



**Report on  
HealthBread's  
Press Conference & Stakeholder Event  
25th September 2013  
10.30am – 12.30pm  
Academia Barilla, Parma.**

**Main aim:**

- To showcase the project to local press and media agencies in Parma/Italy.
- To present the Project's first year results to an identified group of stakeholders.

**Invited speakers:**

1. Dr Roberto Ranieri (Open Fields Ltd), Italian technology transfer partner in Healthbread.
2. Mauro Alinovi. President of the Baker Association of Parma\*.
3. Dr Jan Willem van der Kamp from TNO, NL, Coordinator of the HealthBread project.

\*An apology was received from Mauro Alinovi's office explaining that unfortunately Mr Alinovi would not be able to attend the meeting however two colleagues, Mr Tedoldi Filippo and Mr Alberto Boni, who attend on his behalf.

**Identified stakeholders:**

The Italian HealthBread partner Open Fields, represented by Roberto Ranieri, identified and invited key stakeholders and relevant media agencies to the press conference and stakeholder event. These stakeholders included journalists from technical, on-line and scientific journals publications, local and regional press and media agencies, members from milling and baking (local & national) associations, representatives from ingredient companies, food producers and academics and researchers from two national universities.

Thirty-one participants attended the event.

**Summary of proceedings:**

Dr Ranieri opened the meeting and welcomed those attending HealthBread's first press and stakeholder event at Parma. Dr Ranieri acknowledged Mr Alinovi's apology and welcomed his associates to the meeting. Dr Jan Willem van der Kamp was then asked to present the HealthBread Project and the results which have been obtained in the first year of the project. Dr van der Kamp's PowerPoint presentation (available from the HealthBread website <http://www.healthbread.eu>) illustrated the scientific and technical background to the project and its key objectives. In order to gain stakeholder engagement Dr van der Kamp's presentation (in English) was translated into Italian and explained in detail. In concluding, Dr van der Kamp summarised the main research findings and illustrated the potential of project partners to obtain the Project's aim of producing a number of bread products which will be available to consumers across Europe by the end of the project – September, 2014.

Following Dr van der Kamp's presentation a 'Questions & Answers' session was chaired by Dr Ranieri. Questions raised included queries on the 'technical' details of the milling processes being obtained in the research trails, the 'health' claim suggested through the project's name (i.e. HealthBread), bakers' engagement in the project activities and the perceived market potential for new products with added nutritional benefits. These questions were addressed by the invited speakers and a number of HealthBread partners. An inclusive dialogue continued and when asked about the importance of the project for SME bakers' one baker summed up the success of the project. The baker claimed that;

**'it (their engagement in the HealthBread project) is the first time we have been directly contacted about our work and appreciation has been shown as to the skills and experiences we can share as SME bakers'.**