



Grant Agreement No. **634699**

Project Acronym

FRESH-DEMO

Project title

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

Type of the action: Innovation Action

Call identifier: H2020-SFS-2014-2

Topic: SFS-17-2014:
Innovative solutions for sustainable novel food processing

Deliverable Number: **D 7.3**

Title: **Promotion Video**

Due date of deliverable: **Month 20**

Start date of project: **1st March 2015**

Duration: **24 Months**

Responsible Organisation: **RFT**

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Version: **1**

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Dissemination Level

PU	Public, fully open, e.g. web	X
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

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1 Introduction

The objective of this work package is to ensure a proper dissemination of projects results to stakeholders in the food industry by various activities (e.g. project website and flyers, newsletters, (virtual) exhibitions at trade fairs, *promotion videos*, etc.) in order to facilitate commercialization and exploitation of FRESH-DEMO. All dissemination activities were monitored closely before their implementation by the IP committee in order to make sure that no dissemination activities counteract any steps necessary to protect the knowledge.

In this work package D6.3 is how the promotion video was developed, the background will be explained and how it is made.

The promotion video and time lapse are on the FRESH-DEMO website www.fresh-demo.eu. The promotion video will be available in English, German, Spanish, Italian and Dutch.

2 Introduction Video

As defined in Annex1 to the Grant Agreement, RFT as task leader (Task 7.2) has created the FRESH-DEMO Video Clip.

At the Meeting in Malaga RFT held a Power Point presentation about how to realize this Task. Afterwards all the project partners had the possibility to contribute in a questionnaire.

Questionnaire FreshDemo Video

Name: _____

Company: _____

Date: _____

1. (slide 1)

Name of the technology:

FreshDemo dry mist technology

Different name:

2. (slide 3)

Which food waste pictures shall we take?

Should we show food waste of fruit & vegetables?

Should we go to the dumpsters/landfills and do our own pictures?

e.g. picture of the slide show has been taken from the video by Tristram Stuart "the global food waste scandal". Maybe we should try and get those pictures?

suggestions/ideas: _____

3. (slide 4) should we reuse the "fog over the valley" film to demonstrate the wonder of nature and the principal of the Dry mist technology?

Questionnaire Fresh-Demo video (1)

4. (slide 5)

Demonstrating the effect of dry mist technology.
Infographic or time lapse what seems best to you?

5. (slide6)

Please check the text and the bullet points, is there any important fact missing:

6. (slide7)

Is this true? I took the this number (20%) from the description of the project. Should we mention any numbers?
If yes which:

Questionnaire Fresh-Demo video (2)

7. (slide 8)

Natural sanitizers. Shall we mention the name ViBacSan?
Please check bullet points and add if anything is missing:

8. (slide 9)

Do you have a suggestion for a better end/conclusion?

9. Which language versions are needed?

Who in your company will check the version in your language before recording it, please write down contact name and e Mail....

10. By which month the film should be ready?

Questionnaire Fresh-Demo video (3)

At the meeting in Malaga the project partners decided that there should be two different films, one long version time lapse of three to four products. The partners decided on Strawberries (which unfortunately did not work out because the Strawberry Season in Germany was too rainy and it was impossible to get fresh product without mould), salads/herbs, bunch carrots and bananas.

The second Video should be a short teaser about the Dry mist technology and the acidifier in order to have a powerful tool for dissemination. The Video will be used as a dissemination tool on trade fairs and at different workshops with future customers.

To achieve European wide dissemination, the Video has been realized in 5 different languages, English, German, Spanish, Italian and Dutch so that the different project partners can use this powerful tool to address all relevant stakeholders and spread the information about the FRESH DEMO Dry mist technology. (the version in Spanish/German/Italian/Dutch will be ready latest by the End of November 2016)

3 Methods

For the realization of the Video the Company Interface.group GmbH was commissioned by RFT (Task Leader) according to the principle of best value for money.

All information was provided by RFT and the project partners.

3.1 Results

3.1.1 FRESHDEMO Teaser Video

The FRESHDEMO Teaser Video contains general information about the FRESH-DEMO Dry mist technology which is easy to implement and retrofit along the entire supply chain.

Figure 1/ On the west coast of the USA there is an area called Salinas Valley. It is a dry desert area, which gets no rain throughout the year. Still Salinas Valley provides almost all of the fresh produce for North America. But how can this be since produce needs a lot of water to grow?

