

VITAGORA®

quarterly

Quarterly Newsletter of the Food Industry Cluster

Vitagora® Taste-Nutrition-Health

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Pôle de Compétitivité Goût-Nutrition-Santé
The Taste-Nutrition-Health Competitive Cluster

4^e CONGRÈS INTERNATIONAL

Goût - Nutrition - Santé
4th Taste-Nutrition-Health International Congress

18-19-20 mars 2009
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Special Issue
The Taste-Nutrition-Health International Congress

Vitagora® Taste-Nutrition-Health Keeping our leader status into 2009

Objectively, 2008 has been a good vintage for Vitagora®!

Of course, since its creation, the cluster has shown evidence of a number of assets that promise much for the future. But the maturation of the cluster (if you forgive the extended wine metaphor) has required a number of adjustments, in particular concerning its strategic positioning. So, in the spring of 2008, a seminar was organized for Vitagora®'s leaders – ten business leaders and ten researchers – that resulted in the definition of four point strategy. In the following months, Vitagora® has grown in stature, in particular in the number of members of its network and in the success of the industry projects submitted for national funding. We can now justly claim to be a leader of the French food industry sector in terms of the positive results of our efforts in this area.

This added stature has also come into play in terms of geography as Vitagora® develops beyond the boundaries of its home regions of Burgundy and Franche-Comté. The 3 international missions in 2008 – Asia, Canada and the United States – have resulted in the signature of two Memorandums of Understanding (with the National Food Institute of Thailand and the Agence Nationale et Internationale de Manitoba – Canada). Within the framework of these agreements, a collaborative research project is currently under development with Thai partners.

Finally, the 2008 edition of the annual Congress of Vitagora® was the opportunity to unite, for the first time for the cluster, the food and health industries and training establishments within the same event. The success of first graduating class of the Vitagora-sponsored training course – the Master in Food and Health Marketing – has been another shining example of the collaborations that can take place within the framework of our cluster. Indeed, the fact that these students have actively participated in one of Vitagora®'s R&D projects is a clear illustration of the relevance of their skills.

2009 is thus the opportunity for us to continue

this period of maturation, the current period of financial crisis making our added value to SMEs and large companies alike all the more important, be they in France or abroad. We will be continuing to present our strategic positioning to a larger audience with a continued program of missions, not to mention the force of attraction played by our imminent Taste-Nutrition-Health Congress in bringing the best and the brightest of international experts to Dijon. Indeed, if there is one goal that stands out for us in 2009, it will be imposing the fact that becoming a member of the Vitagora® Taste-Nutrition-Health network is an essential step for all food companies seeking to innovate. Only then we will we ensure the longevity of our leader status into 2010 and beyond.

Pierre Guez
President of Vitagora®

Christophe Breuillet
Director of Vitagora®



During the signature of the MoU with ANIM: (from left) Christophe Breuillet (Director of Vitagora®), Mariette Muller (President of ANIM), Pierre Guez (President of Vitagora®)

Visit the booth of the University of Burgundy at the Taste-Nutrition-Health Congress Flow Cytometrics: a promising tool for the Food industry

Consisting of passing a liquid vein of particles or various types of cells across a laser beam, in order to analyse the emitted light (by diffusion or fluorescence), flow cytometrics (FCM) is a technique for single and multi-parameter analysis. Used since the 1950s, it is now a routine technique mainly in the medical sector but also in other scientific fields such oceanography or geology.

Ten years ago, the University of Burgundy decided to set up a cytometrics technical platform, today directed by Anabelle Sequeira-Le Grand, a trained microbiologist and doctor in immunology. "When this platform was created, my mission was to develop FCM in the field of immunology. But I very quickly realized that there were a whole host of applications in the food industry". While the University of Burgundy has a number of food and plant laboratories, the level of interest in FCM has been slow to take off. Indeed, the enormous potential of applications, especially in microbiology, is still little known.

