



# newsletter

## BIOTRACER Project

BIOTRACER Project Office  
 Markhøj Bygade 19  
 Building H  
 DK-2860 Søborg  
 DENMARK

## BIOTRACER General Meeting to be held in Copenhagen, Denmark in 2010



### Save the Date

22—24 March 2010

The most important dates for all BIOTRACER participants, past and present, to remember.

### General Meeting and EC Review Meeting, all in one

At the request of our external reviewers, we are combining the General Meeting and EC Review Meeting. An **Open Session** will be held 22—23 March, this includes the EC Review and reporting of Chain results. This is also a great opportunity for former participants, or Associate Members, to network with current partners. A **Closed Session** will be held 24 March. This session includes Chain meetings for future work plans and administrative issues.

### Opportunities for sharing knowledge

Like previous General Meetings, a Poster Session will be offered to give researchers an opportunity to share the latest information on their work. Who will receive the 2010 prize for Best Poster?

### Information is on the way

Details about registering will be sent to BIOTRACER participants in January 2010.

*jeesk@food.dtu.dk*



As part of the BIOTRACER dissemination process, a national conference on *L. monocytogenes* was organised at Moorepark Food Research Centre, Fermoy, Ireland. Approximately 100 attendees from regulatory, research and industrial areas gathered on 21-22 September 2009.

The Listeria Conference was also an event that supported collaboration between several EU-funded traceability projects. Research from ProSafeBeef and SigmaChain was presented at the conference by Dr. Geraldine Duffy and Professor Francis Butler, respectively.

*BIOTRACER representatives at the Irish national conference on Listeria: Triona Hunt, Dr. Kieran Jordan (organiser), Professor Martin Wagner, Ed Fox, Martina O'Brien and Sol Schwartzman (presenters).*

## What Does It Mean to DISSEMINATE?

### There is no manual

As part of an Integrated Project with the European Commission, we are expected to ‘disseminate’ our results, findings, discoveries and ‘aha’ moments. But how? To whom? And with what force?

### Dissemination within

At first, we were busy with dissemination amongst ourselves—in essence training. We had to develop a common vocabulary between mathematical modeling and microbiology. We had a need to integrate our work.

But coming around to the first General Meeting in Athens, November 2007, we had an opportunity to disseminate amongst ourselves in another way, via posters and presentations. We needed to communicate what the different Research Areas were doing. We were very successful in accomplishing the task of integration and developing good communication between disciplines.

### Limitations

But now we must look towards disseminating beyond our ‘walls’. At first glance, it seems simple. We go out into the world and make presentations at the various conferences. There seems to be many conferences to choose from, from the very broad topic conferences, such as *FoodMicro*, to the very specific conferences, such as *S. Aureus in stinky cheese made in a small village outside of Vienna* (OK, I made that one up, but there are many conferences that seem to have a very specific

topics). However, BIOTRACER did not budget to send participants to conferences just for the specific purpose of dissemination. In developing the project and the budget, there was awareness that people would still travel to conferences or be invited to present material, but that travel would be funded by some other means. However, a project of BIOTRACER’s magnitude demands more than a few mentions here and there. Besides, we needed to reach different types of people other than fellow scientists and researchers.

### Expanding our horizon

Faced with limitations in travel budget (to be used for BIOTRACER meetings only), we are looked for other ways to disseminate project results. Partners, such as SVA, hosted their own event; it was a national stakeholder event. On March 17, 2009, the Swedish partners (SVA, LUND and SF) presented BIOTRACER information and results to more than 30 people in attendance. The participants included industry representatives, researchers and government officials. National events are great opportunities to reach a large variety of interested parties. Also, there is not much travel involved, and events can be held in the local language. TEAGASC held a similar event in September 2009.

### Impact factor

We have had a strong push to publish our results. In fact, another way to disseminate BIOTRACER is taking shape this fall. The BIOTRACER

Journal Supplement in the International Journal of Food Microbiology is expected to be published in the first half of 2010. The special issue will contain only BIOTRACER-supported research articles.

Perhaps we could do better with publishing? What about writing articles for more industry-focused publications? Gunnar Andersson and Per Häggblom did just that with an article for Feed International. ‘Sampling for contaminants in feed’ was published in the March 2009 Feed International.

### They gave us the funding, how do we give them the results?

I always thought that part of the purpose with a project such as BIOTRACER is that there should be some effect on European regulations, laws or standards. But how do we feed into that system. Who do we contact? We have made our first contact with representatives of the European Food Safety Authority (EFSA). Five of BIOTRACER’s Deliverables will be posted on the EFSA information exchange platform, as a first step. We need help to identify what other BIOTRACER documents could be submitted to EFSA (send me an email).

### Trying something a little different

We tried to get industry and government representatives to come to our BIOTRACER



meeting. We advertised, we announced, we offered incentives; but it just wasn’t enough to bring those parties to us. So now, we will try something different. We will go to them.

BIOTRACER will participate as an exhibitor and conference presenter at the VIV Europe 2010 food fair in The Netherlands. VIV Europe targets the feed and meat industry, as well as parts of the dairy industry. We are very excited at the prospect of disseminating BIOTRACER information as well as identifying new Associate Members for the BIOTRACER Community.

### Power in numbers

We also have had success by joining forces with other traceability projects from FP6. BIOTRACER was part of a group of traceability projects that presented outputs to the EC’s Research Connection press briefing in May 2009. The EC is also looking to hold a ‘showcase event’ for the traceability projects in 2010.

