

Vitaproject

innovative solutions for Short Food Supply Chains

Campden BRI Hungary

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Template for good practice cases

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Dissemination Level		
PU	Public	
PP	Restricted to other programme participants	
RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium	

1. Title of the case description

Vitaproject

2. Indicate your role in the Smart Food Supply Chain:

- individual member of the chain:
- chain operator:
- network operator:
- association:
- technical, scientific, or management expert:
- advisor:
- policy maker:
- other:

3. Indicate the region (if applicable): world-wide applicable

4. WP2 Cross-reference table

Please indicate with an X in the relevant box of the matrix for which needs and the steps / functions of the supply chain the described innovative solution is applicable

		Individual steps of the SFSC							Short food supply chain as whole						
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
Needs of the consumers (citizens)	food safety	X	X	X	X	X	X	X	X						
	food quality	X	X	X	X	X	X	X	X						
	trust														
	ethical aspects	X	X		X										
	accessibility														
Needs of the chain actors	fair price														
	increased negotiating power														
	shared use of available resources														
	product development support														
	access to markets and consumers														
	access to infrastructure														

- 1: Farming**
- 2: Primary production**
- 3: Transport**
- 4: Processing and packaging**
- 5: Storage**
- 6: Logistics**
- 7: Sale**
- 8: Product integrity, authenticity, transparency**
- 9: Marketing concepts**
- 10: Food chain management and networking for enhancing cooperation among chain actors**
- 11: Business modelling**
- 12: Policy environment**
- 13: Legal requirements**
- 14: Labelling**

5. Short description of the innovative solution

- **Describe the specific need or problem being addressed by the case and please explain what is the novelty of this innovative solution**

Traceability, Collaboration, build consumer trust

- **Describe the enabling function(s) and the practical benefit(s)-(e.g. for which types of problems and opportunities is used and can it be used, and how)**

The Vitaproject involves breeders, meat producers, wholesalers and retailers to ensure the maximal traceability of meat products (pork, beef, chicken, turkey and rabbit).

- **Describe the method/procedure/technology/solution implemented. (Please explain, whether the innovative method is a product / service / process / marketing or organisational / management innovation) After completing the description, please indicate, whether this innovation is a technological or non-technological one.**

- **Everything about Vitaproject pork**

This tasty and tender piece of pork from Vitaproject is the result of a well thought out and strictly controlled production process.

Only of Belgian origin:

All pigs under the Vitaproject label are born in Belgium on farms recognized and checked by Vitaproject and by inspectors from an independent institute.

Closed stable circuit:

The pigs are given more lying and walking space in the stables. Thanks to this measure, the stables are more hygienic, giving the animals greater natural resistance.

Moreover, a closed circuit, where the animals stay on the same farm from birth to slaughter, ensures that the disease introduction is minimal.

Healthy animals without antibiotics:

Vitaproject strives for the lowest possible use of medication and opts for medicines based on natural products. No antibiotics are administered during the last 3 months before slaughter. In this way the meat is completely free of residues.

Grain-rich foods:

Vitaproject uses a 100% vegetarian grain formula for its pig feed.

This formula contains a minimum of 55% quality grains throughout the year.

As a result, the meat loses virtually no moisture when roasting and has a juicy, tasty and honest taste!

- **Everything about Vitaproject chicken**

Only of Belgian origin:

The hatching eggs come from their own stables where the parents live. The "Vitaproject" chickens are therefore also of Belgian origin.

Hygiene above all:

The eggs are hatched in a professional and recognized hatchery. This makes it possible to work in an extremely hygienic manner and therefore to exclude potential pathogens.

Everything is provided in the hatchery to keep the stable climate favorable.

This way temperature and humidity are regulated automatically. Of course this will later improve the health of the animals.

Greatly reduced medication use:

When the chicks hatch from the egg, they go to one of the approved and controlled farms of Vitaproject.

Hygienograms are taken each time before the chicks arrive.

Only through perfect hygiene and a check on this can the use of medication in the animals be reduced.

