

A course with flexible entry requirements

The course is open to graduates holding a good Bachelor or equivalent, as well as to those who have been or are currently employed. Various funding and grants opportunities are available. The ESA group and academic partners offer facilities for welcoming international students.

ELIGIBILITY FOR THE COURSE

- **Students holding degree:**
 - Bachelor of science, Master of science
 - A French licence, master's or engineering degree
 - **People working** and wishing to obtain a master's degree through continuing education. Each application will be examined individually.
 - **People wishing** to take one or several modules of their choice for profession development (non-degree course)
- Good language proficiency in English and French is required. Refresher language courses are available before entering the Master's programme.



UPON STUDENTS' ARRIVAL

The ESA group and partner institutions provide advice and guidance on the various administrative and practical procedures in order to make adjustment to the country easier. The ESA international relations office provides specific information regarding the visas and residents' permits necessary for study trips or work placements.



- **Accommodation**
Accommodation services are available for students in the different host institutions. As they arrive at ESA in Angers, students are offered help to find accommodation in flats, dormitories or host families (especially for those who want to improve their French language skills).

- **Welcome to the ESA group**
A students committee (the "international students welcome programme") helps newcomers to integrate by organising mentor services, social evenings, parties.

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For more details about fees and grants, please consult the web site:
WWW.MASTERFOODIDENTITY.COM



The food identity master's degree

Develops scientific and technical knowledge as well as marketing and management skills, to promote and advertise terroir-based foods in international markets.

TAILORED LEARNING METHODS AND FIELD TRAINING

offering multiple opportunities to carry out study periods and work experience abroad

CLOSE LINKS WITH THE PROFESSIONAL COMMUNITY

thanks to case studies, work placements and company visits

INTERNATIONAL DIMENSION

an opportunity to study in 5 different partner institutions abroad

EASIER ADJUSTMENT

thanks to the many welcome programmes of the different partner institutions



MASTER FOOD IDENTITY Master in Regional Food Product Development

The development of local and regional food products
for the global market

WWW.MASTERFOODIDENTITY.COM

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Key issues in the marketing of regional and local food products to the international market

The main challenges for the years ahead will be to feed the world's population, produce food ensuring good health, restore equity in trading and establish new links among local food with quality provenance (terroirs) in a globalized world. The all-encompassing French word *terroir* refers primarily to soil but also to climate, plant and the whole socio-ecological context that contribute towards a particular product. At the same time, in industrialized countries, the globalization of trade and standardization of mass consumed products drive consumers to seek niche, local products. The global marketing of these place-based foods strongly fosters their development.

TERROIRS: THE FUSION OF INNOVATION AND LOCAL KNOW-HOW

Today, terroir-based foods have low market shares in Europe. The situation is likely to change if their reputation, legal protection and marketing strategies are improved. Roquefort, Champagne or 'Jambon de Bayonne' are illustrative of a successful development. Terroirs are dynamic, innovative areas, willing to improve their products using scientific and technical advances while respecting their cultural identity. The development of terroir-based products is therefore an incentive for economic, local, rural and sustainable development.



The European Union encourages the development of sustainable agriculture combining the respect of natural equilibrium and conservation of diversity with the production of goods. The terroir-based foods help protect cultural and biological diversity and promote cultural heritage, thus providing an answer to these issues.

THE FOOD IDENTITY MASTER'S DEGREE: A DUAL TECHNICAL AND MARKETING COMPETENCE INCORPORATING AN INTERNATIONAL DIMENSION

The Regional Food Master's degree is a course of study in food business with an international dimension. Modules are taught over two years in different institutions from at least 4 of the 5 partner countries: France (Angers, Lyons, Clermont-Ferrand), Italy (Piacenza), United Kingdom (Newport, Shropshire), Spain (Leon and Valladolid), Romania (Cluj). Students learn how to develop and market products whose typical features are the result of various factors (geographical origin, history and culture of a country or region). They acquire scientific and technical knowledge as well as skills to promote and market these specific products. The learning method builds upon close links between the teaching staff of partner universities and the professional community, and is designed to address the issues of marketing typical products in a global market.



Tailored learning methods and field training

By offering multiple opportunities to carry out study periods and work experience abroad, thus contributing to a comprehensive approach to the marketing process "from production to marketing", the Regional Food Master's degree course satisfies all the requirements for a successful future career.

A COMPREHENSIVE CURRICULUM ON THE FOOD INDUSTRY

Starting from the study of the terroir concept to the marketing of products, the course combines technical skills (manufacturing processes, methods and tools for food authentication, quality management) and strategic knowledge (development and promotion strategies, study of companies producing quality foods and their environment, European and international regulations).