So it looks like we have plenty of opportunities to disseminate. But I am sure there are more out there. Would you like to help?

Jeffrey Skiby  
jeesk@food.dtu.dk

## *Mobility Programme Grants Announced*

A call for applications to the Mobility Programme was issued at the beginning of September. This was the third round of the Mobility Programme. The following BIOTRACER participants were approved for grants:

Joost Smid (RIVM) to IFR	Lukas Valihrach (ICTP) to UCPH	Judith Straver (RIVM) to SVA
Elisabeth Reiter (VUW) to SVA	Triona Hunt (TEAGASC) to LUND	Gunnar Andersson (SVA) to RIVM
Mulunda Mwanza (UJ) to VUW	Fanny Tenenhaus-Aziza (CNIEL) to IFR	Claudia Binter (VUW) to RIVM



## *Reporting Is Just Around the Corner*

The change in the colours of the leaves and the chillier temperatures mean one thing—BIOTRACER reporting for 2009 is soon!

Task leaders need to be ready to report the achievements for 2009 in the Periodic Activity Report (have you been making your interim reports available to the WP leaders?).

We are happy to have Krisitna (Kropil) Linke back with us after her maternity leave to help us bring all of the reporting together.

Don't forget that graphics (charts, photos, etc.) can really help tell the story, so please send those on to the WP leaders.

## *Highlighted Publication*

BIOTRACER would like to highlight a publication in each newsletter. This issue's highlight is the Publication Prize winner from BIOTRACER's General Meeting.

**'Immuno-ultrafiltration as a news strategy in sample cleanup of aflatoxins'**  
by Elisabeth Viktoria Reiter, Margit Cichna-Markl, Duck-Hwa Chung, Jürgen Zentek and Ebrahim Razzazi-Fazeli

Journal of Separation Science, Vol. 32, Issue 10, pp. 1729—1739, May 2009.

BIOTRACER-related publications are listed on the website  
[www.biotracer.org/publications](http://www.biotracer.org/publications)



'Salmonella Day' was part of the INCO Feed Workshop that was held just before the Dissemination Conference and 3rd General Meeting in Berlin, Germany. Here you can see the participants stop for a 'photo break'. See [www.biotracer.org/news](http://www.biotracer.org/news) for more information.



Mansel Griffiths and Elisabeth Reiter

## BIOTRACER Participant Is Finalist for 'Entrepreneur of the Year 2009'

BIOTRACER Project

The Vitamex group (known as Nutrition Sciences within BIOTRACER) was nominated for the title 'Entrepreneur of the Year 2009' in Belgium.

In order to qualify for the 'Entrepreneur of the Year' award, candidate businesses have to meet set selection criteria and show innovative entrepreneurship, a healthy financial position and the spirit and perseverance to develop further.

The nominees were subjected to a quantitative and qualitative examination and a screening carried out by Ernst & Young. After meeting the finalists in person, an independent jury then selected the final winner.

Though Vitamex did not win, they were elected to 'Laureate', or runner-up.

Congratulations Vitamex!

*Geert.Bruggeman*  
@vitamex.com



Mr. Patrick Keereman, CEO, Vitamex group, receives the Laureate prize from an Ernst & Young partner.

## Acknowledge BIOTRACER

Participants are reminded to acknowledge BIOTRACER in your submitted research papers.

The work was supported by the European Union-funded Integrated Project BIOTRACER (contract 036272) under the 6th RTD Framework.



## Mark Your Calendars!

- Steering Committee Meeting  
26-27 January 2010  
Copenhagen, Denmark
- 3rd EC Review Meeting,  
22-23 March 2010  
Copenhagen, Denmark
- 4th General Meeting  
22-24 March 2010  
Copenhagen, Denmark

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## FP7 Information Available

Those interested in learning more about opportunities in Framework Programme 7 can find a useful presentation on the BIOTRACER e-management tool. Kieran Jordan uploaded the presentation under Events/3rd General Meeting.

FP7 will run from 2007—2013. There are ten themes under Collaborative Research; including the Food, Agriculture, and Fisheries and Biotechnology area.

Kieran has a DVD available if you are interested.

*Kieran Jordan (kieran.jordan@teagasc.ie)*

## Travel Funds Are for BIOTRACER Meetings ONLY

Just a reminder to all participants, BIOTRACER travel funds are for BIOTRACER meetings, such as General meetings, RA meetings, WP meetings and Task meetings. BIOTRACER funds cannot be used to pay for travel to or fees associated with scientific conferences, workshops or training sessions that are not BIOTRACER.

If you have any questions, contact the Project Office.

*jeesk@food.dtu.dk*

### Management Team

> Acting Coordinator  
Solveig Bouquin, DTU  
silbo@food.dtu.dk

> Acting Scientific Coord.  
Kieran Jordan, TEAGASC  
Kieran.Jordan@teagasc.ie

> Dissemination Coord.  
Jeffrey 'skib' Skiby, DTU  
jeesk@food.dtu.dk

> Reporting Secretary  
Kristina Kropil, VUW  
kristina.kropil@vu-wien.ac.at

> Scientific Coordinator  
Martin Wagner, VUW  
martin.wagner@vu-wien.ac.at

> Int'l Collaboration Leader  
Panos Skandamis, AUA  
pskan@aua.gr

