Nouvelle technologie fromagère utilisant de la poudre fromagère, utile pour réduire l’impact environnemental du commerce international de fromage

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A new cheesemaking technology, using dairy powder, to reduce the environmental impact of international trade in cheese

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- Cheese production and consumption are expected to grow by 1%/year worldwide in the next 10 years, especially in developing countries (OCDE and FAO 2020-2029)
- Cheese consumption appears to be stagnating in Europe (CNIEL, 2021)
- The mismatch between production and consumption areas should increase global trade in cheese, which would advantageously be achieved in powder form, easy to reassemble and with multiple flavours and textures adapted to new consumption patterns

Develop new cheese products and new technologies adapted to the expectations of consumers in emerging countries

![Diagram of Valo’from process](image)

**Fig. 1: Valo’from: a process adapted to new consumption models for developing countries**

- **Force**
  - Less water and energy (-25%) - From‘Innov
  - High concentration of various flavours in the aroma matrix

- **Weakness**
  - Drying causes a loss of aroma

- **Opportunity**
  - Considerable savings on transport
  - Easy to obtain functional cheese properties

- **Risk**
  - New and innovative technology
  - Convincing consumers

- **Opportunity**
  - Use the method of Willingness to pay (economic and sensory method)
  - With Human and Social Science (SHS)

**Fig. 2: SWOT of the process of Valo’from**

- Quantify the eco-efficiency of the process from the raw material to the market
- Improve the encapsulation of aroma compounds