



**Non-Thermal physical technologies to preserve fresh and minimally processed
fruit and vegetables**

II EIT Food Innovation Forum

San Mamés Stadium, Bilbao 3-4 October 2019

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The SHEALTHY project has received funding from the *European Union's Horizon 2020 research and innovation programme* under Grant Agreement No 817936



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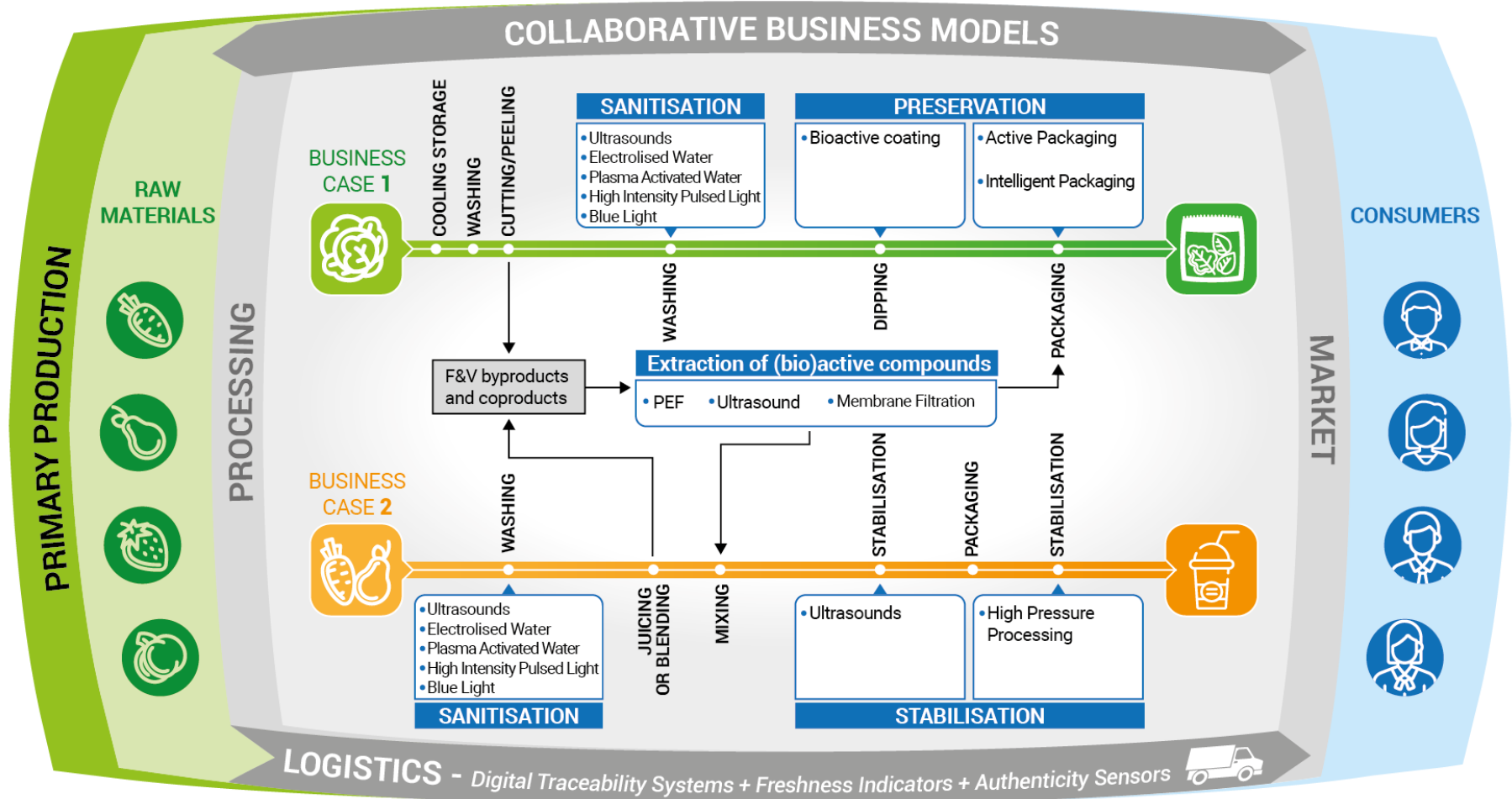


The main scope of SHEALTHY project is to assess and develop an optimal combination of non-thermal sanitization, preservation and stabilization methods to improve the quality and the shelf life of fresh and healthy food:

Business case 1: Minimally processed fruit and vegetables;

Business case 2: Fruit and vegetable-based juices & smoothies.

21 partners from 7 different countries, with a good mix between Universities, RTDs, SMEs and associations will work for 48 months.



Realization of sustainable and safe local and regional food system in EU:

- The **shelf life** of minimally processed F&V products will be increased from 30% **to 50%**
- The **natural value** will be increased of **20-30%** for minimally processed F&V and of **70-130%** for F&V based juices and smoothies
- The **food loss** will be reduced of **40%**
- **30%** of increase of market orientation of F&V SME's

- Synergies with EIP and EIT are already under development. These bodies, together with the EU, play an important role in order to better understand the actual legislation and the specific needs for industries and end users.
- In the same time, cooperation with other H2020 projects is an important moment to share knowledge, to avoid overlapping between us and to share results and information. Some thematic workshops, under the H2020 umbrella will be done.

- Thematic workshops, dedicated events, participation to the main sector events are part of our dissemination activities. Scientific community, producers and end users are the main target of our communication activities.
- The main communication tools will be used in order to reach the target market, using the www.shealthy.eu and twitter account (TBD)
- On line survey and consumers involvement will be also part of our communication activities.

Shealthy

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