



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

## Food Production: Tradition and Innovation

PROF. STEFANO PONI (ACADEMIC COORDINATOR) / PROF. ALDO PRANDINI / PROF. EDOARDO FORNARI/ DR ANTONIO GALLO/ PROF. MATTEO GATTI/ DR LUCA SANDEI / PROF. DIANA VERNOT

### OVERVIEW

**Area:** Agribusiness & Food Sciences

**Dates:**

> Option 1: 26 June - 6 July (2 weeks)

> Option 2: 24 July - 3 Aug (2 weeks)

**Campus:** Piacenza

**Course Number:** AG / FD 310

**Term:** Summer School 2018

**Credits:** 6 ECTS

### COURSE DESCRIPTION

After providing an overview about biochemical background, nutritional value and health-related issues linked of the Mediterranean diet, the course will cover the 'farm-to-fork' pathway of typical food types of the Po Valley and, in particular, of the Piacenza district, including tomato sauce, *Grana Padano*, *salumi* and *wine*. For any of them, theory and practice under the form of tasting will be delivered.

### MAIN TOPICS

- **Salumi: a unique itinerary to excellence - Prof. Aldo Prandini and Dr. Antonio Gallo**
  - The production chain of the "Typical Italian Heavy Pig"
  - the guideline of the "Consortium of Parma and S. Daniele Prosciutto (ham)"
  - Processing of Italian PDO (Protected Designation of Origin) salami: Coppa Piacentina (air-cured seasoned pork meat), Pancetta Piacentina (seasoned belly/bacon), Salame Piacentino (salami) and Prosciutto di Parma and San Daniele (Parma and San Daniele Ham).



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

- **Grana Padano and Parmigiano Reggiano: history, tradition and processing - Prof. Aldo Prandini and Dr Antonio Gallo**
  - History and tradition of Italian hard cheeses
  - Differences in nutrition aspects related to dairy cow diets
  - Guidelines of the Protection Consortium of Italian hard cheeses
  - Grana Padano PDO: the specification and the manufacturing process
  - Spoilage defects and problems during production
  - Grana Padano **and Parmigiano Reggiano** tasting

### References

Reading material on specific topics, links to websites will be supplied during the course.

### Biography

**Prof. Aldo Prandini** is professor of Animal Sciences at the Faculty of Agricultural, Food and Environmental Sciences. Università Cattolica del Sacro Cuore, Piacenza-Cremona Campus. His fields of research are the nutrition of non-ruminant animals and the quality of meat and PDO products. He is the author of more than 150 papers about these topics.

**Dr. Antonio Gallo** is a researcher in Animal Nutrition Science at the Faculty of Agriculture, Food and Environmental Sciences of the Università Cattolica del Sacro Cuore. He has a PhD in Animal Nutritional Science. During his Ph.D., he spent a period at Utah State University as visiting scientist. For his PhD thesis, he received an award for “best thesis in Animal Production Science”. His research field regards feed evaluation, feed safety and modelling digestion process in total tract of dairy cows. He is member of different Scientific Associations and is co-author of more than 50 peer-reviewed papers and 2 book chapters.

- **Viticulture and enology: a trade-off between tradition and innovation - Prof. Matteo Gatti**
  - Climate change is challenging viticulture worldwide in terms of geographical distribution and ripening patterns. Do we have short term tools to face such challenge?
  - There is the need to compromise between “tradition” and “innovation” to stay competitive in the wine market. Is the terroir concept still holding as it was? Feasible solutions.



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

- Status and outlook for the viticulture of the Colli Piacentini area, Po Valley, Italy. Our vine growing standards.

### References

- > Keller, M. 2015. The Science of the grapevines - Anatomy and Physiology. Academic Press, San Diego, California, USA.
- > Iland, P., Dry, P, Proffitt, T., Tyerman, S. 2011. The grapevine: from the science to the practice of growing vines for wine. P. Iland Wine Promotion, Adelaide SA, Australia.

### Biography

**Dr. Matteo Gatti** is Associate Professor at the Department of Sustainable Crop Production (Section of Fruit Culture and Viticulture). He obtained his PhD at the University of Angers (FRA) working on “Evaluation of the Terroir Effect on Wine Stilbenes Concentration”. From November 2013 to Mai 2014 he has been invited research fellow at the School of Chemistry of the University of Auckland (NZ) establishing “New Viticultural Trials on Central Otago Pinot Noir”. Prof Gatti has authored or co-authored 40 papers published in international refereed journals and 15 edited in international refereed proceedings. His main research fields are grape physiology, breeding, vineyard management, precision viticulture and viticultural zoning.

- **Food Marketing - Prof. Edoardo Fornari**

Learning aim is to provide students with basic knowledge of marketing-mix tools managed by manufacturers and retailers in the food & beverage industry. Both strategic and operational levers of marketing plans will be discussed. In particular, the following main topics will be addressed:

- path to purchase: consumers'/shoppers' needs, behaviours and emerging lifestyle attitudes towards food & beverage products;
- branding strategies in food & beverage, considering both single-firm brands and collective/consortium-managed brands (i.e. PDO brands;)
- food & beverage multichannel trade-offs: modern trade vs normal trade; buying groups vs chains; brick and mortar stores vs digital stores; general merchandise stores vs specialized stores;
- food & beverage retailers' marketing autonomy: assortment, store design, pricing, promotions and communication policies.



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

Development of understanding will be enhanced by means of case studies discussion regarding both large and medium-small firms and both national/local as well as international/global markets.

By the end of the course, students will have acquired knowledge about the basis of food marketing management. This will allow them to develop basic capabilities of market analysis, strategic planning and its application.

### References

Reading material on specific topics will be supplied during the course.

