First of all thanks to the Central University Catalonia, the MED GREEN GROWTH COMMUNITY partners for the invitation to this event.
Implementation of the EU legislation in the agro-food sector

AgroFOOD

MARKET

EU LAW

INNOVATION
MARKET
The market has a key role in the agricultural policy of the European Union and the food supply chain plays a crucial role in the daily life and well-being of every one of us.

European products global perception high quality
As much increase income also the increase consumer demand. This is valid also for emerging countries.

Other regions adopt similar legal frameworks to copy EU with the result that EU products competitive edge decline.

The competition is a healthy economic driver, but excessive price fluctuations cause tensions between the various links and threaten the viability of a series of operators.
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MARKET - What to be done

A-strengthening the international trade position eg opening up external markets, the Free Trade Agreements, help EU and partners economy to fully benefit from the international growth eg in food demand eg Ukraine case.

In fact the Association Agreement, applying to the recognition and protection of Geographic Indication (eg EU and Ukraine), ensures a high level protection for the full list of Geographical indication (that is more than 3,000 EU and 2 Ukrainian) for food products with focus on wines spirits and cheese ref (rembrending and CAVA case)

B-improving the functioning of the supply chain and expand industry cooperation beyond the chain and harmonise internal market with attention to food quality and food safety

C-supporting productivity (including research and innovation), and to promote scientific approach and facilitate innovation (the operational group)
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MARKET
B- Improving functioning and Expand industry cooperation beyond the chain:

1-First between traditional food companies and digital technology companies may be in order in case the impact of digitalisation strongly increases in the next years. Eg - boost the use of e-commerce

2-Second to re-use of resources, to reduce waste eg Second to re-use of resources, which also helps to reduce waste.
The food industry generates high amounts of solid waste and the selection process by products important

3 -harmonise key legislation under the General Food Law and implement of European regulations among EU Member States, to avoid trade barriers for the Internal Market -revisions of fundamental legislative requirements and; and food safety regulation eg Regulation 1169/2011 rules on general food labelling and nutrition labelling and Regulation 178/2002
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EU LAW - Framework
• Rural Developments (*Reg. 1305/2013*)
• Horizontal issue as funding and controls (*1306/2013*)
• Direct Payments (*1307/2013*)
• Market measures (*1308/2013*)
• Transitional Regulation for 2014 (*1310/2013*)
• *Common Provision Regulation* (*1303/2013*)
• *Horizon 2020 Regulation* (*1291/2013*)
The European Commission is committed to **combat unfair trading practices** among operators.

Competition authorities have detected horizontal infringements in the form of:

- price fixing,
- market and customer sharing
- exchanges of confidential information at most levels and for most products investigated, in particular in cereals (processing and manufacturing) and meat, poultry and eggs (primary production).
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EU LAW

Commission's competition department and the National Competition Authorities in the European Competition Network (ECN) Authorities have imposed sanctions in respect of more than 50 cartels in the food industry and are investigating more than 30 further potential cartels

-about half of all cases investigated (49%).
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EU LAW

whereas entities involved in the food products supply chain have reported UTPs principally consisting of:

• payment delays;
• restricted access to the market;
• unilateral or retroactive changes to contract terms;
• failure to provide either sufficiently detailed or unambiguously formulated information on contract terms;
• refusal to conclude a written contract;
• sudden and unjustified cancellation of a contract;
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EU LAW - The Supply Chain Initiative

The stakeholder adopted a set of Principles of Good Practice that provide a framework for conducting business that respects contractual freedom and ensures competitiveness.

The Code of Conduct is an effective, cost-efficient and transparent solution to presumably unfair trading practices.

It is a voluntary system put in place to support the companies of agro-food chain.
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INNOVATION

European Innovation Partnerships (EIPs) are a new approach to EU research and innovation.

