

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 19

Impact of Regulation on Innovation

Regulation should be considered as an important factor influencing innovation. Innovation refers to the introduction on the market of a new or significantly improved product or process compared to those previously developed. For an innovation to be successful, it is therefore necessary to evaluate new products upstream, whether they could be regulated by existing regulation.

In the French Case Study of FairChain, the innovation essentially concerns 2 related subjects:

- The development of a fermented drink made from unrefined whey
- The distribution of this drink with a system that generates the least possible waste

The food industry has a broad view of the regulatory term, which includes a large number of factors such as Safety, Nutrition, Quality and Value.

In the French case, the initial approach focused on 2 main topics:

- Possibility of distributing in Bulk or in reusable bottles, products that can be considered as dairy products (because they contain whey)
- Review of regulatory requirements concerning the sale in bulk and in reusable bottles

Finally, the study of regulations must also take into account and anticipate the laws likely to be applied in the years to come. These laws can come to curb innovation, but also to encourage it. This is the case of recent French laws (AGEC, EGALIM, etc.) which regulate and encourage the circular economy and reuse.

To sum up, before studying innovations, it is necessary to ensure:

- To respect the existing laws, e.g., basis of the Distribution
- To take into account the planned and foreseeable laws, to anticipate the interest that the innovation will bring

Authors

Charles ALLART

Affiliation

PETREL

Contact

Charles.allart@petrel.fr

End Users

Industry & Retail, Policy maker, Technology provider, Other

Country

France; Worldwide



FAIRCHAIN project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000723.

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 19

Links for additional information



[FairchainEU](#)



[FAIRCHAIN EU](#)



www.fairchain-h2020.eu

All Practice Abstracts prepared by FAIRCHAIN can be found [here!](#)

ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

FAIRCHAIN PARTNERS



DISCLAIMER

This Practice abstract reflects only the author's view. The FAIRCHAIN project is not responsible for any use that might be made of the information it contains.



FAIRCHAIN project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000723.

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 19

Impact de la réglementation sur l'innovation

La réglementation doit être prise en compte comme un facteur important influençant l'innovation.

L'innovation désigne l'introduction sur le marché d'un produit ou d'un procédé nouveau ou significativement amélioré par rapport à ceux précédemment élaborés. Il s'agit donc d'évaluer en amont des systèmes ou des produits nouveaux, bien encadrés ou non par la réglementation existante selon qu'elles sont radicales ou incrémentales.

Dans le cas du Case Study Français, l'innovation porte essentiellement sur 2 sujets liés :

- Le développement d'une boisson à base de lactoserum non affiné et non traité thermiquement
- La distribution de cette boisson avec un système générant le moins de déchets possibles

L'industrie alimentaire a une vision large du terme réglementaire, qui comprend un grand nombre de facteurs tels que la Sécurité, la Nutrition, la Qualité et la Valeur.

Dans le cas Français, la démarche initiale a porté sur 2 sujets principaux :

- Possibilité de distribuer en Vrac ou en bouteilles réutilisables des produits qui peuvent être considérés comme des produits laitiers (car contenant du lactoserum)
- Revue des exigences réglementaires concernant la vente en vrac et en bouteilles réutilisables

Enfin l'étude de la réglementation doit aussi prendre en compte et prévoir les lois susceptibles d'être appliquées dans les années qui viennent. Ces lois peuvent venir brider l'innovation, mais aussi l'encourager. C'est le cas de lois Françaises récentes (AGEC, EGALIM, ...) qui encadrent et encouragent l'économie circulaire et le réemploi.

Pour résumer, en amont de l'étude des innovations il faut s'assurer :

- De respecter les lois existantes, socles de la Distribution
- De prendre en compte les lois prévues et prévisibles, pour anticiper l'intérêt que va apporter l'innovation

