



INTELLIGENCE  
SUPPORT  
INNOVATION

**Feed your Health & Food projects**

*Innovation and technological development*

# LET OUR EXPERTISE NOURISH YOUR PERFORMANCE

CRITT is your one-stop shop for reliable, useful information and advice to ensure effective structuring and coordination of your R&D and Innovation projects



## INTELLIGENCE

### PROFESSIONAL ADVICE IN REAL TIME (ANSWER TO YOUR QUESTIONS)

- . Materials and equipment
- . Ingredients
- . Quality and regulations
- . Service providers and subcontractors
- . Economic data, info on products and markets

### REGULAR INDUSTRY NEWS UPDATES

- . Watchdog (technological and environmental intelligence, regulations)
- . Info@CRITT newsletter

### BUSINESS INTELLIGENCE (MEDIA, TRADE SHOWS, INDUSTRY CONFERENCES) ROUNDUP OF COMPETENCE CENTRES AND TRAINING CENTRES

## SUPPORT

### PREDIAGNOSIS TAILORED TO PLANNING YOUR PROJECTS

- . Define objectives
- . Evaluate existing resources
- . Source and liaise with suitable expertise (technical centres, laboratories, suppliers, consultants, financiers)
- . Research scientific and technical data, information on regulations, etc.
- . Draw up operating plan and timelines

## INNOVATION

### COORDINATION OF YOUR R&D AND INNOVATION PROJECTS

- . Methodological support
- . Team coordination
- . Onsite support
- . Assistance in sourcing financing

# OUR EXPERTISE AT YOUR SERVICE



## PRODUCT INNOVATION

### R&D SUPPORT

- Functional ingredients
- New products (conventional and organic)
- Recipes, formulation
- Packaging

### PRODUCT MARKETING ADVICE

- Product Concept and Marketing Mix
- Analysis and Improvement of existing products
- Marketing & Communications strategy

### ENVIRONMENTAL DESIGN

- Eco-Design
- Carbon Footprint and Product Life Cycle



## QUALITY & FOOD SAFETY

### HACCP APPROACH

- Good Hygiene/Cleaning practices
- IFS, BRC, ISO 22000 and Organic Certification
- Food Hygiene Regulations and Good Practices Guide
- Microbiological analysis
- Food safety & hygiene in relation to packaging
- Quality management



## ENVIRONMENT

### ENERGY

- Responsible consumption
- Renewable energy

### REGULATIONS & REDUCTION OF ENVIRONMENTAL IMPACT

- Environmental regulations
- Waste processing
- Re-use of by-products

### ENVIRONMENTAL STANDARDS

- French ICPE regulations on facilities requiring environmental impact assessment
- Design of High Quality Environmental standard (HQE) facilities



## NEW TECHNOLOGIES & INDUSTRIAL PROCESS PERFORMANCE

### INDUSTRIAL PERFORMANCE

- Productivity & supply chain
- Process control
- Reduction of process impact
- New technologies
- Traceability tools

### BIOTECHNOLOGY

- Innovative uses of Biotechnology in the food industry
- Biotechnology and environment
- Biotechnology and Health & Food



## HEALTH & NUTRITION

- Audits & HACCP
- Nutrition calculations for your products
- Labelling, Nutrition Claims,
- Nutritional communications,
- Impact of technologies on nutritional quality
- Formulation, sourcing of health ingredients,
- Nutritional regulations
- Nutritional innovation



## HEALTH & FOOD

- We host the Health & Food Days event in La Rochelle
- We run the Health & Food Cluster (SPL)
- We coordinate the NUTRIPREVIUS combined technology network on Nutritional Quality of Food



## **FEED YOUR COMPANY'S PROJECTS**

For the last 20 years, the Regional Centre for Innovation and Technology Transfer (CRITT) has been working to support and encourage local agri-food businesses in their development and innovation projects.

Initially founded by agri-food stakeholders in the region, CRITT is an independent organisation with over 185 members. Our recognised expertise, carefully tailored to your specific needs, will guide your company through the complex issues of the agri-food business. Because every project is unique.

CRITT is a professional team of women and men specialised in their fields, who reach out and foster quality tight-knit human relationships with businesses.

**Independent**

**Impartial**

**Confidential**

**Approachable**

**Available**

**Responsive**

**Regional  
involvement with  
national impact**

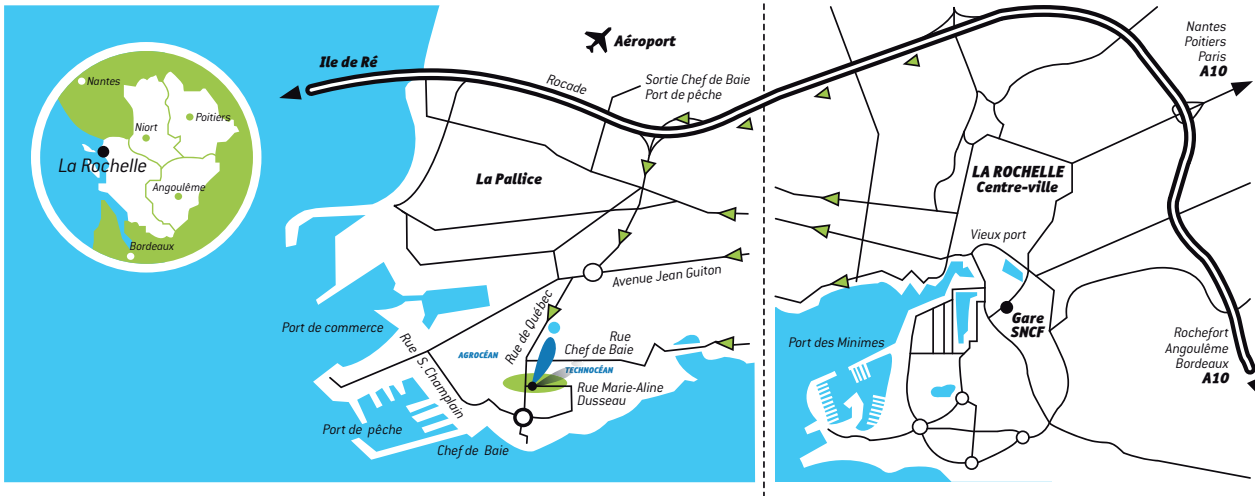
**Equally suited  
to small outfits  
and large  
production facilities**

**Quality human  
relationships**

**Project design,  
management  
and coordination**

**Ressources and  
research watchdog**

**Efficiency**



For full details of our activities, visit [www.crittiaa.com](http://www.crittiaa.com)

For our Nutrition activities, visit [www.aliments-sante.fr](http://www.aliments-sante.fr)

Networks & Partners



Working together for your success



**Regional Centre for Innovation and Technology Transfer (CRITT)**  
**Agri-Food & Biotechnology Industries, Poitou-Charentes, France**



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 SUPPORT  
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CRITT wishes to thank its members for their assistance in compiling this brochure

