

Industry - www.q-porkchains-industry.org

Co-ordinated by Trans Border Integrated Quality Assurance (GIQS), Germany Pilot and demonstration activities are used for testing and implementation of innovative concepts along European pork production chains or networks in practice. New industry partners are integrated via two competitive calls in the beginning of 2009 and 2010 to test the most promising innovations deriving from the project. The industry liaison office supports these activities by operating as a bridge builder between research and industry. Furthermore, the industry liaison office ensures an extensive, explicit and efficient knowledge exchange between the project and actors of the European pork sector.

Industry Liaison Officer

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Teaching and training - www.porktraining.org

The overall aim of the teaching and training activities is to continuously (during the project period) provide universities and industrial actors with the newest knowledge in the field of pork quality. The teaching and training activities are directed to transfer the research results from the project to universities and to industrial actors. In order to disseminate results obtained from the research modules educational material will be developed and implemented in teaching and training at all levels from post graduate level to industry.

Teaching and training coordinator

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Additional information

For additional information about activities, research, module coordinators and project partners within Q-PorkChains please consult:

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www.q-porkchains.org
www.q-porkchains-industry.org



Improving the quality of pork and pork products for the consumer:
Development of innovative, integrated, and sustainable food production chains of high quality pork products matching consumer demands



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Aim and partner structure of Q-PorkCHAINS

The aim is to improve the quality of pork and pork products for the consumer and to develop innovative, integrated and sustainable pork production chains with low environmental impact.

Q-PorkChains structure

Q-PorkChains is composed of six research modules (I-VI) and two implementation and dissemination modules (A-B).

Module I: Consumers, citizens and the market

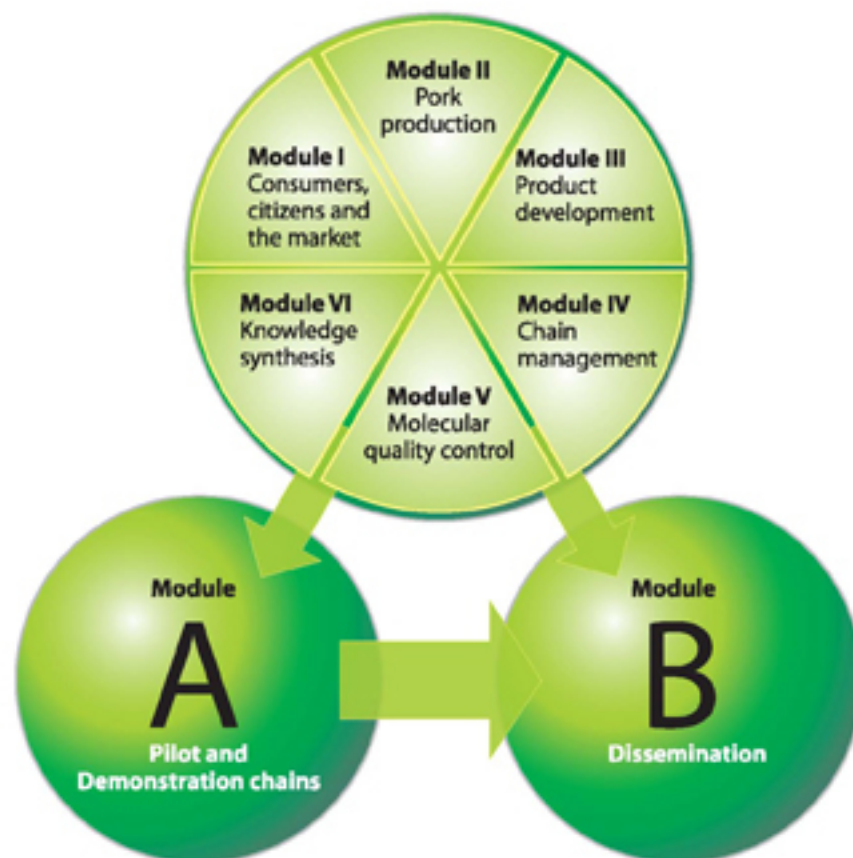
Co-ordinated by University of Aarhus, MAPP, Denmark

Q-PorkChains combines consumer and citizen roles in one study. This will result in a broad picture of the societal and marketing challenges which the pork sector will face in the future. Module I will provide basis for subsequent work dealing with the development and testing of new product concepts as well as general recommendations about the development and marketing of pork products.

Module II: Pork production

Co-ordinated by National Institute for Agricultural Research (INRA), France

Module II will contribute to the development of diverse sustainable primary production systems that correspond to market and societal demands. Increased diversification and flexibility will enable the design of production systems better suited to the local conditions and the specific market segments.



Module III: Product development

Co-ordinated by Institute for Food and Agricultural Research and Technology (IRTA), Spain

Module III focuses on the development of innovative technologies for improved pork products matching consumer demands in relation to quality, nutrition, and convenience.

Module IV: Pork chain management

Co-ordinated by Wageningen University, the Netherlands

Module IV focuses on integrated quality management as well as logistic and sustainable network optimisation supported by advanced inter-enterprise information systems and connective organizational structures. Process and product innovations will be connected to market demands throughout the chain.

Module V: Molecular quality control

Co-ordinated by University of Aarhus, Faculty of Agricultural Sciences, Denmark
Module V will identify new tools to predict pork quality. This will provide a better foundation for quality rating and pricing of pork, and will give the consumers and retailers the possibility to choose products based on quality and price.

Module VI: Knowledge synthesis

Co-ordinated by the Animal Sciences Group of Wageningen UR, the Netherlands

Module VI integrates existing knowledge into prediction models for three topics: pork quality, pork safety and animal welfare. All three themes aim at making their results available through an interactive web-based model.

The project comprise 51 partners from 19 different countries including:

- 32 Research institutions
- Business partners & industry associations (more than 19)
- 46 Institutions located in the EU
- 5 institutions located in China, South Africa, Brazil and United States of America