

**EUROAGRI +  
To strengthen  
the competitiveness  
of food companies  
through innovation and  
cross-border collaboration**

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by  
**Dr. Jean-Claude Villettaz, EUROAGRI + Chairman**

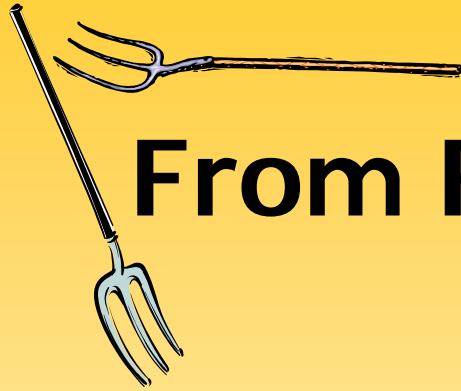
# EUROAGRI + MAIN OBJECTIVES

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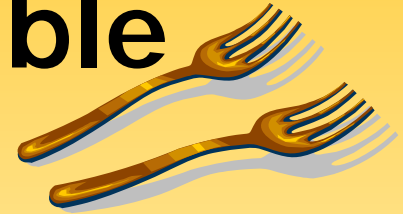
**Strengthening the  
competitiveness of  
European Food companies**

**through industrial R&D  
cross-border collaboration**

# AREAS OF ACTIVITY



## From Field to Table




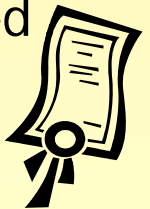
- **AGRICULTURE**
- **FEED**
- **FOOD**

# How does it work ?

- Market driven, clearly defined market applications
- Bottom-up approach
- At least 2 industrial partners from different EUREKA countries (actually 37 countries: Europe + Israel)
- No direct financial support to the approved projects. Financial support is given by the member countries according to their own rules.
- EUREKA label for the approved projects

# How does it work ?

- You have a project idea  then .....
  - Contact your EUREKA NPC\* or your national delegate for Euroagri+
  - Develop your project idea and set up a project partnership
  - Secure financing from each participant (from a national programme and/or a private source)
  - Create and sign a Consortium Agreement with the other project partners
  - Submit your project application form, signed by all partners, to EUREKA via the NPC of the main project participant
  
- If it fulfils the EUREKA criteria, your project is endorsed
  - Your project is awarded the EUREKA label
  - Your project begins!



\* NPC = National Project Coordinator

# 2 BASIC CONDITIONS

- **A market driven and innovative idea (new product, new service, new technology)**
- **2 independant companies from 2 different countries out of the 37 EUREKA member countries**

# EUREKA 38 Member countries

 Austria	 Ireland	 Russian Federation
 Belgium	 Israel	 Republic of San Marino
 Croatia	 Italy	 Serbia & Montenegro
 Cyprus	 Latvia	 Slovak Republic
 Czech Republic	 Lithuania	 Slovenia
 Denmark	 Luxembourg	 Spain
 Estonia	 Malta	 Sweden
 Finland	 Monaco	 Switzerland
 France	 The Netherlands	 Turkey
 Germany	 Norway	 Ukraine
 Greece	 Poland	 United Kingdom
 Hungary	 Portugal	 European Union
 Iceland	 Romania	

# Main characteristics

- **SME friendly, non bureaucratic**
- **Bottom-up approach and Market driven**
- **Trans-national collaborations with the best possible partners**
- **Quick decision, 4 times per year**
- **Project leadership in the hands of the enterprises**
- **IPR owned by the participating enterprises**
- **Project size: variable depending on the subject and the capacity of the partner**

# **Strong points of EUREKA projects, as perceived by CEO's and CTO's**

- **Acquisition of new knowledge / new Know-how**
- **Development of new products, technologies and services**
- **Enlargement of your business network**
- **Easier access to European market**
- **Project management in the hands of the industrial partner**
- **Get financial support for your project**
- **Share the innovation risks and costs with the other partners**
- **Choose your partners and decide to work with the best**

# The “time to market” factor



- Applied R&D
- Project leadership in the hands of the enterprises
- IPR owned by the participating enterprises
- Project duration: as short as possible (typically 12-24 months)
- Project size: variable depending on the subject and the capacity of the partner

# Project Funding



- Access to national funding
- Project support – variable from country to country – but generally up to 50%, usually in the form of grants
- A cash contribution is generally expected from the participating companies

# Examples of projects



## DAIRY COW TELEMETRY SYSTEM

*"From cow stomach to farmer's cell phone"*

The aim of this project is to develop an advanced technological method for a continuous wireless communications monitoring system for physiological parameters of ruminant animals.

# Examples of projects

## AGRITOOOL



The aim of this project is to develop an integral system based on information and communication technologies, enabling automatic management of data throughout the entire supply chain and ensuring the origin and safety of food products.

# Examples of projects



## BEETRONIC

In Mediterranean greenhouses, the pollination of tomato crops is sometimes difficult, even with bumblebee applications. This project aims to develop two electronic systems to improve greenhouse tomato pollination.

The technological objective is to develop prototypes of 2 types:

- an automated system of mechanical vibration for the crop
- an electronic system for monitoring the activity of commercial bumblebees hives



# Examples of projects

## **SANIFOgger**

is a humidifying system for keeping food fresh and wholesome. A stainless steel ultrasonic humidifier combined with a R/O filter, which produces pure water-particles just a micron in size. The water quickly evaporates, blanketing and cooling the produce, which absorbs moisture through leaves and roots and continues to grow. An application of ozone at night kills any bacteria that may have accumulated during the day. Supermarkets using the system have reduced wastage by up to 60% !

The company's turnover rose from € 0.7 mio in 1999 to € 3.8 mio in 2005, almost all from the EUREKA project.



# More projects available on: www.euroagri.org

The screenshot shows the EUROAGRI+ website in a Microsoft Internet Explorer browser window. The browser's address bar displays the URL <http://www.euroagri.org/home.do>. The website's header includes the EUROAGRI+ logo and a navigation menu with the following items: about EUROAGRI+, EUROAGRI+ projects, looking for partners, publications, events, and contact. The main content area features a mission statement: "The mission of EUROAGRI+ is to assist the application of innovation and technologies within the agriculture, food and feed sectors in order to strengthen european competitiveness." Below this, there are two columns: "What's new" and "Projects". The "What's new" column highlights the "EUROAGRI+ Project Suggestion Form" (01-May-2005) and provides instructions for users to describe and submit their project ideas to their National Contact Point. The "Projects" column lists three projects: "E! 8323 EUROAGRI+ THE VIBRIOYTE The Vibrioyte", "E! 8319 EUROAGRI+ GMP PPE VIM Gmp Production Of Plant Concentrates Enriched With Vitamins And Other Essential Micro Nutrients", and "E! 3772 EUROAGRI+ MYCOTOXINFLUENCE Development Of System For Quick Detection Of Mycotoxins In Swine And Avian Production And Its Influence On Food Safety". A "more projects" link is provided at the bottom of the list. The website also includes a search bar and a "Member area" link. The browser's taskbar at the bottom shows several open applications, including "Novell GroupWise - Ecce...", "EUROAGRI+ | EUREK...", and "Microsoft PowerPoint - [...]", along with the system clock showing 17:48.

# You have an

**innovative idea** that can be transformed into a **marketable** product, service or technology without a major input of fundamental research ?

**EUROAGRI+**

**is your best option**

**to succeed !**

# **Thank you very much for your attention !**

## **For more information :**

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