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DIPARTIMENTO DI SCIENZE DELLE
PRODUZIONE AGROALIMENTARI
E DELL'AMBIENTE



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FOR RESEARCH & INNOVATION

**Workshop
2018**

Innovative Food Product Development Cycle: Frame for Stepping Up Research Excellence of FINS FOODstars

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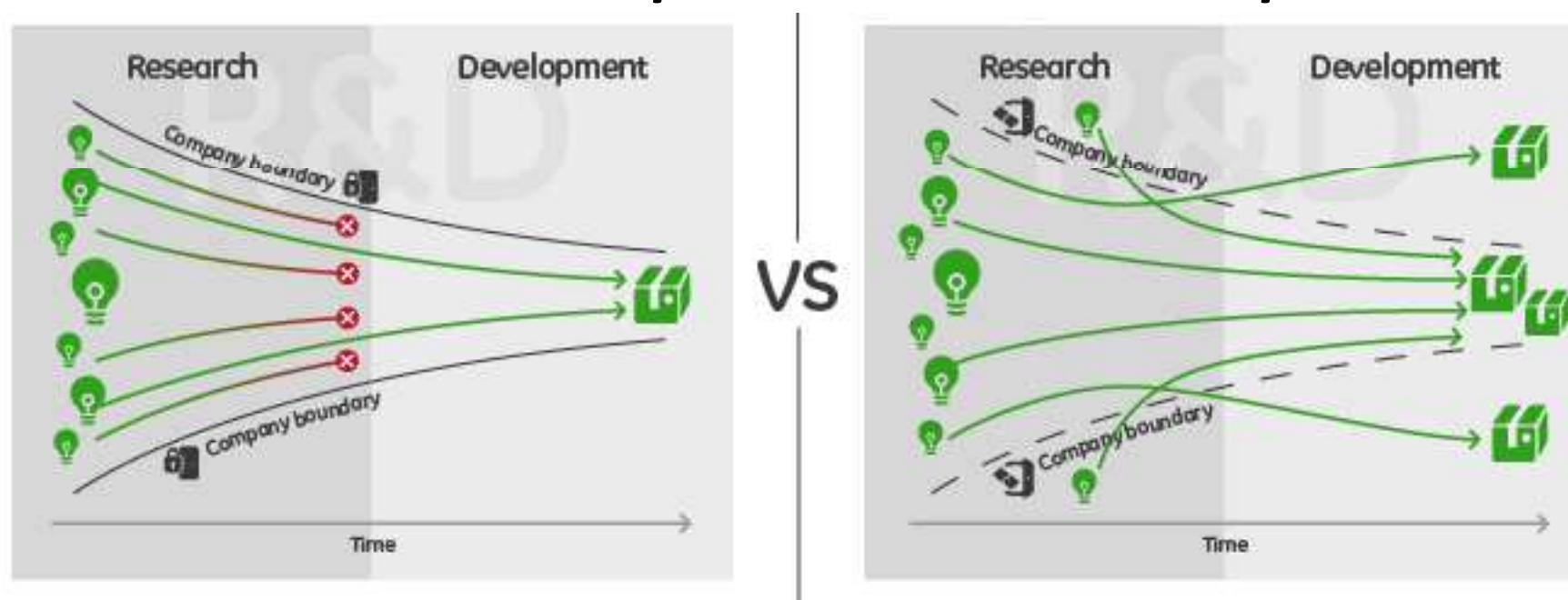
New (Food) Product Development

- Complete process of bringing a new product to market.
- Key activity for the global food industry
- NPD has several key drivers:
 - changing consumer requirements and market trends
 - changing technological developments in food processes, ingredient functionality, and scientific understanding of food formulation and processing
 - changes in legislation or food regulations

