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## Good practices in the development of a sustainable yeast bank: study case: USAMV-Cluj-Napoca, Romania

Andrei Borsa, Elena Mudura, Teodora Coldea and Raluca Alexandra Borsa  
University of Agricultural Sciences and Veterinary Medicine Cluj- Napoca, Romania

**Statement of the Problem:** Developing a yeast bank spin-off is an untapped opportunity for the universities focused on biotechnology, taking into account the fact that craft beers are getting more and more popular and viticultural areas need more specific yeast for increased productivity. The purpose of the study follows the results and experience obtained in the initial development phase in creating a yeast bank in the University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca, Romania, materialized through a good practice guide.

**Methodology & Theoretical Orientation:** An interdisciplinary study has identified the entrepreneurial opportunity and the risk factors required to create a yeast bank.

**Findings:** Methods and procedures used to manage the bank like preparing and freezing the yeast, checking for contaminations cleanup, counting yeast, storage etc. were studied and the overall good practices in managing process were developed and presented.

**Conclusion & Significance:** The infrastructure and the equipment are mostly available in the universities, so no high initial investment is required in the beginning phase. Specialized personnel are required both for business development and for service provision. Without the entrepreneurial vision and the business management, no future company will prevail. The most important factors in delivering a successful product are the methods and procedures that ensure the overall management processes and risk control. Without the control, all the future contracts could be compromised. Recommendations are made for best results.

andrei.borsa@usamvcluj.ro