

TECH.FOOD

Solutions and interventions for the technological transfer and the innovation
of the agro-food sector in South East regions

Activity 7.2 - TRANSNATIONAL FOCUS GROUP

TFG - Meeting: Regional Food, Local Food

15. June 2011, 09:00-12:00 am

Vienna, Austria

Federal Institute of Agricultural Economics, CATT Innovation Management GmbH

Venue: Lebensministerium, 1010 Vienna, Stubenring 1, 1st Floor, Saal II

Contact persons:

Mr. Klaus Wagner
e-mail: klaus.wagner@awi.bmlfuw.gv.at
tel: +43 1 877 3651 7428

Mr. Martin Perndl
e-mail: perndl@catt.at
tel: +43 732 9015 5442



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The trend towards regional and local food in Austria is evident on various levels, in farmer markets and supermarkets alike. Obviously, a high demand for regional and local food exists, since consumers associate higher food quality and confidence with regional resources and production processes as opposed to global products and their processing. From the point of view of producers, regional and local food constitutes additional value for marketing, although the handling of regional products does require specific strategies. In Austria, the high relevance of this topic is evidenced by regional food initiatives within the Austrian Governmental Program 2008 - 2013. The related co-operative efforts between the agricultural, tourism, trade, industry and services sectors contribute to enhancing regional cycles and products, as well as to a positive environmental impact.

Draft Agenda

- 09:00 – 09:15 Introduction
K. Wagner, AWI
M. Perndl, CATT
- 09:15 – 10:00 Opening Lecture
Ch. Jochum, Chamber of Agriculture of Austria
- 10:00 – 12:00 Face-to-Face Meetings* Regional Food, Local Food
- 12:00 – 13:30 Lunch

Registration:

If you are interested in taking part, please register under

<http://www.b2match.eu/techfood>. The registration will start at 15. April 2011.

Please visit our website regularly.

Note:

An additional TFG-Meeting concerning the topic "Traceability" will take place in the same room at 13:30 pm.

*Appointments among two dialogue partners, change after 30 min. It's a kind of speed-dating for companies.

Project Partners:

