, processors, retailers, wholesalers) and also to the public at large. For more information see www.ecropolis.eu

The Ecropolis project team

The project consortium consists of 20 partners from 6 European countries, a mixture of small to medium enterprises (SMEs), SME Associations and scientific research institutions. This allows different competences and expertise to be combined, providing scientifically sound and practically applicable research outcomes.

REGISTRATION FORM for Ecropolis Workshop of the 7th of September 2011

Last name, first name _____

Institution _____

Street, number _____

Postal code, town _____

Country _____

Phone _____

Mobile _____

Fax _____

E-Mail _____

Lunch Vegetarian special diet (please contact anne.merz@fibl.org)

A confirmation will be sent by E-Mail the latest one week before the course

Date and signature: _____

Send to: Research Institute of Organic Agriculture (FiBL), Anne Merz, Ackerstrasse, CH-5070 Frick
E-Mail: anne.merz@fibl.org, Fax +41 62 8657 273