That said, 30% of the activity of this laboratory is currently dedicated to food and plant biology, and this is continuing to grow thanks to the impressive array of equipment currently in use and the specialist knowledge of the platform's team. "We have a real desire to work more with SMEs and to reinforce our industry transfer activities, all the more so seeing as the FCM applications in the food

industry a very promising."

In a context where slow response times for microbiology are considered a criterium of quality, the use of FCM is notable for its speed and accuracy. Where traditional microbiological culture methods require several days, or even longer, FCM can speed up the process, especially for microorganisms that cannot be cultured, such as certain spores. "Thanks to FCM, we have been able to quantify the interaction between lipid micelles and certain strains of yeast. This interaction produces flavors that can be applied in the food industry, for example for yoghurts", explains Anabelle Sequeira-Le Grand.

But for this type of result, Anabelle Sequeira-Le Grand has their work cut out. "The food sector doesn't yet have enough objective experience of FCM and its applications. This is why we are attempting to explain better this, in particular to students headed for sectors where there is a potential for this technology", she explains. "We have established our activity in the biomedical field, today we are branching into a new area that will lead to a more widespread use of FCM for food industry SMEs

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Round table debate "Ageing and antioxidants", Thursday March 19th

Antioxidants - a key subject

Everybody knows that rust on metal is the result of oxidation. Less well known is that the same mechanism acts on living organisms. Certain authors have named this "body rust" and consider this to be at the heart of aging and almost all diseases.

"We know today that oxidative stress plays a significant role in diabetes. It is the same for degenerative diseases in which mechanisms of peroxidation of proteins or cell membranes take place", explains Michel Prost. Just as it is possible to combat rust in a metal object, it is possible to do the same against free radicals that encourage oxidation in living beings, humans in particular, taking into account the regulation of oxyreduction mechanisms.

Hence the importance of prevention that consists mainly of better regulating the level of antiradical defense in humans through functional foods and specific dietary supplements of national origin, rich in antioxidants. Red fruits and berries, a major crop in Burgundy and Franche-Comté, are rich in antioxidants thanks to the fact that they contain certain molecules such as polyphenols. It is thus easy to understand why these two regions, and consequently Vitagora, are home to a number of experts in this area, in particular Lara Spiral and the Laboratory of Metabolic and Nutritional Biochemistry. The innovation project Vitalim'Senior – aiming in part to discover if maintaining antioxidant activity slows ageing and prevents weight gain in the elderly – involves the

companies Senoble and Caneo and is an example of a strong industry application in this area.

"For this project, Lara Spiral will be studying a type of active ingredient that we have developed ourselves", explains Michel Prost, Président of Lara Spiral.

Preserving a regulated anti-radical defense

In a scientific congress called "From Birth to Old Age", it is natural that a discussion would be organized around the theme of antioxidants and ageing. Professor Pierre Sirois, of the University of Sherbrooke, will present the concept of antiradical defenses.

Pr. Sirois is one of the world's most eminent experts in the area of leucotrienes, which are important mediators of inflammation, in particular in respiratory diseases", underlines Michel Prost. This round table debate will also be the opportunity for specialists of cosmetics to explain the why antioxidants are interesting for combating skin ageing, and to present a new approach called "dermonutrition". "The aim of this round table is to debate the importance of preserving your health by preserving a regulated antiradical defense", concludes Michel Prost.

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From BIRTH....

A sensory education for children: A guide for sensory experiences

Is it necessary to prioritize sensory education in order to improve the dietary habits of children? This question is all the more important given the ever increasing rate of childhood obesity. It is in this context that the project “EduSens”, accredited by Vitagora®, was launched. Its objective: to study the effect of a sensory education on the dietary behavior of children aged 8 to 10 years. **Pascal Schlich**, Research Director of INRA and the manager of *Laboratoire d’interface recherche-industrie-sensométrie (Liris)* at the European Center for the Sciences of Taste, is the coordinator of this project whose results were presented at PNRA* conference at the beginning of March. Dr. Schlich presents the various stages and the first conclusions of the program. Interview by Jean-François Desessard.

