

Valorization of the goat milk into cheese and commercialization of this cheese

UNIBO



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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 | CO |

1. Title of the case description

Valorization of the goat milk into cheese and commercialization of this cheese

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): Chevrement Bon, Valais, Switzerland

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 | | | | | | |
| | food quality | | X | | X | X | | | X | | | | | | |
| | trust | | | | | | | | | | | | | | |
| | ethical aspects | | | | | | | | | | | | | | |
| | 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

Raw goat milk analysis implementation by SmartChain partners

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

The analysed case study (Chevremont Bon, Valais, Switzerland) reported an important concern regarding the microbiological analysis for the detection of a harmful food-borne pathogen E. coli in raw goat milk. The supermarket Migros (the final buyers of the goat cheese) would implement these further analysis on E.Coli, which are considered very expensive for the producer who will not perform the analysis. The case study don't specify which E. coli (O157:H7 or Shiga toxin-producing). The case study didn't answer to the question "Do you have any alternative solution/development (technological and/or non-technological innovation) for that problem?" The case study has a real problem associated with a critical point of the food chain; however, they don't have a solution. The presence for example of low numbers of E. coli O157:H7 in milk destined for the production of raw milk lactic cheeses can constitute a threat to the consumer (Vernozy-Rozand et al., Int. J. Food Microbiol., Vol. 105, pp 83-88)

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)

UNIBO can provide the analysis

- To support the case study during the "SmartChain" action
- To get easier the goat cheese selling
- To enable the case study to increase their Market
- **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.**

- The provided service is based on the E. coli detection according to the related ISO procedures and/or molecular analysis

technological

X

non-technological

- **Describe the business, which implemented the innovated solution (size, country, region, location, type of food)**

The described solution can be temporary used by the case study as alternative solution to avoid the stop of cheese production for the final buyer.

Describe the distribution channels of the product(s)

All the case studies having a problem with microbiological parameters.

- **Describe what makes the innovation work.**

This is not a real innovation; however, it is a fast solution (if the sample transport can be easily done) to face out a problem without solution.

- **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)

MATERIALS: Lab equipment

HUMAN: · human resource for operation

FINANCIAL: costs related to the sample transport

- b: **List the relevant necessary capabilities for the specific innovation.**
Please list the relevant ones only (list is annexed)

The basic knowledge of food safety and quality and good handling capabilities

6. Describe the results, achievements and typical failures

- The full analysis of the raw milk will enable the case study to achieve its goal about food safety
- A failure can occur if relevant presence of E. coli will be detected and milk cannot be transformed.

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

- The solutions can be applied to other fresh foods

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

- Safer and more quality of the products

9. Recommendations for members of other SFSCs for further applications

- The solution can be offered to meet the requests of further case studies

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

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.