### Biography

**Prof. Edoardo Fornari** is Professor of Retail Marketing, Internet Marketing and Marketing of Food Products at the Catholic University of the Sacred Heart (Italy), where he is also associate researcher at REM Lab, the Research Centre on Retailing and Trade Marketing. He is Chair of the “Service, Retailing & Channel Management” section of the Italian Marketing Society, and member of the European Association for Education and Research in Commercial Distribution (EAERCD). His research activity is mainly focused on marketing channels, food marketing, retail management, branding, trade marketing, multichannel retailing and shopper marketing.

- **Tomato sauce: from the field to the pasta dish - Dr Luca Sandei**
  - The Italian red gold: History, Tradition, Biodiversity, Cultivation and Research
  - Excellence and Innovation to make Quality: Tomato processing and Quality attributes of Italian Tomatoes
  - Visit to tomato processing plant (3 Hours practical).

### References

- > Tomato Production, Processing & Technology by Wilbur A. Gould - CTI PUBLICATIONS INC. Baltimore, Maryland.
- > I derivati industriali del Pomodoro by Carlo Leoni - SSICA - Parma.



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

- > Handbook of Vegetable Preservation and Processing - ed. Y.H. Hui, S. Ghazala, et al. - Marcel Dekker, Inc. New York -Basel.
- > A complete Course in Canning by D.L. Downing - CTI Publications INC. Baltimore, Maryland.

### Biography

**Dr. Luca Sandei** graduated in Food Science. He is Project Manager of many researches and development projects (on vegetable products, fresh, processed dry and frozen food), and the Head of the tomato department since 2008 at SSICA (Experimental Station for the Food Preserving Industry in Parma, Italy). He is also the Chairman of the International Legislation Commission of the WPTC (World Processing Tomato Council). Dr. Sandei is national member of Codex Alimentarius.

- **Food diversity and food scarcity: the challenges of food production - prof. Diana Vernot (Universidad de La Sabana)**

Human kind has developed different forms of growing food, from taking species from one place to another (hybridization and adaptation processes), to developing systems such as polyculture and monoculture - always responding to economic, social, cultural and demographic aspects. This short course will look at how food production has broadened food diversity in the world, but also how the monoculture system has brought scarcity in the variety of foods, as well as, new challenges to supply food worldwide. In this way, students will have an insight of innovative and traditional ways of producing food from a historical and cultural approach.

The following topics will be addressed:

- Food production system in the Roman Empire.
- Landscape of food production in the middle age (Europe and America)
- Monoculture vs. polyculture: the agroindustry and its challenges
- Family farming and urban agriculture

### References



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

- > Alcock, J.P. (2006). Food in the Ancient World. United States of America: Greenwood Press.
- > Armelagos, G. (2003). Cultura y Contacto: El choque de dos cocinas mundiales. En J. Long (coord.), Conquista y comida: consecuencias del encuentro de dos mundos (pp. 105-129). México D.F.: Universidad Nacional Autónoma de México.
- > Escobar, A. (2007). La invención del Tercer Mundo Construcción y deconstrucción del desarrollo. Caracas: Fundación Editorial elperro y larana.
- > Freedman, P. (2007). Gastronomía. Historia del paladar. Valencia, Publicaciones de la Universitat de València.
- > FoodTank. (2014-2015). FoodTank annual report. Retrieved from: [https://foodtank.com/wp-content/uploads/2016/11/Annual-Report\\_2015\\_2016\\_rev616.pdf](https://foodtank.com/wp-content/uploads/2016/11/Annual-Report_2015_2016_rev616.pdf) (accessed 15/01/2018).
- > Mougeot, L.J.A. (2000). Urban Agriculture: Definition, Presence, Potentials and Risks, and Policy Challenges. La Habana, Cuba: International Development Research Centre (IDRC)

### Biography

**Prof. Diana Vernot** has been working for the past six years as lecturer and professor at the Universidad de La Sabana (Colombia) in the Department of Science and Culture of Food. Since then she has taught classes related to food culture, focusing on sociological and anthropological theory. In addition, she conducted a study on everyday practices that build food sovereignty and food security (including understanding food production). She is participating in a research in covenant with the National Historical Memory Center of Colombia, where food has been used as method to understand past and present events of forced displaced people.

### LEARNING GOALS/OBJECTIVES

- To get acquainted with the concept of "we are what we eat".
- To understand the close link existing between the territory and the different typical food types.
- To perceive how "tradition" can anyway benefit from technological innovation without losing its "charme" and peculiarities.
- To understand that a "unique", non-duplicable product is a blend of optimal genotype x environment interaction and man's ability.

### TEACHING METHODS



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

- Lectures
- Class discussions
- Group project works
- Guest speakers
- Tasting
- Industry/Vineyard/Winery visits.

### EVALUATION AND GRADING

Mid-term	30 %
Final exam	70 %

### DETAILED DESCRIPTION OF ASSIGNMENTS

The in-class assessment will be composed of a mid-term evaluation and a final a written exam with multiple-choice questions. The weights on the two parts are 30% mid-term and 70% final exam.

### RULES OF CONDUCT

**Attendance:** Attendance is mandatory and no absence/s will be excused. Unexcused absences will prevent students from being admitted to the final exam. In case of health issues, students will need to inform both UCSC International Office (at [international.advisor@unicatt.it](mailto:international.advisor@unicatt.it)) and the professor and provide a medical certificate.

**Exam Date:** The exam date cannot be re-scheduled. Unexcused absences will result in a failing grade. In cases of unforeseeable circumstances such as illness or injury on the day of the exams, the student must submit a medical certificate and communicate his/her absence to the Professor and UCSC International Office via email prior to the exam. If the student does not justify his/her absence through sufficient documentation and with adequate notice before the final test, the student will receive an automatic Failed.