



TREASURE opens new collaboration opportunities

The successful communication strategy generated its first results by attracting new professionals - both from academia and real sector - who have shown their interest to join our network.

Their collaboration in the project will bring valuable inputs to our goals in the following three years. For that purpose, TREASURE Consortium has signed non-disclosure agreements in order to secure IPR and confidentiality. New collaborators will perform data collection and dissemination activities.

Prof. Vincenzo Chiofalo - [Department of Veterinary Science, University of Messina](#) - will be involved in characterisation of Nero Siciliano.

Andrea Valenziani a farmer from Sicily one of the founders [InCampagna](#) organization, is

interested in characterization of regional autochthonous pig breeds and multi-criteria evaluation of pig production system.

Marta Laranjo is a post-doc at [Instituto Ciências Agrárias e Ambientais Mediterrânicas](#) in Portugal, will collaborate on the activities of UEVORA in the WP3 – Traditional and new high quality pork product with regional identity.

Prof. Dr. Jozsef Ratky – [NAIC ATK Research Institute for Animal Breeding and Nutrition](#) in Herceghalom - will contribute data on Hungarian strain of Mangalica breed.

Dr. Jose M Lorenzo - [CETECA Centro Tecnológico de la Carne](#) in Galicia, Spain - will contribute data on the Celta breed.



Communication Strategy

TREASURE adopted high-impact dissemination actions through efficient and effective communication methods in order to achieve the objectives.

Direct communication actions comprise direct mailing, web and social media presence and direct presentations of the project to target groups at local and international professional and scientific events. The integrated outreach activities of the Consortium took place so far in 7 European countries with a targeted audience (c. 1850 pers.) ranging from academia to experts in breeder sector (SMEs) and other professionals (farmers associations, advisory services).

Indirect methods of communication encompass access by stakeholders to dissemination tools created in order to attract attention and stimulate the target audience to seek more information on their own initiative, such as articles published in scientific journals and local press.

From now on, our efforts will put more emphasis on demonstration activities in order to strengthen the partnership among public and private bodies. In particular, the activities to be further developed are the “umbrella” trademark for products, the pig breed database and the demonstration and transfer of knowledge from academia to farmer/industry.

MEDIA COMMUNICATION	<ul style="list-style-type: none"> •Web portal •Newsletters •Social networks / press
PUBLIC RELATIONS	<ul style="list-style-type: none"> •Wiki database •Scientific journals/books •Conferences and events •Meetings
PERSONAL CONTACTS	<ul style="list-style-type: none"> •Network events •Meetings, conferences and workshops •Other EU Projects

Web Releases

[AGROBIZINIZ](#), Slovenia 29 April 2015

[DELO](#), Slovenia 11 April 2015

[Kmečki glas](#), Slovenia 29 April 2015

[RTVO SLO](#), Slovenia 26 April 2015

[AgroKlub](#), Croatian 21 April 2015

[VGDanas](#), Croatian 10 July 2015

[Radio Television of Serbia](#), Serbian 26 November 2016

[Radio Television of Serbia](#), Serbian 11 March 2015

[CityPortal.hr](#), Serbian 15 March 2015

Publications

[Rastnost pujskov krskopoljske pasme do konca vzreje \(growth of Krskopolje pigs in the first rearing period\)](#)

[Authentication of monobreed pork products: Identification of a coat colour gene marker in Cinta Senese](#)

WORK PACKAGE UPDATES

WP1 Phenotypic and genetic characterization of regional autochthonous pig populations in Europe

During the GA in Barcelona, the WP1 partners decided to anticipate the scheduled date for sampling activity that has been fixed at the end of May in order to give more time to lab analyses. Sampling and data collecting activities have been finalized in May 2016.

Some partners experienced problems during the first six months but they are recovering the delay and will likely be able to finish the activity for the scheduled date. The data collection on demographic and phenotypic characterization is in the final

phase. Collection of DNA samples was split between INIA and UNIBO who will organize High Density SNP genotyping strategy of local populations involved in the TREASURE.