A MULTICULTURAL AND DIVERSIFIED COURSE

Learning methods combine practicals and tutorials, group case studies, company visits, study trips to France and Spain, an internship in a company, lectures and debates. Classes are taught in English and French for a better adaptability to the international labour market.



A study trip to Spain to apply the knowledge acquired in economic sciences and management of food products.



A field trip to Auvergne to visit SMEs manufacturing representative food products.

A six-week induction programme will help international students join the Master's degree course (introduction to European culture and work methods, refresher course of French or English language skills)

CLOSE INTERACTION WITH THE PROFESSIONAL COMMUNITY

CASE STUDIES

Using their project management skills, students conduct case studies commissioned by European food industries. Students work in groups for 6 weeks on real issues such as the implementation of an AOC (guarantee of origin) certification procedure for a group of producers, or how to maintain the quality of a local product when the scale of production is increased.

THE WORK PLACEMENT

The final semester is entirely dedicated to the professional project (work placement). Students should be able to tackle a real business issue in the workplace, taking into account a range of scientific, technical, strategic and human parameters. The educational committee validates the subject of the thesis. Final assessment includes the thesis, oral presentation and placement supervisor's assessment.

Work placements are carried out in: production companies, trading companies, consultancy firms, technical or research institutes, laboratories, certification bodies, etc.



More information:
[HTTP://WWW.MASTERFOODIDENTITY.COM](http://www.masterfoodidentity.com)

An international and professionally-oriented course

Case studies, study trips and the final work placement help students clarify their professional career plan. They give students an opportunity to acquire an appreciation of their future working environment, both in France and overseas, through first-hand experience.

FACTS & FIGURES

A 4-semester course
The course is taught in 5 European countries
Taught in 2 languages

1 study trip to Spain, visit to typical food companies
6/8-month work placement in a company (professional project)
120 ECTS credits required.

QUALIFICATION

60 credits per year are required

	Module	Title	Duration	Place	ECTS
Semester I	N° 1.1	Concept of the localised and typical food products Factors linked to terroir; promotion of typical products...	3 weeks	Angers/Lyons (France)	5
	N° 1.2	Food processing of typical products. Study of manufacturing processes; unit operations; production management...	5 weeks	Angers (France)	8
	N° 1.3	Quality management of typical products Methods of characterisation of typical products Quality control; risk management; physical and chemical characterisation	4 weeks	Angers (France)	7
	N° 1.4	Sensory analysis and consumers perception Sensory analysis sessions on typical food products, drinks...	6 weeks	Piacenza (Italy)	10
Semester II	N° 2.1	International agribusiness management Marketing management in agribusiness; budget management; corporate management	14 weeks	Cluj (Roumania) or Newport (United Kingdom)	6
	N° 2.2	Agri-food economy Objectives for corporate management; market analysis			6
	N° 2.3	International policies and regulations Agriculture and global food production; market regulations; European agricultural policy			6
	N° 2.4	International agribusiness marketing Marketing of food products; cost study; competition in global markets; markets and impact of low-cost foods...			6
	N° 2.5	Study trip Study trip to Spain to visit regions producing typical terroir products	3 weeks	Leon (Spain)	6
Semester III	N° 3.1	Typical products and quality labels Relationship between terroir and product; quality and terroir; marketing of terroir products	2 weeks	Clermont-Ferrand (France)	5
	N° 3.2	Management of food companies, competitiveness and values of intangible assets Planning tools; production management; logistics	2 weeks		5
	N° 3.3	Relationship between production systems and quality of products Production systems in dairy and meat industries; packaging; raw materials	2 weeks		5
	N° 3.4	Hygiene and quality management Food hygiene principles; standards; quality references; procedures	2 weeks		5
	N° 3.5	Foreign languages (semesters 1 and 2, assessed during semester 3)	3 weeks		5
	N° 3.6	Case study Use of all subjects included in master's degree course in complex problem solving	6 weeks		5
Semester IV	N° 4	Professional project Real life case studies; solving of issues commissioned by host companies.	6 months	Your choice	30
TOTAL					120 ECTS

Partner universities sharing a European curriculum

The Regional Food Master's degree course is unique in Europe and is coordinated by the ESA group in partnership with several European institutions. Officially recognised by partners, the course can lead to the award of a double degree from both home and partner universities.

FRANCE

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Positions requiring both technical and marketing skills

This programme aims to train future executives in the food industry. Graduates will possess an international culture and technical skills to manage the typical features of terroir-based foods and promote them on an international scale. This sector offers a wide range of positions from food design to food processing and marketing.

Some career prospects:

Terroir-based and AOC product development manager, quality manager, marketing manager, manufacturing engineer, either for local and regional authorities, or in professional and cross-professional bodies, certification bodies (the French INAO), Ministries, industrial and trade businesses in the food sector, consulting firms.