Vitagora Quarterly – How did the EduSens project come about?

Pascal Schlich – 30 or 50 years ago, Jacques Puisais launched what he called “Taste Lessons”. These were a dozen lessons on taste given by school teachers to children ages 7 to 10 years. The following quote of Puisais sums up the idea and philosophy of the classes: “learning to taste to better appreciate the moments in life”. Although fairly confidential, these lessons, and more generally sensory education, has become a hot topic due to the alarming growth in childhood obesity. This was the start of the EduSens project where we proposed a scientific approach to testing the effects of a sensory education, similar to the “Taste Lessons” on the food preferences and dietary behavior of children. We predicted that a sensory education could improve the ability of children to describe the flavors and sensations associated with food, reduce neophobia (the rejection of unknown foods), increase the interest in dietary variety and cause food preferences to evolve towards foods with a less intense but more complex flavor. These were our initial hypotheses.

VitagoraNews – What were the various stages of the project?

Pascal Schlich – 3 experiments were designed, called respectively “Taste Lessons”, “Taste Cafeteria” and “Taste Families”. Each lasted around 15 months and allowed us to test the effect of a sensory education taught in the classroom, in the school cafeteria and, finally, relayed to the home and the parents. For each of the experiments, there was an experimental group, taking part in the program, and a control group, each made up of around 100 children ages 8 to 10 years old.

VitagoraNews – The final report of this project will be published at the end of 2009. What can you tell us now about the provisional conclusions of the study?

Pascal Schlich – We can advance that a “taste” education is essential in order to allow children to acquire the ability to verbalize sensations. The child can then go past the hedonic stage and reach a descriptive stage. In addition, this education seems to allow children to adopt behaviors that are more open to newness and experimentation. However, if it appears to have an impact on tasks or behaviors including a cognitive component, it is not the case for affective responses to different formulations of the same type of product. It appears that it is essential to accompany sensory education with sensory experiences.

* *Programme national de recherche en alimentation et nutrition humaine*

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Pascal Schlich



...to OLD AGE

Treatment and care of the elderly: The example of the Burgundy Franche-Comté Gérontopôle®

Created officially in 2006, the **Burgundy Franche-Comté Gérontopôle®** is a unique structure in France, at least according to vision of its president, **Professor Pierre Pfitzenmeyer**. This professor, who is also the director of the Center for the Elderly of Dijon's University Hospital, considers that the treatment and care of the elderly should go further than a purely health and medical scope and take into account the social, economic and ethical dimensions of ageing. A presentation of the genesis and development of this structure which aims to be both an effective tool for the transfer of research into the frontline, as well as ensuring a permanent dialogue between researchers and carers.

Interview by Jean-François Desessard.

Vitagora Quarterly – Why create the Gérontopôle®? What pushed you into this endeavor?

Pierre Pfitzenmeyer – One of the main reasons is to recognize the new needs of the elderly in our society and especially for those with a very advanced age or suffering from handicaps. This is a period of life “to be lived” which is too often apprehended in a catastrophic way by our society. This approach is all the more important given that the number of people over 85 in France has increased by 40% from the end of 2006 and February 2009, of which one third suffer from multiple pathologies. Hence our idea of showing that by regarding these people – of advanced age and often suffering from handicaps – it is possible not only to offer them services, but also to create economic activity. This idea has been in development since the year 2000, during which time the various partners were acquired – researchers, local government bodies and companies – all united around the concept of “A universal service for the elderly” which has become the slogan of the Gérontopôle®.

Vitagora Quarterly – What are the strong points of the Gérontopôle® in terms of research?

