



D 7.2
Project Brochure

Horizon 2020
SFS-17-2014



Project acronym	FRESH-DEMO
Project full title	Waste reduction and quality improvement of fruits and vegetables via an innovative and energy-efficient humidification/disinfection technology
Project contract	Horizon 2020 SFS-17-2014: Innovative solutions for sustainable novel food processing. Grant Agreement no: 634699
Work package name	WP 7 – Dissemination activities to support market entry Task 7.2 – Tools and activities for mass dissemination
Document prepared by	Freshfel Europe - The European Fresh Produce Association



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Introduction

As defined in the Task 7.2 of the project called *Tools and activities for mass dissemination*, Freshfel Europe prepared a FRESH-DEMO flyer brochure in English. The flyer is aimed for mass distribution to stakeholders for raising awareness of the project. It was prepared with the feedback and endorsement of the other partners.

The DIN A4 brochure is folded in three parts with six different pages. This brochure is designed to explain in short words but as precise as possible the benefit of this innovative and energy-efficient humidification/disinfection technology and its benefit for the fresh produce sector. The flyer is therefore a good tool for dissemination the project within the fruits and vegetables sector.

The flyer will be available to the partners in both printed format as well with a digital support for raising awareness of the project in different form. It will also be available for distribution in specific trade fair for the fruit and vegetables sectors, the first one being Fruitlogistica in February 2016.

The flyers can also be downloaded by any interested party on the project web page www.fresh-demo.eu

The brochure is written in English but according to specific needs of the partners for distribution of the FRESH-DEMO brochure in some members states, the flyers could also be made available upon request of the partners in German, Dutch, Italian, Greek, and Spanish.

Description of the Project Brochure

First page:

On the first page the name of the project: “Waste reduction and quality improvement of fruits and vegetable via an innovative and energy-efficient humidification/disinfection technology” with reference to the contract and work package details of this European projects running under the financing of the Horizon 2020 framework programme.

Second page:

The second page starts with the project description and put in perspective the benefit of the project compared to the potential waste that could occur within the complex fresh produce supply chain. On the background of possible lack of adequate technologies to enhance and /or keep quality of fresh produce during transport and storage, the main reason to carry out this project is to consider new technologies based on humidification/disinfection technology to reduce food waste.

The project is also evaluating the benefits of a cool, germ-free and humid climate by means of ultrasonic humidification as well as natural sanitizers to preserve and enhance the quality and freshness of fruits and vegetables along the entire post-harvest supply chain.

The second page also provides an overview of the different layers of the fresh produce supply chain where this technology could be applied from growers down to retail for the benefit of consumers.

Third page:

The general objectives are explained in the third page and the key FRESH-DEMO project deliverables.

It will aim at introducing this technology system into the logistics of the European fruit and vegetables sector as an eco-efficient solution. This would increase the efficiency in handling perishable product with the chain. As the technology is new, disseminating information about the project will contribute to raise its awareness and contribute to an improve knowledge about the effect of an ecologic and economic sustainability of fruit and vegetable distribution industry. This might ultimately improve the competitiveness of the European fruit and vegetable sector, contributing to jobs and growth in this sector.

Fourth page:

This page is similar to the previous but refers to more specific objectives of the project. A series of real-scale testing will be conducted during the project to validate some of the expected outcome such as increasing the freshness, shelf life, the hygienic and the sensorial properties of fruits and vegetables.

This could imply other side environmental benefit such as reducing packaging material, reduce energy consumption compared to conventional cooling system, and reduce overall cost in the supply chain.

Fifth page:

The ten projects partners are listed with their logos in this page with the corresponding link to each website address to provide more visibility to the different partners of the FRESH-DEMO.

Sixth page:

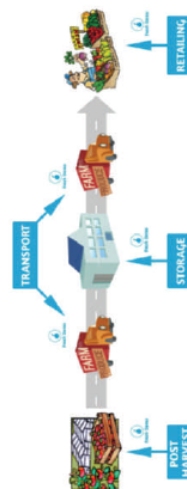
On the last page the FRESH-DEMO website address is mentioned with the contact information about our project coordinator, the telephone number, the visiting address and an email address to contact the project management team to receive further information.

Annex – FRESH-DEMO Project Brochure

PROJECT DESCRIPTION

Around 160 million tons of fruits and vegetables are harvested and distributed throughout Europe every year. The long distribution pathways and the lack of enough technologies for appropriate transport and storage could lead to a certain amount of food wasted as well as to products with inferior quality arriving at the consumer.

Innovative humidification/disinfection technology enhancing the shelf life and the hygienic properties of fruit and vegetables could help normally this situation. The project will evaluate the benefits of a cool, humid, and germ-free climate by means of ultrasonic humidification as well as a natural sanitizers to preserve and enhance the quality and freshness of fruit and vegetables along the entire post-harvest supply chain.



The market potential of this technology will be demonstrated on the research through different real-case studies. The analysis of the achieved results in terms of ecological, technological and economic benefits as well as in-depths market research will provide the basis for an extensive training, promotion, and dissemination program aimed at multipliers and potential clients, thus achieving a successful market introduction.

GENERAL OBJECTIVES

- Introducing the FRESH-DEMO system as an eco-efficient product into the logistics of the European food sector.
- Increased handling efficiency during the storage, transport and sales of fruit and vegetables.
- Disseminate and promote knowledge on how the system affects the ecologic and economic sustainability of vegetable and fruit distribution in the food industry.
- Market introduction of the system in the vegetable and fruit sector in Italy, Greece, Spain, Germany and the Netherlands and successively in the complete EU-28.
- Use cost saving potentials and increase the competitiveness of the European fruit and vegetable sector.

SPECIFIC OBJECTIVES

Real-scale demonstrations of the FRESH-DEMO technology along a continuous food supply chain will be executed in order to achieve the following specific objectives:

- To increase the freshness, shelf life, and the hygienic as well as sensorial properties of fruits and vegetables by providing a continuous cool, humid, and sanitary environment along the supply chain.
- To reduce avoidable bio-waste generated due to insufficient storage and transport conditions.
- To achieve highly anti-pathogenic effects by means of natural sanitizers.
- To reduce necessary packaging material.
- To enhance the shelf life of fruit and vegetables.
- To reduce energy consumption compared to conventional used cooling systems.
- Achieve a cost-saving potential of ca. 20% in the fruit and vegetable distribution chain.



PARTNERS



Contronics Engineering BV
www.contronics.nl



RFT Frishtechnik GmbH
www.rft.net



Verein zur Förderung des
Technologietransfers an der
Hochschule Bremerhaven e.V.
(Itz Bremerhaven)
www.itz-bremerhaven.de



Bioazul S.L.
www.bioazul.com



POLYPAN GROUP SA
www.polypan.gr



UNIVEG Trade Italia Srl
www.univegtradeitalia.com



UNIVEG Deutschland GmbH
www.univeg.de



Supermarkt van Gulp BV
www.plus.nl/supermarkten



Technical University of Denmark
(DTU)
www.dtu.dk



Freshfel Europe - The European Fresh
Produce Association
www.freshfel.org



**Fresh
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VISIT FRESH-DEMO WEBSITE

www.fresh-demo.eu



FRESH-DEMO

Waste reduction and quality improvement
of fruits and vegetables via an innovative
and energy-efficient humidification/
disinfection technology



**Fresh
Demo**



FRESH-DEMO is a project financed under the Horizon 2020
research and innovation programme launched in March 2015
and it has a duration of two years

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