WP2 Performance and management of local pig breeds in their production systems

The activities on WP2 are running on time. New collaborators CETECA and NARIC-ATK agreed to conduct collection of productive traits on Celta and Hungarian Mangalica for comparative analysis of breeds. Partners involved in WP2 are completing experiments on evaluation of production system.

The collection of data: INRA, the leader of task on the impact of production systems has initiated pilot data analysis on Gascon breed that will be used as example to produce the initiated the treatment and analysis of the data for Gascon breed that will be used as example to produce the calculation sheets. Experiments on innovative management

and feeding strategies are on going as planned. The experimental protocols for experiments within the task “Local feeding resources rich in natural antioxidants and agro-by-products in the diets for local pig breeds” were prepared and validated by Scientific Committee.

WP3 Traditional and new high quality products with regional identity

Following collection of information from partners regarding meat quality (MQ) traits, indicators (and associated methodologies), and threshold values for acceptance/rejection of a meat sample or product in each local pork chain studied in

WP3 a common list of indicators to harmonize MQ evaluation has been made by INRA and UNIFI. To get a clear overview of quality evaluation within the project, a survey to partners has been undertaken to establish a list of carcass and meat quality indicators that will be

considered by each partner. Agreement (among partners) on a framework of the database (list of carcass and meat quality indicators to be recorded) for further implementation of breeding programs” has been achieved.

WP4 Consumer preferences and market research for sustainable pork chains

The literature review corresponding to D 4.2 was finalized and the deliverable submitted in due time. This deliverable is focused on identifying the public goods (PGs) provided by agricultural systems general and local pig breeding systems in particular, identifying also the factors that affect their provision.

Regarding the consumers preferences and WTP study, the following activities were carried out: a) questionnaire regarding the attitudes, opinions and behaviour towards traditional and innovative food products; b) Hedonic Valuation; c) real experiments after hedonic valuation + questionnaires to analysis changes in attitudes towards traditional

and innovative food product. The final selection of products for real choice experiments: IRTA (negre mallorqui) burger, UNIFI (cinta senese) burger, KIS (krskopolje) salami, LUHS (lithuanian white) sausage, INRA (gascon) dry cured ham, UNIZG (turopolje) dry-cured bacon.

WP5 Measures to maximize impact

In the first year of the project, CERTA with the collaboration of the Consortium focused its efforts on communications activities. The objective was to give an identity to the TREASURE project and to raise awareness of the project and objectives across academia and non-academia

sectors. The partners participated in several events at European level (7 European countries with a targeted audience of c.1850 pers.) ranging from academia to expert in breeder sector and other professionals (farmers associations, advisory services). Additionally CERTA is leading with the support of KIS and UNIBO

an operative role in coordinating the design of concept and rules of the collective trademark and its development, registration and promotion. The first results will be presented during the Symposium on Mediterranean Pig that will be held in Portalegre, Portugal in November 2016.

WP6 Management

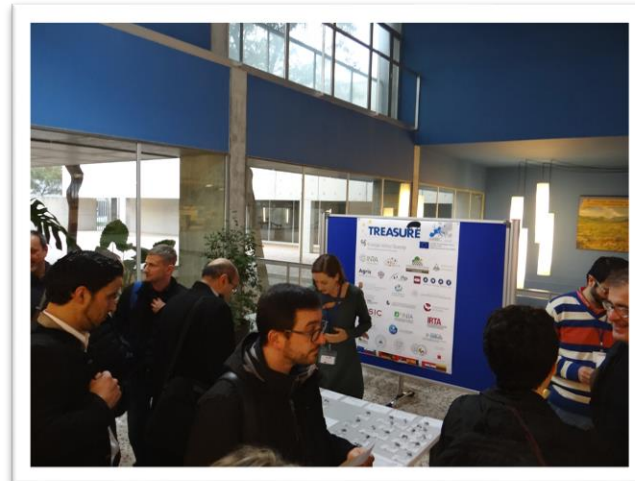
During the first year the planned activities concerning the establishment of the collaborative platform and the data management plan has been prepared and achieved.