- EIPs are challenge-driven, focusing on societal benefits and a rapid modernisation of the associated sectors and markets
- Active Healthy and Ageing
- Partnership Agricultural Productivity and Sustainability
- Smart Cities and Communities
- Water
- Raw Materials
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INNOVATION

EIPs act across the whole research and innovation chain, bringing together all relevant actors at EU, national and regional levels in order to:

• step up research and development efforts;
• coordinate investments in demonstration and pilots;
• anticipate and fast-track any necessary regulation and standards;
• mobilise ‘demand’ in particular through better coordinated public procurement to ensure that any breakthroughs are quickly brought to market
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INNOVATION

(EIP-AGRI) Partnership Agricultural Productivity and Sustainability

1) Rural Development Policy 2014-2020 (Reg 1305/2013)
2) Research and Innovation Policy "Horizon 2020" (Reg 1291/2013)
3) Common Provision Regulation “CPR” (Reg 1303/2013)
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INNOVATION

Aim
-demand-driven innovation
-complement each other in providing opportunities for EIP interactive innovation projects
-establish multi-fund approach is to make easier to run territorial strategies that need funding from different sources

Rural development programs are applied within a specific programme region, whilst H2020 research goes beyond this scale by funding innovative actions at transnational level
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INNOVATION

1) Innovation under Rural Development Policy 2014-2020

Operational Groups are multi-actor projects funded under the rural development policy. They have an obligation to make the plans and results of their work available for others in the EIP network to use.

The use of the EIP-AGRI common format for reporting on operational group projects through the EIP-AGRI network help connecting Operational Groups funded under rural development with Horizon 2020 research consortia on specific topics and themes.
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INNOVATION

EIP AGRI service point is an EU Commission Unit service and acts as a mediator within the EIP-AGRI network, enhancing communication and cooperation between everyone with a keen interest in innovating agriculture: farmers, researchers, advisers, businesses, environmental groups, consumer interest groups and other NGOs.

• https://ec.europa.eu/eip/agriculture/en/content/EIPAGRISPP

The European Commission established the EIP-AGRI Service Point in April 2013 to connect people and facilitate innovation and knowledge-exchange in agriculture.
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INNOVATION

The Service Point provides the following services:

• A helpdesk, answering your questions
• Focus Groups, addressing specific challenges in agriculture and forestry.
• Organisation of EIP-AGRI events.
• Feeding the EIP-AGRI network with publications and coordinating the online Meeting Point

All Horizon 2020 multi-actor projects are strongly recommended to involve relevant interactive innovation groups operating in the EIP-AGRI context, such as rural development Operational Groups.
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INNOVATION
The Association of European Regions for Origin Products (AREPO) organised a survey for

16 regions from 6 different Member States answered to the survey.

All the 16 regions have activated the measure 16.01 on operational groups in their Rural Development Programmes (RDP).

Stages of implementation:
Campania, Crete, Friuli Venezia Giulia, Lombardia and Murcia (5 of 16) will launch the first call for proposal in 2017. For this reason, the data concerning the number of applications and beneficiaries are projections.

 Açores, Andalucia, Bolzano Province, Emilia-Romagna, Euskadi, Extremadura, Pays de Loire, Piemonte, Veneto (9 of 16) launched the first call in 2015 or 2016.
Finally, Hessen and Catalunya (2 of 16) already opened two calls one in 2015 and the second in 2016.
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INNOVATION

2) Research and Innovation Policy "Horizon 2020" (Reg 1291/2013)

Type of actions
Research & innovation actions (RIA):
Innovation actions (IA):
Coordination & support actions (CSA):
SME instrument:
Era Net Cofund actions:
European Joint Programme (EJP) Cofund actions:
Pre-Commercial Procurement (PCP):
Public Procurement of Innovative Solutions (PPI) actions:
Prizes
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INNOVATION - SME Instrument
The SME instrument is targeted at all types of innovative SMEs showing a strong ambition to develop, grow and internationalize. It provides staged support covering the whole innovation cycle in three phases complemented by a mentoring and coaching service.

