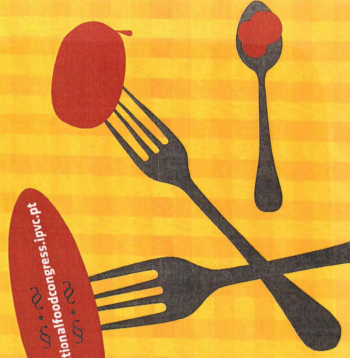


International Congress on Promotion of Traditional Food Products

Mosteiro de Refóios do Lima
03 | 04 | 05 MAY '12
PONTE DE LIMA - PORTUGAL
foodproducts@esa.ipvc.pt

<http://traditionalfoodcongress.ipvc.pt>



• Congress Information

The International Congress on Promotion of Traditional Food Products will be held at Agrarian School from Polytechnic Institute of Viana do Castelo at the Auditorium Eugénio Castro Cidias, from 3 to 5 May 2012.

All European countries have cultural traditions associated with food and traditional products. Considering that traditional products have an important role on the European culture, identity and heritage, the organizing committee of this International Congress on Promotion of Traditional Food Products aims to present to all participants a series of experiences from different countries all around Europe.

Nowadays, it is essential to consider and reflect about the valorization of local and traditional products. In this sense, the organizing committee aims that this International could be a forum for sharing and reflection regarding to:

- improve the opportunities for cooperation and networking of the scientific community of the EU, considering some issues such as agriculture, biotechnology, environment, food technology, nutrition and other areas involved;
- involve all stakeholders in research, in order to verify what the implementation of scientific results, will contribute so far for the competitiveness of SMEs in the global markets;
- develop and promote high standards of food safety, and also improve food quality through innovative processes and bioprocesses, enabling the farmers and consumers to be more aware of the products they consume;
- contribute for competitiveness and multifunctionality of agriculture and food industry, promoting rural development;
- contribute to a better integration between tourism activity in rural areas and enogastronomic activity, as a way of promoting local and traditional products.

ORGANIZADO POR





• 03 MAY

09:00 Reception and registration of participants

09:30 Opening ceremony

10:00 Session I - Valorisation of local food products as a factor for regional development

11:00 Poster session (Session I)
Coffee break

11:30 Session I - Valorisation and promotion of typical regional food products: Business opportunities

12:30 Showcooking
Typical regional products

13:00 Lunch

14:00 Session II - Certification of traditional and regional food products

15:30 Poster session (Session II e III)
Coffee break

16:00 Session III - Traditional food products and tourism

17:30 Simposio panels - Typical regional products
Typical regional food products exhibition

• 04 MAY

08:30 Session IV - Applications of biotechnology in traditional foods

11:00 Poster session (Session IV e V)
Coffee break

11:30 Session V - Innovation in traditional foods

12:30 Showcooking
Innovation in traditional foods

13:00 Lunch

14:00 Workshop's

1. Integrated marketing strategies applied to typical regional food products
2. Research contribution for valorisation and promotion of traditional food products
3. Large scale production and internationalisation: Danger or opportunity
4. The preservation of gastronomic heritage: education and future generations

16:00 Coffee break

16:30 Roundtable discussion: Development of strategies to improve the sustainability of agro-food chain

18:00 Typical regional food products exhibition

20:00 Thematic dinner

• 05 MAY

09:00 Promotion of Entre Douro e Minho region
Visit to the main tourist attraction points: a unique combination of natural heritage and enogastronomy

Arrival time: 18:00

International Congress on
Promotion of Traditional Food Products

ISABEL MAFRA

MEAT SPECIES IDENTIFICATION BY POLYMERASE CHAIN REACTION TECHNIQUE TO AUTHENTICATE *ALHEIRAS DE CAÇA*

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The manufacture of traditional meat products is a long-established practice in the Northeast of Portugal, being *Alheiras* one of the most appreciated products. *Alheiras* are traditional smoked fermented sausages, mainly produced with pork and poultry meat in a mixture with bread and spices. Currently, game meat *Alheiras* (*Alheiras de caça*) are also available as very attractive meat products and prone to adulterations. To allow accurate information for consumers and avoid unfair competition among producers, it is important to develop efficient methodologies to assess meat species identification and verify the compliance with labelling.

This work aimed to develop analytical tools to assess authenticity of *Alheiras de caça* to contribute for their valorisation. For this purpose, polymerase chain reaction (PCR) was the technique of choice for its specificity, fastness, accuracy and sensitivity [1]. Specific primers were used for the detection of mitochondrial genes *cytb* or 12S rRNA, from which some were available on the literature while others were proposed for the first time in this work. PCR results revealed high sensitivity and specificity to detect the addition of pheasant, partridge, duck, rabbit, cow and hare in pork mixtures down to 0.01% and the addition of deer in pork down to 0.1%. The detection of chicken and turkey using the new designed primers enabled positive amplifications until 0.01% and 0.1%, respectively. The proposed methods were successfully applied to 18 commercial samples of *Alheiras de caça*, being detected several inconsistencies with labelling, including the absence of game species declared (pheasant, partridge, duck, deer, hare and rabbit) and the presence of meat species not labelled (cow, chicken and turkey). The conclusions seem to indicate the misleading labelling of *Alheiras de caça* and the need to valorise and protect this kind of traditional products.

References:

- [1] Mafra I., Ferreira I.M.P.L.V.O., Oliveira M.B.P.P. (2008). Food authentication by PCR-based methods. *European Food Research and Technology* 227, 649-665.



Acknowledgements: The authors are grateful for the financial support of “Reitoria da Universidade do Porto”. This work has been supported by Fundação para a Ciência e a Tecnologia (FCT) through grant no. PEst-C/EQB/LA0006/2011.