The second project meeting was hosted by CREDA at UPC premises in Castelldefels

Barcelona from 3rd to 5th February 2016. Milestones and deliverables achieved were submitted to participant portal, day-to-day management was conducted providing all kinds of support to partners and third parties in their activities. KIS and CeRTA coordinated the

management and control for the internal reporting and quality control semestral assessment. CeRTA supported KIS in drafting the contents of the non-disclosure agreements signed with the new collaborators who have recently joined TREASURE.

II Project Meeting –Feb 3 – Feb 5, 2016



PAST EVENTS and WORKSHOPS

Horizon 2020 Multi-actor approach and thematic networks



EIP AGRI organized in Brussels on 23rd November a cross-fertilization meeting among the beneficiaries of H2020 multi-actor projects and thematic networks. TREASURE has been invited to tell how the idea of the project has started and how the project proposal's objectives and planning are targeted to needs / problems and opportunities of end-users, therefore to deepen the analysis of the measures undertaken by the partnership to communicate the activities and results

Strategic Approach to EU Agricultural Research and Innovation



On 28th January 2016 Treasure project was presented by Agricultural Institute of Slovenia (KIS) at the international conference "Designing the path: a strategic approach to EU agricultural research and innovation" that took place in Brussels from the 26th to 28th January 2016. The conference targeted an audience of around 400 participants including scientists as well as relevant science networks (ETPs, JPIs, ERAnet), stakeholders, International organisations (FAO, OECD, CGIAR) and public authorities.

Microbiome-based Foods for Health & Sustainability



On 23rd February 2016, the APC Microbiome Institute, University College Cork, hosted a workshop entitled 'Microbiome-based Foods for Health and Sustainability' in Brussels. The programme consisted of contributions from European and international experts and stakeholders including: the research community, European Commission officials, MEPs, policy-makers and industry highlighting the importance of microbiome ecosystems in relation to human health and disease. TREASURE has been invited to present our work and more specifically to illustrate some results of the pilot study on microbiota.

51st Croatian & 11th International Symposium on Agriculture



University of Zagreb-Faculty of Agriculture presented TREASURE project during the 51st Croatian and 11th International Symposium on Agriculture that held on the 15th and 16th February 2016 in Opatija – Croatia. The main goal of the Symposium was to present to the agronomists and the general public the results of scientific and professional work of Croatian and international specialists and in this way enable a better transfer of scientific and professional achievements into agricultural production.

AgroBalt 2016



The *AgroBalt* took place from 31st of March to 2nd of April 2016 in Kaunas. The exhibition was the most important and the largest international event of its kind in the Baltic region which aims to improve the competitive ability in agricultural and food industry, to develop small and medium-size corporations in rural areas and to help regional agricultural and food companies and institutions connect with other countries. The Lithuanian University of Health Sciences (LUHS) presented TREASURE and the traditional products from Lithuanian pig genetic resources during the event.

Bisaro Pig Meeting at Instituto Politecnico de Viana do Castelo



On 29th April 2016 the Instituto Politecnico de Viana do Castelo - IPVC with the support of its third party ANCUSUB (Associação Nacional de Criadores de Suínos de Raça Bisara) organized an open event for students, young researchers and breeders associations to present the TREASURE project. The event included communication and demonstration activities on Bisaro breed.

Future Events and Workshops

2016

- TREASURE project presentation – Collective Trademark (27th September, Rome - Italy)
- TREASURE: il tesoro del porcello (30th September, Bologna – Italy)
- **9th International Symposium on the Mediterranean Pig (3-5 November, Portalegre – Portugal)**
- Cinta Senese DOP workshop (December, Florence – Italy)

2017

- Training course on *technique of preparation and seasoning of meats products made from local pig breeds* (April, Parma – Italy)

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