



organic taste ECROPOLIS

The main purpose of this project is to provide and exchange sensory information on organic food, not only to the industry (organic associations, producers, processors, retailers, wholesalers) but also to the public at large: the consumers.

Steps in Research

Needs of the organic market

Distributors and promoters of organic food claim superior taste of their products compared to conventional alternatives. This claim is discussed at large and deserves more scientific background. Besides, consumer loyalty depends on the overall liking of a product, of which the sensory experience is an important aspect. Knowledge about these sensory experiences is crucial for producers and marketers of organic food to offer products which taste superior and meet consumer expectations.

Information on organic taste

To meet these market needs, ECROPOLIS will develop a centrally based and multilingual database, the first European Organic Sensory Information System (OSIS). This database will provide sensory information in an easy and traceable way and includes:

- Sensory profiles of organic food
- Consumer preferences and marketing strategies
- The impact of organic regulations on sensory properties

The database will enable exchange of data between all actors, will be multilingual and centrally based.

Project consortium

The project consortium consists of 20 partners from 6 European countries, composed of small to micro enterprises (SME), SME Associations and scientific research institutions. In this way, different competences and expertise are combined, to enhance a successful implementation of the project.

Impact of the EU legislation

The impact of EU legislation and standards of organic farming associations on the taste of organic products will be analysed. These legislation and standards define production methods and ingredients, which could have an effect on the sensory properties of the organic products. A review of relevant scientific literature on the sensory evaluation of organic food will provide the basis for this. The results will become available in the OSIS data base.

A large panel tasting organic products

Sensory profiles of organic products will be developed and consumer sensory tests will be carried out. The result of these studies will present preferred sensorial quality in each product group, from a national point of view.



Dairy products



Tomato products



Meat products



Vegetable oil



Apple products



Bakery products

Dissemination

Comprehensive dissemination and training activities, including the preparation of training materials for all stakeholder groups as well as for sales staff, will provide broad information of the organic food sector.

| Activity | Country | Name | Website |
|---------------------|---------|---|--|
| • SME Associations | CH | Bio Suisse | www.bio-suisse.ch |
| | DE | BNN | www.n-bnn.de |
| | NL | Vereniging Biologische Productie | www.vbpbbiologisch.nl |
| | PL | Ekoland | www.ekoland.org.pl |
| | IT | Bioagricoop Scrl | www.bioagricoop.it |
| | FR | Synabio | www.synabio.com |
| • Research Agencies | CH | Research Institute of Organic Agriculture | www.fibl.org |
| | CH | Zurich University of Applied Sciences | www.zhaw.ch |
| | DE | ttz Bremerhaven | www.ttz-bremerhaven.de |
| | DE | University of Goettingen | www.uni-goettingen.de |
| | NL | Agrotechnology and Food Innovations | www.afsg.wur.nl |
| | PL | Warsaw University of Life Sciences | www.sggw.pl |
| | IT | University of Bologna | www.unibo.it |
| | FR | AgroParis Tech | www.agroparistech.fr |
| • SME | CH | Agrovision | www.agrovision.ch |
| | DE | ebl Naturkost | www.ebl-naturkost.de |
| | NL | FairConnect | www.fairconnect.nl |
| | PL | Tast | www.tast.pl |
| | IT | Organic Oils | www.organicoils.it |
| | FR | Biogam | www.biogam.fr |