Eligibility
Only SMEs can participate. Either a single SME or a consortium of SMEs established in an EU or Associated Country.
INNOVATION - SME Instrument
offers small and medium-sized businesses the following:

• Business innovation grants for feasibility assessment purposes (optional phase I): EUR 50,000 (lump sum) per project (70% of total cost of the project);

• Business innovation grants for innovation development & demonstration purposes (possible phase II): an amount in the indicative range of EUR 500,000 and 2.5 million (70% of total cost of the project as a general rule);

• Free-of-charge business coaching (optional) in order to support and enhance the firm’s innovation capacity and help align the project to strategic business needs;

• Access to a wide range of innovation support services and facilitated access to risk finance, to facilitate the commercial exploitation of the innovation
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**THE THREE PHASES**

**Phase 1: Proof of Concept**

*Input:*
Idea/Concept in "Business Plan I" (~10 pages)

*Main Activities:*
- Feasibility of concept
- Risk assessment
- IP regime
- Partner search
- Design study
- Pilot application

*Output: elaborated "Business plan II"*

*Lump sum: around 50,000 € ~ 6 months*

**Phase 2: Development and Demonstration**

*Input:*
"Business plan II" + "Description of activities under Phase 2" (~30 pages)

*Main Activities:*
- Development Prototyping
- Testing
- Piloting
- Miniaturisation
- Scaling-up
- Market replication

- Design & creation of innovative applications to foster the delivery of mobile public services
- New business model for SMEs in traditional sector to innovate

*Output: investor-ready "Business plan III"*

*Output based payments:*
- 1 to 2.5 M€ EU funding ~ 12 to 24 months

**Phase 3: Go-to-Market, commercialisation**

*Input:*
"Business plan III"

*Opportunities:*
- 'Quality label' for successful Phase 1 & 2
- Easier access to private finance
- Support via networking, training, coaching, information, addressing i.a. IP management, knowledge sharing, dissemination
- SME window in the EU financial facilities (debt facility and equity facility)

*No direct funding*
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INNOVATION - CPR

3) Common Provision Regulation “CPR” (Reg 1303/2013)
The EU policy are relevant and impact several sectors—economic, environmental and social— that all are important for the development of the territory.

Common Provisions Regulation introduced new integrating tools to implement territorial strategies on the ground,
Link the thematic objectives identified in the Partnership Agreements eg EIP-AGRI and Operational Programmes (read structural funds) and the territorial dimension:
CPR article 32-35 community-led local development
CPR article 36 integrated territorial investments
INNOVATION - ITI

The Integrated Territorial Investments (ITI) is an instrument which provides for integrated delivery arrangements for investments under more than one priority axes of one or more operational programmes.

This allows EU Member States to combine investments from several priority axes of one or more Operational Programmes for the purposes of multi-dimensional and cross-sectoral intervention.
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INNOVATION – EMAG company BG

THE MOLECULE DISSOCIATOR

The Molecule dissociation technology is destroying waste of any type: household waste (solid urban waste), industrial waste, medical and organic waste even radioactive waste.

This technology produce Free energy production, The process of opening the molecular structure of the treated materials is very innovative.
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INNOVATION – EMAG THE MOLECULE DISSOCIATOR

The result of this destruction of waste are:

- **a).** for electrical production burning the Synthetic gas (Sin Gas). With a contact exchanger, the Sin Gas is cooled and by heat exchange it has a thermal output

- **b).** Oxygen in the atmosphere - is released during the process of dissociation of the molecule, not CO2, and not of other types of emission that damage the environment by means of a smoke treatment in the plasma state

- **c).** Inert waste materials: Obsidian - very durable and hard material that can be used in different construction and building sectors

The prototype model is perfectly functioning and now we are ready to create the first largest molecular dissociator in a waste dump for example or in a hospital facility.
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INNOVATION - EMAG: Technology scheme
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INNOVATION - EMAG: 12kw / A prototype images
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INNOVATION-LEOPOLD

