Overview

Objectives of the Master of Science Food Identity

By offering opportunities to carry out study periods and work experience abroad, thus contributing to a comprehensive approach to the marketing process 'from production to marketing', the master's degree courses satisfies all the requirements for a successful future career.

Beyond the typical food products, similar groups of food products exist in European countries, each distinct to its country of origin, and called by different names:

- Local food
products, regional food products, traditional food products or terroir* food products.

The term typical food products will be used to describe all such European food products.

A complete view of the typical food products :

1- A comprehensive curriculum of the Typical Food : «from soil and human community to terroir*»

How factors like soil, climate, cultural or technologic know-how and the whole socio-ecological context participate to the construction of the specificity of the typical food products ?

2- Characterisation of the specificity of the typical food products

How demonstrate the authenticity of the
quality of the typical food products by reliable analysis and how to control and authentifiy its quality (by physical and chemical analysis, sensory and nutritionnal tools) ?

3-
Development, apreciation and marketing of typical food products in the global market

How to value such products and how to construct a product differenciation beside the consumers ?(different strategies from a country to another one: quality label, marketing, communication),

how to market these products ? (international laws for trading, international regulations and policies, distribution networks, the market participants and thier organisation).

Why the typical food products ?

The development of the typical food products leads to local, rural and sustainable developments.

The terroir* zone are innovating and creative areas where products evoluate with cultural, technical and scientific knowledges. The link between terroirs, research and innovation is essential.

Even if typical food products are a niche marketing in Europe, this market is in a economic boom due to the national and international recognation of such products, their quality, their cultural diversity and with the legal access developed in European countries.

*A terroir is a unique and delimited geographic area for which a collective knowledge of the interaction between the physical and biological environment, local industries and cultural practises is building up.
This interaction provides unique characteristics and creates a recognition for goods originating from a specific area.
Terroir includes specific landscape characteristics and territory values.

For
more details on the degrees delivered, you can click here : MSc Food Identity: degrees

For more Information about the Master's degree :

Please contact

Dr. Philippe Mongondry

p.mongondrygroupe-esa.com