Grain-rich foods:

The solid meat quality owes Vitaproject to a constant composition of the feed with a minimum of 60% quality grains throughout the year.

Dry slaughter:

During slaughter, the approved Schildermans slaughterhouse uses only a minimum of water.

The reason for this is to obtain better meat quality from the Vitakip.

This is easily demonstrated by roasting a Vitak chicken fillet: the fillet loses virtually no moisture compared to an "industrial" chicken fillet.

- **Everything about Vitaproject beef**

Only of Belgian origin:

All cattle under the Vitaproject label are born in Belgium. To insure offspring, the female cattle first give birth to 1, 2 or 3 calves.

These cows then go to a farm approved and checked by Vitaproject, where they receive a special follow-up for 3 months.

Healthy stable climate:

As soon as the weather permits, the animals walk outside in the meadow. During the winter the cattle stay in large open stables.

This allows them to enjoy sufficient fresh air, which benefits their well-being.

Healthy animals without antibiotics:

The last three months before slaughter, pigs under the Vitaproject label do not receive antibiotics.

100% vegetarian food:

The needs of the vitarund enclose a fully vegetable feed supplemented with corn, hay, sugar beet ...

In addition, Vitaproject ensures that the feed keeps its constant composition and that it is free of antibiotics, hormones or growth promoters.

Only in this way can we guarantee a stable red meat color.

Female animals for the tastiest taste:

Because meat from female animals has a fuller and more intense taste, Vitaproject works primarily with female animals.

Cows also have a finer meat thread and are slightly fatter than their male counterparts. And fat is the tastemaker! By the way, did you know that meat from Belgian White-Blue cattle is among the leanest in the world.

- **Everything about Vitaproject rabbit**

Belgian rabbits:

Vitaproject also fully supports rabbits of Belgian origin.

From birth, the rabbits are cared for at the same farm that is approved and checked by Vitaproject.

Healthy meat:

Rabbit meat has the image of being healthy and lean and has an omega 6 / omega 3 ratio that meets the nutritional standards.

But this only applies when the rabbits have been raised with the correct feeds!

Specific feed composition:

The rabbits feed is 100% vegetarian and contains at least 30% high quality alfalfa.

Quality lucerne is rich in high-quality proteins and has a high fiber content, which is essential for good digestion in the rabbit.

Healthy animals:

The feed composition, rich in Omega 3 fatty acids, is also aimed at increasing the animal's resistance so that less medication needs to be used.

Our Belgian growers use a lot less antibiotics than is the case on average.

Dry slaughter:

During slaughter, the accredited Van Assche slaughterhouse only uses the strict minimum of water.

Result: rabbit meat with a longer shelf life and no added water.

technological

non-technological

- **Describe the business, which implemented the innovated solution (size, country, region, location, type of food)**
- **Describe the distribution channels of the product(s)**
- **Describe what makes the innovation work.**

- **Describe the specific prerequisites for the business related to the implementation of the method and/or related to the location, method, procedure, solution**
 - a: **List the relevant necessary resources (including the estimated cost) for the specific innovation.**
Please list the relevant ones only (list is annexed)
 - b: **List the relevant necessary capabilities for the specific innovation.**
Please list the relevant ones only (list is annexed)

6. Describe the results, achievements and typical failures

7. Summarize what makes the case to a good practice for the members of the SFSCs (e.g. lessons learned)

8. Aspects, methods for transfer of methods for other SFSC members

9. Recommendations for members of other SFSCs for further applications

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10. More information is available at (web), if it is relevant

www.vitaproject.be

Annex

1. Checklist for necessary resources (tangible and non-tangible):

- materials (access to: raw materials/ ingredients - including volume, land – including size, packaging materials
- human: labour force: size, knowledge & skills (production, technical, marketing, managerial, ICT, financial, etc.)
- technology: patents, know-how, trademarks, copyrights, trade secrets
- infrastructure, equipment, facilities, - size, minimum volume of production/sales, IT infrastructure
- information, reputation, brand, trust
- financial*

