



**“A EUROPEAN NETWORK TO FOLLOW-UP THE
REFORMULATION OF FOOD. IDENTIFICATION AND EXCHANGE
OF GOOD PRACTICES FOR SMEs AND CONSUMERS”**

SALUX

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**The SALUX Project is co-funded by the European Commission
(Executive Agency for Health and Consumers)**

SALUX PROJECT OVERVIEW

- Starting date: **6 August 2011**
- Duration: **36 months**
- Consortium: **15 partners representing 12 EU countries**
- Overall budget: **1.561.649 €**
- EC funding: **834.688 €**
- Percentage of EC funding: **53,45%**

SALUX – THE CONSORTIUM:



A EUROPEAN NETWORK TO FOLLOW-UP THE REFORMULATION OF FOOD.
IDENTIFICATION AND EXCHANGE OF GOOD PRACTICES FOR SMEs AND CONSUMERS
ANALYSIS OF THE LOCAL CONTEXTS



+ 5 neighboring countries involved:

- Ireland
- The Netherlands
- Sweden
- Denmark
- Greece



ENHEIM



PROJECT OBJECTIVES

1. Collection and analysis of data and information about food reformulation, national rules and cultural values of food
2. Identification and Exchange of good practices
3. Organization of the follow-up of the food reformulation among SMEs
4. Promotion of the reformulation of food products among SMEs
5. Cost-Effectiveness Analysis (CEA) of the major reformulations identified
6. European Clearing House for agri-food SMEs and Consumers

WORKPLAN OVERVIEW



- **WP1** - Coordination of the project
- **WP2** - Dissemination of the project
- **WP3** - Evaluation of the project

**HORIZONTAL
WPs**

- **WP4** - Analysis of the local contexts
- **WP5** - Definition and exchange of good practices
- **WP6** - Organization of the followup of the food reformulation among SMEs
- **WP7** - Cost-Effectiveness Analysis (CEA) of the major reformulations identified
- **WP8** - European Clearing House for agri-food SMEs and Consumers

**VERTICAL
WPs**