



Lesson 10

Food Science and technologies



Agenda

© Consumer Food Trends:

Top Ten Trends Affecting our Food Industry, and their Impact on New Product Innovation

© Hurdle Technologies:

Food Safety Technologies from “Farm to Fork” that will Enhance Quality and Safety

© Organization Optimization:

Optimizing Organization Resources into Innovative Teams



Consumer Food Trends

1. Convenience

© Time-starved consumers looking for foods that are **convenient to locate, convenient to buy, convenient to prepare, and convenient to eat**

© Various preparation & “involvement” levels exist for consumer



Convenience



Welcome to
Peapod[®]
Online grocery shopping
and delivery.



Neighborhood Market



Value-Added Prepared Foods -Refrigerated Foods-

- ◎ Value-added prepared foods category began with items that could not be offered in other forms (canned>frozen>fresh)
- ◎ Increased consumer demand for convenience and quality has resulted in a redefinition of these terms, and perception that refrigerated foods can deliver this best most of the time.

◎ Advantages

- Visual appeal that drives trial

- Taste, Value, “Experience” that drives repeat

Refrigerated Prepared Convenience Foods

- Precut Fruits
- Precut Vegetables
- Produce (cut) salads
- Entrees/Meals
- Entrée salads
- Side dish salads
- Component salads and entrees
- Sandwiches
- Dips
- Spreads
- Salsas
- Salad Dressings
- Puddings/Gelatins
- Baked desserts
- Beverages/Smoothies
- Cooked Meat, Poultry and Seafood Entrees

2. Premium/Specialty/Differentiated

- ◎ Regardless of demographic, consumers will continue, in growing numbers, to pursue premium products and experiences. Consumers no longer feel a need to justify premium, they expect it and feel they deserve it.
- ◎ Perception drives trial, affects *first* purchase
 - Appearance, packaging help captivate senses
- ◎ Reality...Clearly affects the *repeat* purchase...Has the promise and experience been fulfilled?
 - Taste (with bold flavors) is most powerful criterion for repeat purchase, but consistency is critical

◎ Sales of specialty food grew 22.1% between