*: estimated cost:

0 - 10 000 Eur
10 001 - 50 000 Eur
50 001 - 100 000 Eur
100 001 - 300 000 Eur
300 001 – 1 000 000 Eur
1 000 000 Eur above –

- other specific necessary resources for the application of the specific innovation

2. Checklist for the necessary capabilities

- **food safety:**
 - basic skills to comply with the EU food safety regulations
 - ability to understand what makes the product safe (the key controls, which ensure the safety of the product – biological, chemical and physical hazards, providing the safety shelf life of perishable products)
 - food safety culture (motivation, responsibility for food safety) and basic skills for the implementation of HACCP

- **food quality:**
 - ability to define the target segments of consumers for SFSCs
 - ability to define the product characteristics which are (tacit) basic requirements for the target segment(s) of consumers;
 - ability to define which product attributes/levels and augmented services represent an added value for the target segments of consumers;
 - food quality culture (motivation, responsibility for food quality);
 - production experiences which help to provide the expected quality reliably, uniformly;
 - ability to provide distinguishable quality which meets the needs of the targeted consumer segment;
 - meeting (local) legal requirements, application of the labelling rules;
 - ability to access the consumer willingness to pay for specific products of SFSCs.

- **trust:**
 - ability to ensure product integrity, authenticity and transparent information for the consumers (including systems, tools);
 - ability to access external trust enhancers (third party certification, internal certification system, participatory guarantee systems);
 - application of the labelling rules and branding (mandatory and voluntary);
 - ability to meet third party certification requirements

- **ethical aspects**
 - ability to understand consumer needs for ethical behaviour related to the specific product(s) of the SFSCs;
 - culture for ethical food production and supply;
 - ability to implement necessary measures to ensure ethical food production and supply;
 - ability to access the consumer willingness to pay for products meeting ethical aspects

- **accessibility to consumers:**
 - ability to organize logistics efficiently and to exploit innovative solutions and distribution channels;
 - efficient, innovative sales methods;

- ability to develop and implement new business models for ensuring access of consumers to products and augmented services;
- **fair price:**
 - collecting marketing information;
 - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management;
 - ability to define, develop or maintain unique quality of products and augmented services;
 - ability to develop and implement new business models;
 - ability to access the consumer willingness to pay for fair price
- **increased negotiation power:**
 - collecting marketing information;
 - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
 - ability to define, develop or maintain unique quality of products and augmented services;
 - ability to develop and implement new business models;
- **shared use of available resources:**
 - ability to enhance and maintain cooperation among chain actors including the shared and combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
 - the level of value chain management culture;
 - ability to access the consumer willingness to pay for food with reduced environmental impacts

- **input for R+D:**
 - ability to monitor, research, evaluate, and understand the needs and wants of customers and consumers;
 - ability to develop new products, processes, packaging, preservation techniques, systems and access to new markets, including in other categories;
 - access to innovative technologies; distribution and marketing solutions and methods. management systems;
 - access to local input for R+D covered by other aspects

- **access to markets: and market success**
 - effective promotion, customer service, efficient and innovative sales methods;
 - ability to understand consumer's needs;
 - ability to organise logistics efficiently and to exploit innovative solutions and distribution channels,
 - unique value propositions;
 - ability to develop and implement new business models for ensuring access of consumers to products and augmented services, develop the market accessibility for the suppliers.
 - stock control;
 - ability to access to required raw materials within a restricted geographical area

- **access to infrastructure:**
 - ability to use existing own infrastructure in a focused way to serve consumer needs or to combine it with complementary infrastructures of other SFSC actors, cooperation culture;

- **management:**
 - to implement management systems for vision, planning, implementing), coordinating, controlling, monitoring, continuously;
 - improving; ability to motivate, authorize staff;

- **production, processing:**
 - management system, production experience, specific controlling, monitoring, continuously;
 - willingness to consider and ability to evaluate the adoption of TECI and NTI in the current production processes;
 - any additional specific resources necessary for the application of the specific innovation.