Another innovative idea is relating provides farmers, livestock breeders and environmental professionals with formulas and procedure that meet:

1) welfare and improve the environment of urban area
2) plant nutritional needs,
3) manage animal

The formula is made by
Natural catalysts of group EC3, Algae, Calcium magnesium, non-toxic lava sands derivatives

And the procedure and results are tested through 7 years testing period
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INNOVATION-LEOPOLD
1-Welfare and improve the environment of urban area

Natural products for sanitation at industrial use
Septic
• Reduction in the volume of organic waste.
• Elimination of microbial load and micro proliferation
• Improve functioning of bio-gas plants

Organisms.
• Fastening decomposition and eliminating malodorous organic substances
• Improved functioning of bio-gas-fired plants
• Elimination of CO2 and ammonia emissions.
• Activation of bacterial flora in wastewater
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INNOVATION-LEOPOLD

2- **Agriculture** Plant nutritional needs

Improve land management
Increase radical apparatus development
Increase effectiveness for the fertilizer management
Improve efficiency of irrigation water management
Support sustainability and rational development
Organic farming full respect of the environment
Create jobs in the agricultural sector
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INNOVATION-LEOPOLD

For livestock
- reach a substantial reduction in the ammoniacal nitrogen content of liquid manure and odors resulting from fly colonies.
- Reduce of intestinal and respiratory diseases, foot infections due to medical costs and reduced mortality.
- Slight but significant improvement in food conversion index.
- Reduced cost of sludge treatment.
- Reduction of the absorption of micro-toxins present

In Food
Reduce the bacterial development
Increases the content of Nutrients. (Nitrogen, phosphorus, potassium)

In natural fertilizers
It improves the atmosphere on farms and improves the working conditions
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INNOVATION – LEOPOLD

The active ingredients are in conformity will all EU Regulation and Directives etc specifying the technical means approved in organic farming, the results are:

1) an important production improvement,
2) such production have a Bio certificate
3) it keep the costs low because does not necessitate of particular machinery to implement
4) help the respect the European Directive 2008/50 on the air emission on ambient air quality and the respect of the new directive 2016/2284 NEC that fix the national emission limits for four key air pollutants (SO2, NOx, non-methane volatile organic compounds (NMVOC) and ammonia
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**Riduzione dell'ammoniaca**

- **Settimane di utilizzo**
- **CANAPLUS**
- **LETTIERA ST**

[Graph showing the reduction of ammonia over time for CANAPLUS and LETTIERA ST.]
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INNOVATION – SME INSTRUMENT

Certainly for both projects the SME tool would be OK both the first and the second stage

• First step will be to apply for 50,000 euros for the Business Plan

• For the second phase (can also be applied directly to the second phase eligible for a Business Plan on a European scale) (ending at € 2.50 million for the pilot (70% direct plus 25% overhead)

TOPIC : Open Disruptive Innovation Scheme

ISO 22000: 2005 is applied on a voluntary basis by food chain operators. It has been published by the ISO in September 2005 in order to harmonize existing national and international standards in food safety and analysis Risk and critical point control (HACCP)

• The standard is based on the HACCP principles defined by the Codex Alimentarius, and integrates many elements and principles of previous ISO 9001 and ISO 14001 schemes.
• ISO 22000 can be adopted by all operators in the agrifood chain, not just directly involved in the process Food production but also indirectly related to the supply chain (eg packaging manufacturers, cleaning and dredging services, etc.)
The standard was written by a compound workgroup by experts from 23 different countries and representatives of international organizations such as the Codex Alimentarius Commission, the International Food & Safety Association, the Global Food Safety Initiative (GFSI) and the Confederation of European Food Agencies (CIAAs).

Every single ring in the supply chain is responsible for the application of the standard, which is not aimed at certification of the whole chain.

Although not mandatory, this standard is a reference point for agri-food operators for the application of international, community, and national regulations in the field of hygiene and food safety.
Thanks for your kind attention!

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