

## AgriFoodResults summary

AgriFoodResults was one of the first projects supported by DG Research and Innovation focusing on dissemination of food research results. As a “pioneer project”, it covered key issues related to the communication of scientific communication: the study of current practices (through a survey on dissemination activities in FP6 and FP7 projects relevant to the food sector), capacity development (through the preparation of guidelines and the delivery of training), the development of innovative communication tools (wiki website, web 3D) and the study of best practice for the food sector (through a study on the cost-effectiveness of dissemination activities).

The main results of the project include:

- 1) A survey report on dissemination practices in FP6 and FP7 food research projects;
- 2) A report on strategies for communication of scientific results in the food sector;
- 3) Four guidelines: a general guide for dissemination manager and three guides for communication towards specific audiences (food SMEs, policy makers and consumers);
- 4) A directory of information relays: an on-line directory with contact details of more than 200 information relays relevant to the food sector;
- 5) Virtual supermarket: an innovative web solution for communicating project results;
- 6) AgriFoodResults.eu/wiki: a collaborative website presenting results of food research projects;
- 7) Communication Star 2011: a European competition rewarding European food research projects for their dissemination practices;
- 8) A final report summarising the key findings and presenting recommendations that should be taken into account to achieve success in communicating results from food research projects for in the Framework Programme Horizon 2020.

Seven training sessions on communication have been organised. The project also helped to disseminate results of 19 national and European food research projects.

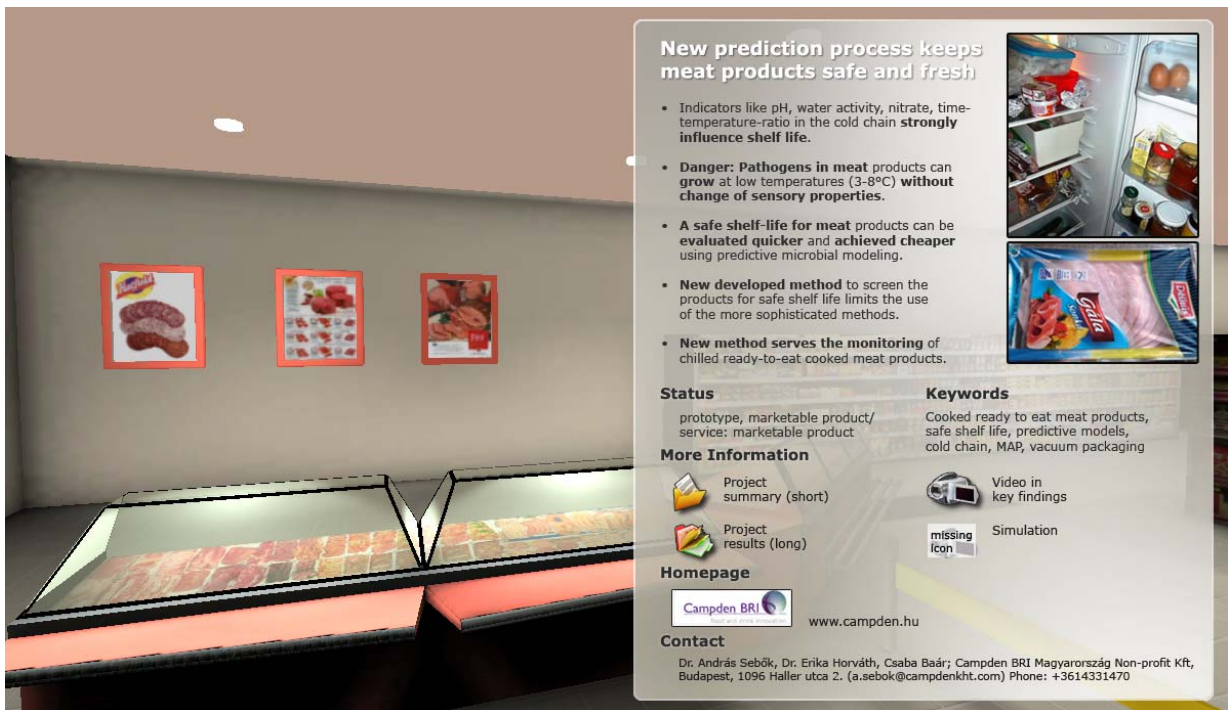
The reports and tools will remain available at <http://www.agrifoodresults.eu> at least until 2014. Register members have access to the directory and can publish information themselves about their events. Scientists and communication managers are encouraged to include their results in the virtual supermarket and in AgriFoodResults.eu/wiki.



Images of the virtual supermarket:



Screenshots of the three AgriFoodResults Web3D knowledge hot spots supermarket, bakery and info desk for the dissemination of agrifood research results



**New prediction process keeps meat products safe and fresh**

- Indicators like pH, water activity, nitrate, time-temperature-ratio in the cold chain **strongly influence shelf life.**
- Danger: Pathogens in meat products can grow** at low temperatures (3-8°C) **without change of sensory properties.**
- A safe shelf-life for meat products can be evaluated quicker and achieved cheaper** using predictive microbial modeling.
- New developed method** to screen the products for safe shelf life limits the use of the more sophisticated methods.
- New method serves the monitoring** of chilled ready-to-eat cooked meat products.

**Status**  
prototype, marketable product/  
service: marketable product

**Keywords**  
Cooked ready to eat meat products,  
safe shelf life, predictive models,  
cold chain, MAP, vacuum packaging

**More Information**

- Project summary (short)
- Project results (long)
- Video in key findings
- Simulation

**Homepage**  
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Screenshot of an infopoint in the Web3D-supermarket

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