Pierre Pfitzenmeyer – Our strong points are the Geriatrics team of Dijon in this area of research, namely falls, posture problems, malnutrition and the sensory and, finally, the ethics of the care of the elderly. The objective in the development of these topics of research is to have a permanent reference to the social dimension concerning the culture and enjoyment of these people. For example, in the companies that formulate the meals for the elderly, the recipes are too often designed according to the tastes of young people, and not all with reference to the choices and culture of those of advanced age. It also is necessary to take into account the various physiological problems that these groups suffer from, such as problems chewing,

swallowing and saliva production, all of which require a special preparation and texturization of the food. It is essential to move towards increasing the range of foods in order to increase the diversity, the enjoyment and the quality of eating.

Vitagora Quarterly – Could the Gérontopôle® become a research center?

Pierre Pfitzenmeyer – Absolutely, as it unites various players around a theme and fosters the combination of competencies that lead to technological innovation but with a strong social and ethical dimension. In addition, our aim is to carry out a transfer towards carers as rapidly as possible of the progress made by researchers. In parallel, our aim is also to give continuous feedback from the frontline towards the research laboratories. This permanent dialogue between two worlds is one of the keys to the success of the Gérontopôle®. In this sense, the for projects accredited by Vitagora® have been able to come together thanks to the collaborations between the partners of the Gérontopôle® and of Vitagora®. A number of other projects are in development.

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Pierre Pfitzenmeyer



The Taste-Nutrition-Health A showcase for Vitagora®'s

A genuine international dimension

More than 350 participants from the following countries:

France, Algeria, Canada, United States, Finland, the Netherlands, Norway, Belgium, Spain, Tunisia, Switzerland, Germany, Brazil, Italy, Russia ..

Scientific excellence

6 scientific conferences on topics of current interest, given by international experts in their field

4 round table debates uniting companies and researchers

4 practical workshops for health professionals

A dozen oral communications and 20 posters presenting research topics

A tool for business development

Nearly 80 participants in the business meetings - companies, R&D laboratories, researchers...

90% satisfaction rate (2007 and 2008).

A program tailored to your specifications - take part in conferences that interest you or dedicate your time to business development



The topic of the 4th edition of the Congress, “from birth to old age”, is of particular interest to us. Indeed, within the framework of the project Flour+, the first project accredited by Vitagora®, we are working notably on the nutritional identification of wheat varieties, with the aim of creating a range of bread products specifically tailored to tastes, in particular, of the older consumer, in which we incorporate nutritional supplements useful for their health. This Congress, which is a sort of showcase for the Vitagora®, is therefore an opportunity to gain a better understanding of the medical sector in order to combat the significant levels of malnutrition in older consumers, through the intermediary of bread – a product with a high symbolic value and considered by gerontologists as an excellent nutritional vector. More generally, this Congress is rich in conferences, meetings, debates and presentations. Not to forget its value as a great meeting place which, in the image of Vitagora®, allows us get to know the for the scientific and technological expertise developed within our regions, and on a national and international level, to engage in original research projects, co-finance theses and to give much appreciated feedback to researchers on a certain number of topics that correspond to the our “grass roots” preoccupations.

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International Congress international network



Since the first edition of this Congress, Merck Médication Familiale, for w is at the heart of our activities, has always been closely involved with Vitagora® in the organization and development of the event. It's an opportunity to both listen to world renowned experts in nutrition, both from France and throughout the world, to meet companies presenting their latest innovation, and to follow the developments in the world of regulatory affairs (an area that is all the more important with the new European regulations that are being set up). This year, we are taking part in a round table debate on probiotics, a subject of great interest to Merck. And this is the essential interest of this Congress that groups together conferences, round table debates, practical workshops and business meetings. And new this year is the opportunity for the general public to take part in a debate on taste, nutrition and health on March 20th. It is an original and effective way to put the consumer at the heart of the debate.

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Malnutrition in the elderly represents a central problem on which we have been working here at Lactalis for about 5 years. Consequently, our participation in this new edition of the Congress has been reinforced compared to last year. We are taking part in a round table debate, communicating on the results of our scientific studies concerning the quality of proteins in the nutrition of seniors, and presenting scientific posters. Our presence is all the more important given that this event unites multiple competencies, which allows us to have an overall view of the ageing process. In addition, a strong international contingent offers us the chance to take several points of view into account? In our necessary search for scientific partners, in particular those from outside of France, on an ever-increasing range of topics, this annual event organized by Vitagora® is an unmissable opportunity.

