

## About Mallorca

Mallorca, or Majorca as it is pronounced in Catalan and Spanish, is one of the Balearic Islands located in the Mediterranean Sea. The capital of the island, Palma, is also the capital of the autonomous community of the Balearic Islands. The two official languages of Mallorca are Catalan and Spanish.

The island is a highly popular holiday destination due to its fascinating and beautiful landscape and mild Mediterranean climate, with hot, bright summers and mild and stormy winters. In October the average temperature is 19.4°C. Also, strategically positioned in the Mediterranean Sea, the island has been exposed to numerous occupations throughout time. The conquest of Mallorca by Jaime I of Aragon in 1229 meant a turning point in the history. The creation of the Kingdom of Mallorca, laid the foundations for Majorcan society today.



General information about Palma de Mallorca and cultural events:

<http://majorca-mallorca.org.uk/>

## Venue and Accommodation

Escola d'Hoteleria de les Illes Balears  
Campus universitario  
Edificio Arxiduc Lluís Salvador  
Cra. de Valldemossa, km 7.5  
E-07122 Palma - Illes Balears, Spain

We recommend to book hotels which are located in the near vicinity of the venue. Please visit [www.q-porkchains.org](http://www.q-porkchains.org) for information on accommodation.

## Organizing committee

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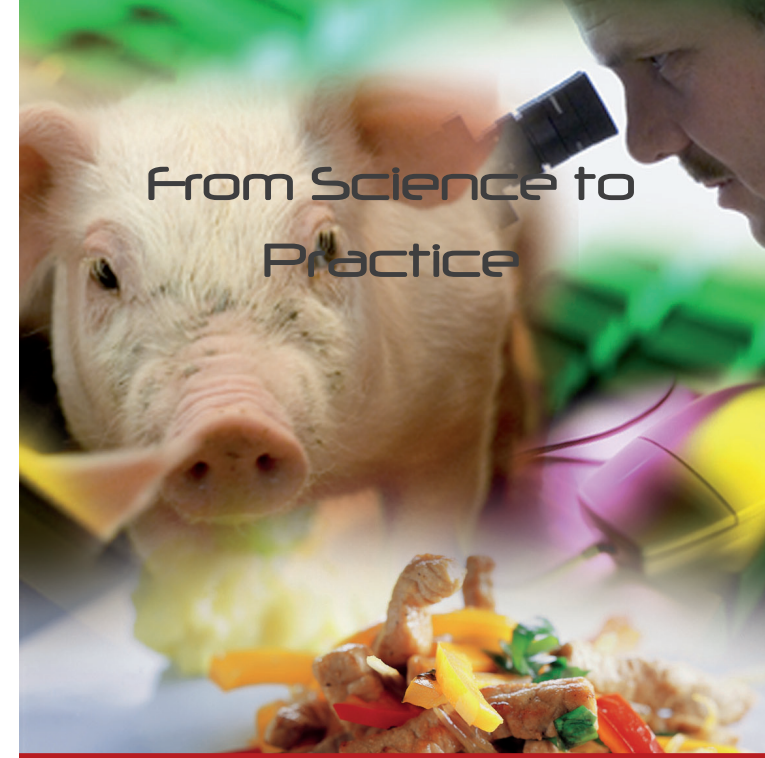
**Improving the quality of pork and pork products for the consumer:** Development of innovative, integrated, and sustainable food production chains of high quality pork products matching consumer demands



Integrated Project  
funded by  
EU 6<sup>th</sup> framework programme



## Sustainable and Diversified Pork Chains:



## From Science to Practice

## Stakeholder conference

October 27-28th 2011  
Palma de Mallorca, Mallorca

## General information

The stakeholder conference entitled "Sustainable and Diversified Pork Chains: From Science to Practice" is open to the public and addresses issues especially of interest to stakeholders within pig and pork production. The conference takes place on the 27-28th October and will be held at University of Illes Balears, Palma de Mallorca, Mallorca. The conference marks the official closing of the Q-PorkChains project and disseminates the newest findings within pig and pork production.

## Technical tour:

On the Technical Tour we will visit a traditional Majorcan Black Pig production and an exhibition of traditional products from sustainable production systems.



## Registration

For further information and registration please visit [www.q-porkchains.org](http://www.q-porkchains.org)

**Registration deadline is 14.09.2011**

The detailed programme can be downloaded in August 2011.

## Congress programme

### Thursday, October 27th

- 8:30 - 10:30 Welcome and plenary session,  
Chair: Prof. Anders H. Karlsson,  
University of Copenhagen, Denmark
- 10:30 *Coffee break*
- 11:00 – 13:00 Adaptation of the pork chain to consumer  
and society demands  
Chair: Prof. Klaus Grunert,  
University of Aarhus, Denmark
- 13:00 - 14:30 *Lunch*
- 14:30 - 17:15 Parallel Sessions A and B  
A: Quality Management  
Chair: Dr. Jacques Trienekens,  
Wageningen University, The Netherlands  
B: Sustainability  
Chair: Prof. Michel Bonneau, INRA, France
- 17:15 - 17:45 Press conference
- 20:00 *Conference dinner*

### Friday, October 28th

- 9:00 - 10:30 Parallel Sessions C and D  
C: Product innovation  
Chair: Prof. Jacint Arnau, IRTA, Spain  
D: Biomarkers  
Chair: Prof. Niels Oksbjerg,  
University of Aarhus, Denmark
- 10:30 *Coffee break*
- 11:00 - 12:30 Parallel Sessions E and F  
E: Tools for managing and enhancing quality  
Chair: Prof. Brigitte Petersen,  
University of Bonn, Germany  
F: Economical Sustainability  
Chair: Mrs. Estelle Antoine, French Institute for  
pig and pork Industry, France
- 12:30 - 13:30 Poster Session
- 13:30 - 14:45 *Lunch*
- 14:45 - 15:00 Wrap up and closing of conference
- 15:00 - 18:00 Technical tour

## About Q-Porkchains

Q-PorkChains is an integrated project funded by EU 6<sup>th</sup> framework programme.

### Title of Q-PorkChains:

*Improving the quality of pork and pork products for the consumer: Development of innovative, integrated, and sustainable food production chains of high quality pork products matching consumer demands.*

Q-PorkChains comprises 6 research modules; consumers, citizens and the market, pork production, product development, pork chain management, molecular quality control and knowledge synthesis. In addition two horizontal modules aims at testing and implementing innovative concepts originating from Q-PorkChains and disseminating research results to stakeholders at all levels. Scientific key activities of Q-PorkChains is illustrated below.

