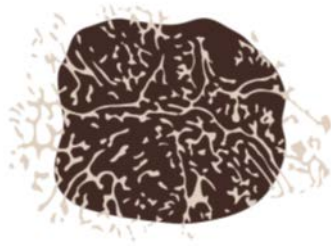


TERMS AND CONDITIONS FOR TRUFFORUM® HOST APPLICATIONS



TRUFFORUM

1.- Concept and objectives of Trufforum®

Trufforum® is an international event conceived by the European Grouping of Territorial Cooperation “European Mycological Institute” (EGTC-EMI) aimed at promoting, in collaboration with European truffle farming federations, the responsible use of the black winter truffle (*Tuber melanosporum*) in homes and restaurants, educating consumers on: a) the various origins of the black winter truffle in Europe; b) different species of truffles and how to tell them apart; c) differences between the black winter truffle and imitation synthetic aromas; d) the importance of quality control to avoid counterfeits; e) the most appropriate uses in the kitchen and in cuisine to enjoy all of their authentic qualities; f) truffle tourism in European truffle territories – habitats, truffle farmers, fairs, specialised restaurants and more.

2.- Where and when are Trufforums® organised?

Trufforum® is an itinerant annual event which aims to reach the maximum number of consumers, hence why it has been conceived for cities with attractive exhibition spaces to guarantee large visitor numbers and maximum publicity.

Trufforum® is held over a weekend in the middle of the black winter truffle season in Europe. The date of the event must not coincide with other consolidated truffle-related events or fairs organised by other EMI members.

3.- Essential Trufforum® activities

The event must include the following activities:

- a) An educational and demonstrative market in which representatives from the truffle farming associations in EMI territories can promote and sell their truffles directly to consumers, under a quality control and common visual identity and pricing system.
- b) Various species of truffles on display, with specialists at hand who can explain their differences to the public, as well as their distinction from artificial aromas.
- c) Specific talks and workshops to broaden knowledge of the topics at the heart of this promotional and educational event.
- d) An international scientific and technical workshop to refresh knowledge of truffle ecology, cultivation, farming, cuisine and tourism.
- e) A stand for sampling the fresh truffles from the various European territories to encourage their culinary use in simple recipes.
- f) An informal market selling products made from black winter truffles that do not contain artificial aromas.

4.- International, educational and demonstrative market for promoting fresh black winter truffles

This is a market to promote black winter truffles (*Tuber melanosporum*) in which representatives from the truffle farming associations in the main EMI truffle-producing territories in Europe can participate, exhibiting and selling truffles directly to consumers. All of the truffles are individually verified by the quality control team and a sales price established for each specimen by the truffle farmers before the market opens to the public. Each territory will be given a similar stand for two truffle farmers to manage in the market.

The Trufforum® organisers must collaborate with the national truffle farming federations of the EMI-member countries and must fund the travel and maintenance costs of at least two representatives from each truffle farming association participating in the market.

5.- Black winter truffle quality control

All of the truffles on sale in the Trufforum® market are taken, washed and brushed, to specialised EMI representatives to be individually inspected. All of the truffle farmers will meet two hours before the market opens to the public for this control to be properly effected. The quality controller will verify each of the following parameters in the presence of the truffle farmer:

- a) the species by saving a *canifé* (small superficial cut) from each of the truffles.

b) classification by quality categories:

- Extra (superior quality):
 - Globular shape, over 20g.
 - Firm texture with no superficial damage.
- First:
 - Over 10g (whole) and 20g (in pieces).
 - Absence of frost damage, firm texture.
- Second:
 - Over 5g (whole or in pieces).
 - May be moderately affected by frost or insects.

The truffle farming associations, together with the person in charge of performing the control and in accordance with the EMI, may modify these categories when carrying out the controls, depending on product quality.

The quality controller will return the inspected truffles to each truffle farmer before the market opens.

6.- Common visual identity

All the promotional materials used in the market will respect the common visual identity established by the European Mycological Institute for the Trufforum® event to consolidate the image of quality and union of all truffle farmers in the eyes of consumers, respecting the identity of producers in each territory.

The truffle farmers will be provided with a common cloakroom. Each territory's stand will have a backdrop with the Trufforum® logo, refrigerated glass containers for the various categories of truffles, weighing scales, boxes and promotional bags to package the truffles on sale and (optionally) a plasma screen for projecting promotional videos of their territory and its truffle-related tourism options.