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Laboratory EMMA

A subtle balance between basic and applied research

At the first glance, the research topics of the Laboratory **EMMA** (*Eau, Molécules actives, Macromolécules, Activité* – Water, active molecules, macromolecules, activity), directed by **Philippe Cayot** within AgroSup Dijon, appear vary diverse. But a second glance is sufficient to register that all these topics have the same central problem in common, that of the control of transfers in matrices with specific characteristic of being rich in water. Developing this research topic mainly in the area of food products, but also wine, pharmaceuticals and phytosanitary products, EMMA can rightly claim to be one of laboratories the most closely involved in Vitagora[®], with a total of 7 projects involving scientists from the laboratory.

Researchers may be for the greater part little-known and mysterious beings to the non-initiated, but once the door has been opened to a laboratory like EMMA, we can discover an exciting world populated with genuine enthusiasts. In this laboratory, these enthusiasts include a 15 permanent staff, including 12 teacher-researchers and two research engineers, to which we can add a dozen or so doctoral researchers of French, Mexican, Moldavian, Algerian, Tunisian and Russian nationality. As well as being multinational, EMMA cultivates a multi-disciplinary approach. *“Our research topics are indeed very varied. But in fact, we are a laboratory of physico-chemistry applied to natural materials and we work on the control of transfers in matrices that are rich in water. Water is an vital element in the dynamic of matrices and has thus the ability to retain or release active molecules”* explains Philippe Cayot.

To form a water barrier, to encapsulate a flavor molecule, a vitamin, an antioxidant, to stabilize a powder – for all these applications it is necessary to control the transfer of water and the relationships between macromolecules and water molecules. A few of the researchers, attached to the Institute of Wine and Vine of the University of Burgundy, are currently working on the transfers between wood and wine – wood being able to capture certain molecules present in wine and generate new molecules – while other researchers are working on corks, mostly with natural materials, in order here too to control the transfer of molecules.



The pharmacists within the EMMA team, for their part, are confronted with identical problems. Seeking to control the release of a medication, for example within the intestine, they look at encapsulating solutions, dealing once again in the general area of water transfers. The strategies employed by EMMA’s pharmacists to develop new oral dosage forms relies on the same principals as the flavor specialists that encapsulate aromas for a longer flavor sensation. *“Recently, through the intermediary of Vitagora[®], we have been contacted by the directors of Cosmetic Valley who are very interested in the encapsulation of molecules of interest for the cosmetic industry, such as aroma molecules of perfumes,”* explains Philippe Cayot.

Industry collaborations boosted by Vitagora[®]

Such a range of competencies inevitably attracts the attention of industrial players. It is not surprising in these conditions that the laboratory is involved in 7 projects accredited by Vitagora[®] (Qualivivant, EMAC, Saveurs Vapeurs, ATS...). Of course, before the existence of Vitagora[®], EMMA already worked with companies such as Danone and Nestlé, in particular for doctoral theses. But Philippe Cayot admits that these collaborations often came about by chance, resulting from meetings at congresses or during classes. *“Vitagora[®] is a solid means of dialogue with companies and has literally boosted our partnerships with the private sector. I am almost worried as we are only a small team, many of whom have teaching*

responsibilities”, he remarks.

But for those who have reproached researchers, perhaps wrongly, of being too oriented towards industry concerns, do not assume that EMMA has transformed itself into a technology transfer unit. Philippe Cayot is insistent that this is not the laboratory’s role and that his team are continuing to develop new expertise through basic research projects, in particular concerning the vitreous transition of materials or the dynamic of proteins in relation to water. “We have to find a subtle

balance between basic and applied research. This is why it is important to integrate a basic research component in the projects carried out with industry partners” he adds.