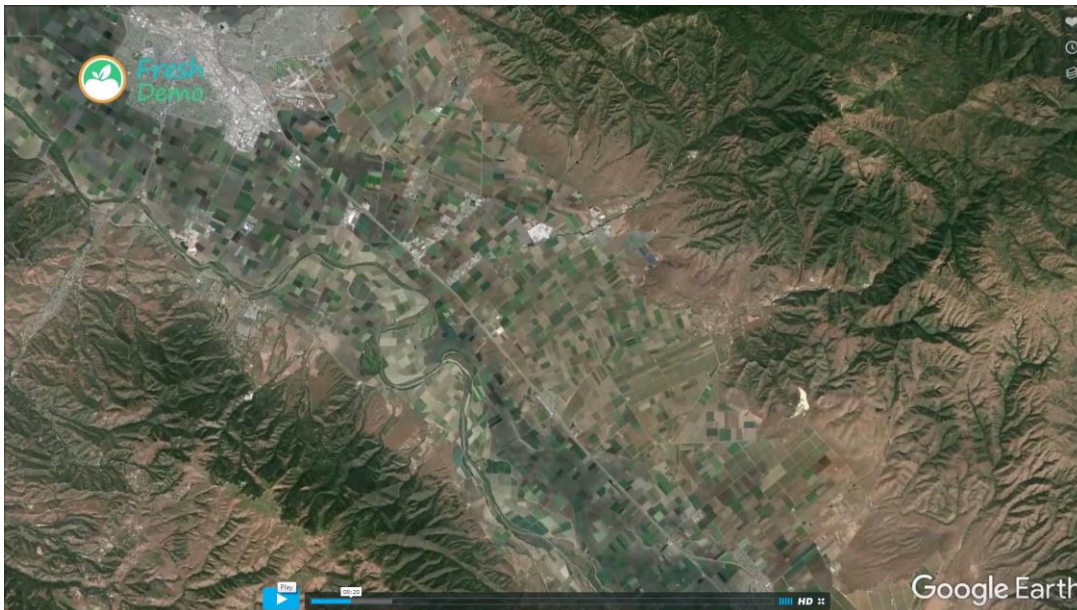


Figure 2/ Look at this wonder of nature:

Each morning the valley is filled with fog from the pacific ocean. The small mist droplets are greedily sucked in by the produce, keeping it hydrated and cool.



Figure 3/ Dry mist technology imitates this beautiful natural process. It keeps fresh produce hydrated and cool. In fact, fresh produce like lettuce and herbs feels so good that it keeps on growing throughout the supply chain and even on the supermarket shelves. The customer actually harvests the vegetable from the display shelf!



Figure 4/ The Fresh Demo technology provides a fine mist of 1-3 micron small water particles, generating a humid and hygienic atmosphere (up to 99% RH). See the examples in the following time lapse video:



Figure 5-7/ Time lapse lettuce & herbs / bunch carrots/ bananas

- Fresher appearance
- less structural changes and less discoloration
- no wilting
- stays firm & crunchy
- less loss of weight because the moisture level is maintained in the product
- keeps growing
- retains nutrients
- products don't become wet and don't feel wet
- longer shelf life