7.- Truffle and aromas exhibition

An exhibition of hypogeous fungi present in the region of the event will be held while Trufforum® is open. Various specimens of the main species of truffles that are confused with the black winter truffles will also be on display, including (*Tuber melanosporum*, *Tuber uncinatum*, *Tuber brumale*, *Tuber mesentericum* and *Tuber indicum*). The truffles will be contained in aroma concentrators to make it easier to distinguish between the various species. A microscope will also be available so that visitors can look for microscopic differences between the truffles. The exhibition will be constantly supervised while the market is open.

8.- Cooking demonstrations.

The cooking demonstrations will be led by famous chefs (preferably those with a Michelin star and from an EMI territory) with experience with preparing black winter truffles. They will use fresh truffles and under no circumstances use any truffle product that contains artificial aromas or the word “aroma” in its ingredients label.

9.- Truffle products market

The truffle products market will be located in an exhibition space set apart from the fresh truffle market. It will include local products from the EMI territories and will not display any products that contain artificial aromas or the word “aroma” in its ingredients label.

10.- Public truffle tasting

This event will comprise of a stand offering drinks and simple tapas containing fresh truffles at reasonable prices to promote the consumption of black winter truffles (*Tuber melanosporum*) among the local population. Similarly this tasting will not involve any products that contain artificial aromas or the word “aroma” in its ingredients label.

11.- International scientific-technical workshop

The scientific workshop will be co-ordinated by the EMI and include the participation of at least five expert speakers on the following topics: truffle ecology, cultivation, post-harvest innovation, truffle-tourism and marketing.

The organisers will cover the travel, accommodation and maintenance expenses of workshop speakers and co-ordinators.

The organisers will provide a conference room for at least 150 people and the necessary audiovisual media and translation services.

12.- Marketing and communication actions

The event will have a marketing and communication plan that will be detailed in the application. It will be promoted locally, nationally and internationally. The event will be promoted on social media on the official Trufforum Twitter, Facebook and Instagram sites. The event website is www.trufforum.com.

All of the information will be published in at least English, French and Spanish. Should groups be interested the organisers will also offer information and guided tours for tourists from China.

The following ten facts will form part of the content to communicate:

1. *Tuber melanosporum* is the scientific name of the European winter black truffle. Did you know that the scientific name is very important for differentiating it from other species of truffles that are similar in appearance but worth much less?
2. Did you know that some species of truffles look very similar to the black winter truffle (*Tuber melanosporum*) and it is important to learn how to distinguish them to avoid counterfeits being sold to consumers?
3. The black winter truffle is a powerful and delicate aromatiser of foods anyone can enjoy. Did you know that a small black truffle can aromatise eggs for more than 100 people?
4. Black truffles are produced mainly in France, Spain and Italy. Did you know that these countries produce 100 tonnes a year and employ over 10,000 truffle farmers?
5. Black truffles are produced sustainably and responsibly in Europe. Did you know that 90% of truffle farmers are smallholders who support and stabilise rural populations?
6. Black truffles are gathered with the help of trained dogs. Did you know that truffle dogs let truffle farmers know to extract truffles just as they are ripe?
7. Black winter truffles are a seasonal product produced in Europe between November and March. Did you know that out of all of their authentic aromas, fresh ripe truffles are the best way to enjoy them?
8. Fresh ripe truffles contain more than 100 aromatic compounds whose combination and proportions are an unmatched culinary experience. Did you know that some synthetic products used in the agrofood industry attempt to imitate the aroma of truffles but they are in fact a different product to real black truffles?
9. Black truffles are produced in beautiful landscapes and watching a truffle-hunt is a unique experience. Did you know that there are specific tourism packages for learning more about the truffle culture in rural areas of production?
10. Black truffles have great culinary value and pair well with many foods. Did you know that there are specialised restaurants that offer seasonal menus based around black truffles?

13.- Who can apply?

Applications can be presented by EMI members provided that they accept these terms and conditions and the application is supported by at least 50,000 euros of public/private financing, in order to ensure the quality, promotion and image requirements demanded by the event.

14.- Who evaluates the applications and what is the selection criteria?

The application enters into a selection process overseen by an evaluation committee comprising of three members of the EMI's Scientific Committee, as well as the EMI Director (who has no voting rights).

In terms of the selection criteria, the selection committee will take the following into consideration:

- Budget allocated to the Trufforum's organisation (max. 20 points).
- Quality and location of the venue (max. 20 points).

- Programme of activities and proposed date (max. 20 points).
- Communication plan (max. 20 points).
- Attractiveness of the location in relation to expected potential visits (max. 20 points)

Once the applications have been evaluated, the EMI members will be informed for the selected choice of applicant to be ratified during the Assembly.

Signed
Application representative
Xxxxxx

Signed
EMI Director
Fernando Martínez Peña