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How can we influence the food industry?



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1001 reason to invest in sorgh

Why sorghum is rarely used in the gluten-free industry

What the food industry wants

Solution

Standardised ingredients to ensure repeatable formulas, especially in baking.



Research is needed on **sorghum varieties**: starch profiles, protein fractions and tannins.

Reduction of hydrophobic characteristics to ensure easy mixing and clean labels (no emulsifiers, excess added starches).

Gelatinisation and grinding with variable degrees of crushing and particle sizes depending on the use in production.

Availability of uncontaminated (gluten) grain or flour all year round

More farmers involved, no contamination during harvesting, drying or cleaning.





1001 reasons to invest in sorghum

Why sorghum is rarely used in the gluten-free industry

Without R&D

Whole sorghum: unsuitable for the production of puffed snacks, pasta, breakfast mixes (pancakes, waffles, biscuits), rancidity of fatty acids.

Solution

Hulled sorghum: stable over time, does not go rancid, extended shelf life

Raw flour: hydrophobic behaviour, reduced shelf life



Pregel flour: stable, standardised, shelf life of up to 8 months









Above all, we must create demand among consumers







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How can we do it?

Communication is the key

Social media, medical or specialist conferences, food industry trade fairs: our communication must be widespread at all levels.







Curiosità

Sorgo: il cereale del futur

(che viene dal passato)





Ri-Sorghum impact on consumers

In one year, the Ri-Sorgo project attracted the attention of WWF Switzerland, which included sorghum in its 30 Future Foods list. It has also sparked interest from national television (RSI), farmers and consumers.





Future Foods Svizzera

I piatti svizzeri mancano di varietà, con conseguenze per la salute, il clima e la biodiversità. La nostra alimentazione ha un impatto ambientale maggiore dei trasporti o dell'edilizia. Eppure, mangiare può essere anche gustoso, sano e sostenibile: WWF Svizzera e ZHAW presentano 30 alimenti innovativi per il futuro: i Future Foods.







Ri-Sorghum impact on consumers

The Ri-Sorgo Project also has an important impact on the food industry: we want to demonstrate that processing sorghum is possible.

All we need to do is change our perspective and get R&D directors out of their comfort zone.











We must tell to the food industry:

« Sorghum, it's easy »







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THANK YOU

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