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“SAVEURS VAPEURS” the project that gives taste to steam cooking

Accredited by Vitagora® and supported by Plastipolis, a second French cluster, the project “Saveurs Vapeurs” (Flavor Steam), lead by SEB, has just been accepted for national funding. With a budget of 3.7 M€, this project has the aim of promoting the healthy cooking method of steaming, but with added flavor. It will involve developing both a new range of home steam-cooking appliances and new natural flavor notes to combine with food products.

In the face of the increase within the populations of industrialized countries of pathologies associated with poor nutrition, such as obesity and cardiovascular disease, it is necessary, if not imperative, to improve dietary habits. One approach is to focus on a more balanced diet but also on cooking methods that allow the limitation of caloric values of meals and retain the vitamins and trace elements contained in food. In this context, steam cooking is a solution that presents a number of advantages. It does not require the addition of fat, it allows the retention of micronutrients and does not involve the formation of toxic components. However, the market penetration of steam cooking remains relatively low. “We decided to launch the project “Saveurs Vapeurs” in order to refocus on the flavors in steam cooking”, summarizes Philippe Crévoisier, the Managing Director of “electrical cooking appliances” for SEB.

In order to do this, the home cooking appliances market leader, and the world number one in steam cookers, has surrounded itself with a number of public and private sector partners who are working on a 4-points strategy: processes, natural flavoring, materials and ergonomyc/ease of use. “Giving flavor back to steam cooking” will require the development of a new generation of steam cookers – a technology at the heart of SEB’s activities – but also the optimization of the conditions of steam cooking and the “internal” flavors of foods, and the development of

an “external” flavoring module.

Hence the involvement in this project of FRUTRAOM, a flavor and functional ingredient manufacturer, of the laboratories GPMA¹ and EMMA² of AgroSup Dijon, Welience, the CESC³, ICMUB⁴, ICM⁵ and LMI⁶ of the University Claude Bernard-Lyon1

“SAVEURS VAPEURS is a unique project that should lead us to submitting a number of patents and creating a number of jobs in the coming years” explains Philippe Crévoisier, who reminds us that steam cooking is a segment that already occupies a significant part of electrical cooking appliances market. But if SEB has worked hard on optimizing this cooking method over the last few years, with a focus on enlarging the range of recipes on offer, it is now necessary to move to the next level. “This is the level of taste, and we are taking up this challenge with a number of partners and with the support of two clusters, Vitagora® and Plastipolis,” concludes Philippe Crévoisier.

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- 2 Eau - Molécules actives - Macromolécules – Activité / Water – Active molecules, Macromolecules - Activity (AgroSup Dijon)
- 3 Centre Européen des Sciences du Goût / European Center for the Sciences of Taste
- 4 Institut de Chimie Moléculaire / Institute of Molecular Chemistry (University of Burgundy)
- 5 Interface de Caractérisation des Matériaux / Interface of Materials characterization (University of Burgundy)
- 6 Laboratoire des Multimatériaux et Interfaces / Laboratory of Multimaterials and Interfaces (University Claude Bernard – Lyon 1)

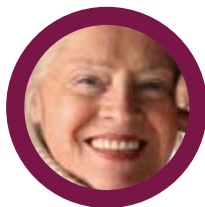


Partnership between ANIM (Canada), Vitagora® and Bourgogne Développement



As a part of its international development program, Vitagora® signed on December 16th a tripartite Memorandum of Understanding (MoU) with the Agence Nationale et Internationale de Manitoba (ANIM) and with Bourgogne Développement, Burgundy's regional development agency. This partnership, which prioritizes the identification of potential partnerships for orienting R&D and transfer projects, is a direct result of the fact-finding mission organized by Vitagora® to Canada in September 2008.

This is the second MoU signed by Vitagora® following contacts established during its international development program: following the "Asia" mission in May 2008, Vitagora® also signed a partnership with the National Food Institute of Thailand.



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