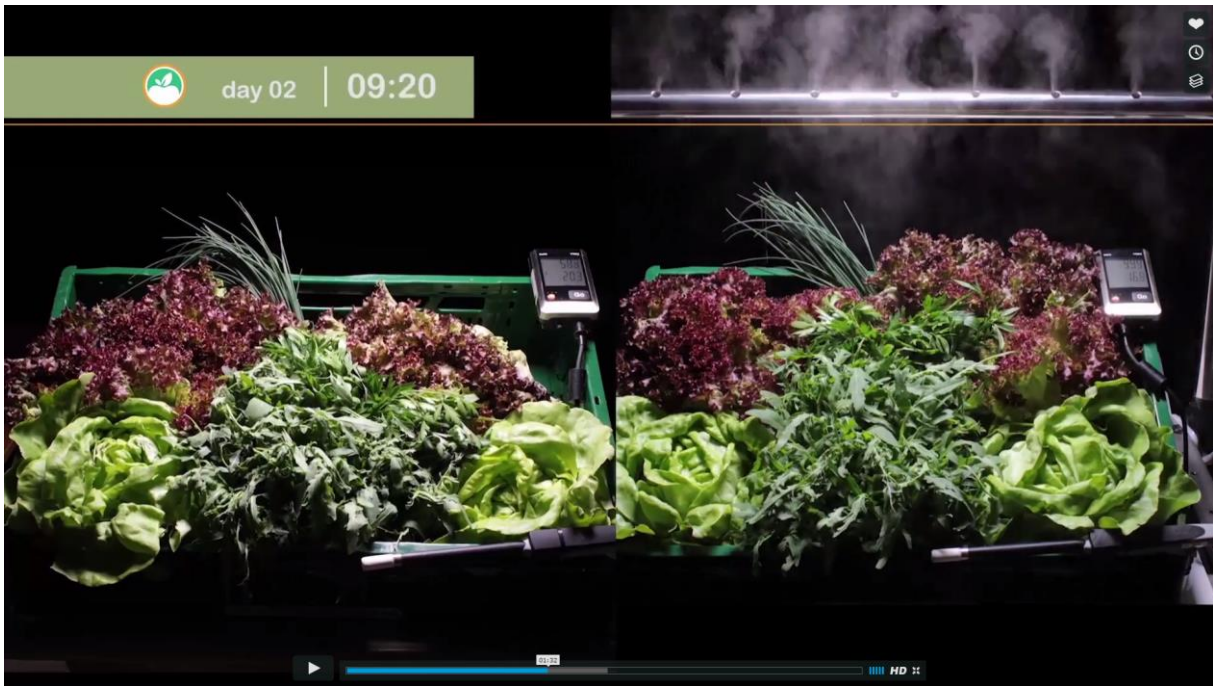


Figure 5



Figure 6



Figure 7

Figure 8/ Besides misting with only the purest water, Dry mist technology can also be combined with natural antimicrobials based on bioflavonoids extracted from oranges. They are 100% non-toxic and non-corrosive. The combined effect results in a further extension of the shelf-life of fruit & vegetables, because it limits the growth of microorganisms on the product.



Figure 9/ Statement Mr. Knauer, store manager Bremerhaven

We tested the Dry mist technology throughout the entire supply chain with premium quality strawberries coming from Huelva/south of Spain on a four days trip to Bremerhaven. The Dry mist technology was installed on the truck, in our cooling storage and in our sales display.

We realized a significant improvement in quality and appearance of the product.

It looked like fresh from the field.

Amazing was how temperature under the fog decreased at least about 2-4°C.

Never before we sold as many Strawberries as during the FRESHDEMO dry mist technology trial.

The dry mist technology was easy to implement and it is very user-friendly.

We are also planning to display our salads & herbs under the dry mist technology.

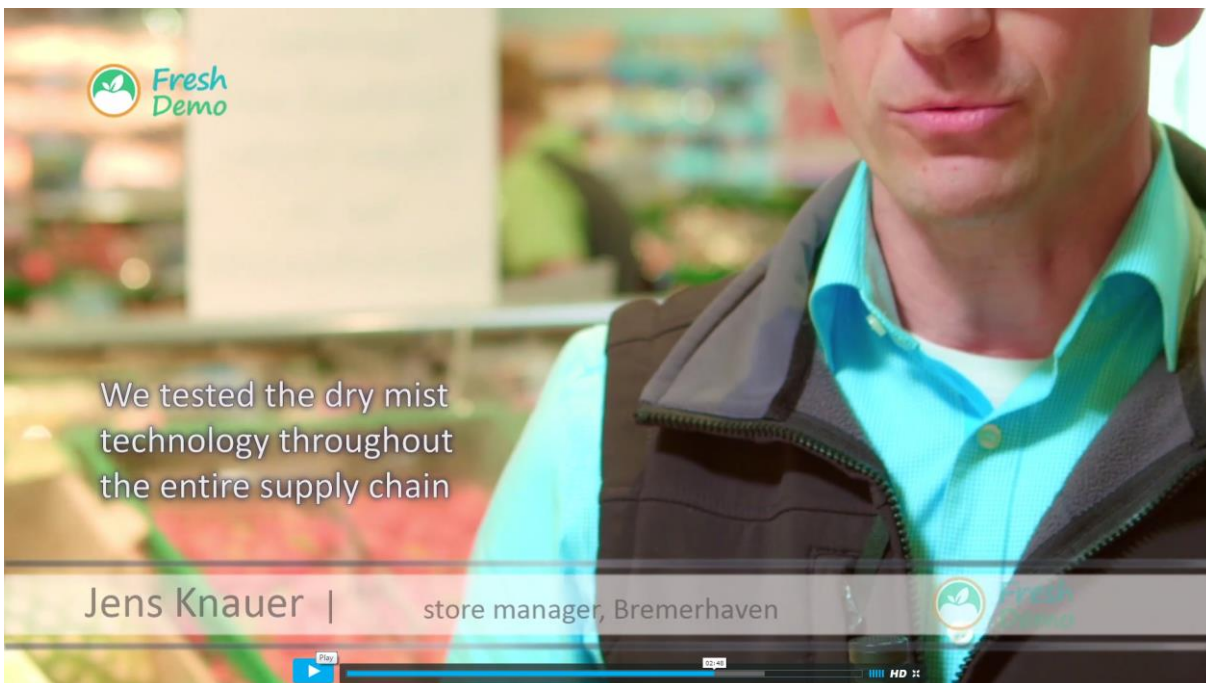


Figure 10/



Figure 11/



3.1.2 FRESHDEMO Time lapse Video

The Time lapse Video shows pictures taken in a non-refrigerated display.

4 Conclusion

The FRESH-DEMO project video is a powerful tool for presenting the FRESHDEMO-Project, to explain the benefits of the Dry mist technology and it is a very useful tool for dissemination activities for all project partners.