FOODstars idea

A paradigm of OPEN INNOVATION

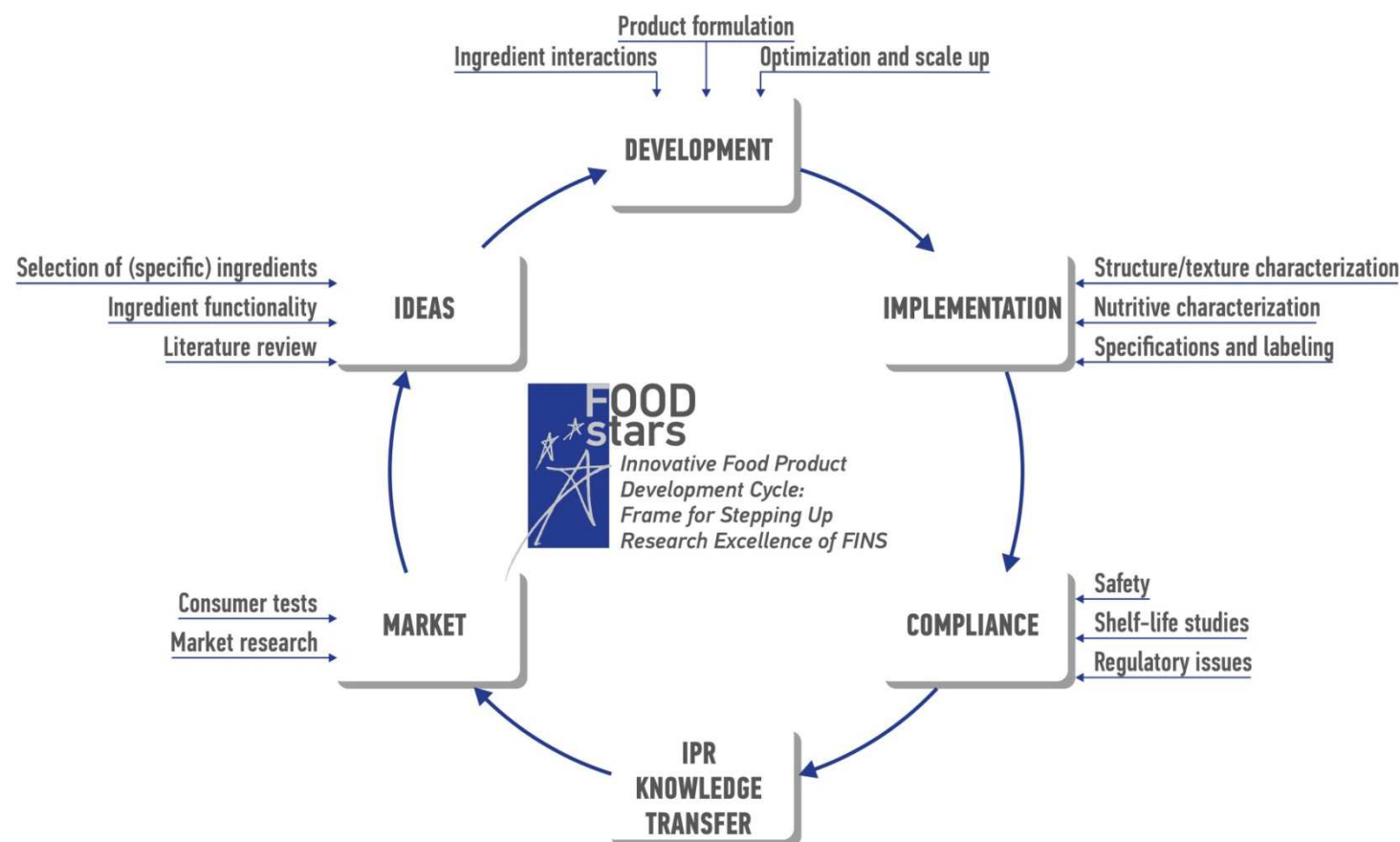
Closed vs Open Innovation Concept



Defined area of research:

Food Technology → New Product Development

Innovative Food Product Development Cycle

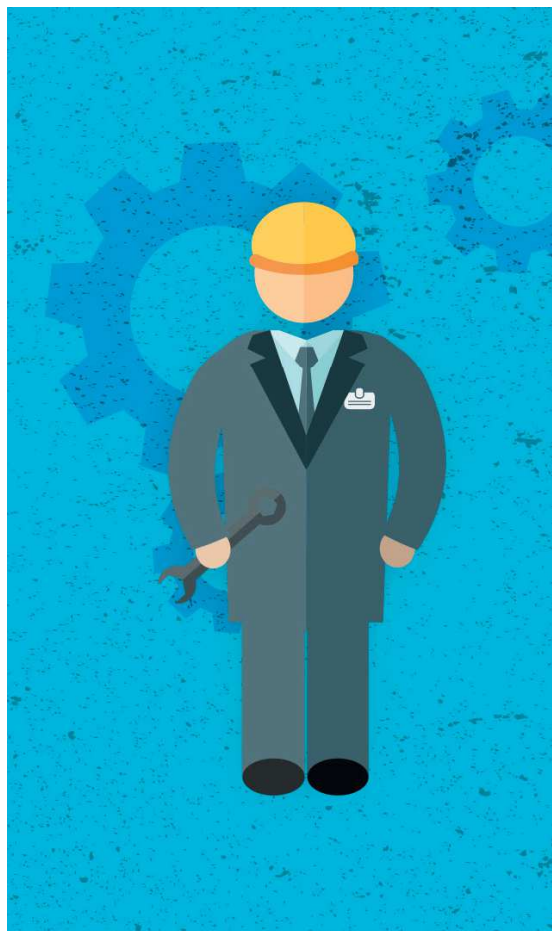


Innovative Food Product Development Cycle

NPD process must flow throughout
several stages:

- Innovation is a key concept in NPD
- Innovation refers either to real or perceived “newness” in a new or existing product
- The idea stage
- The formulation stage
- Process development
- Initial testing and viability assessment
- Shelf-life testing
- Scale-up and consumer testing
- Packaging and labeling

Where does food product development cycle start? With whom?



Industry

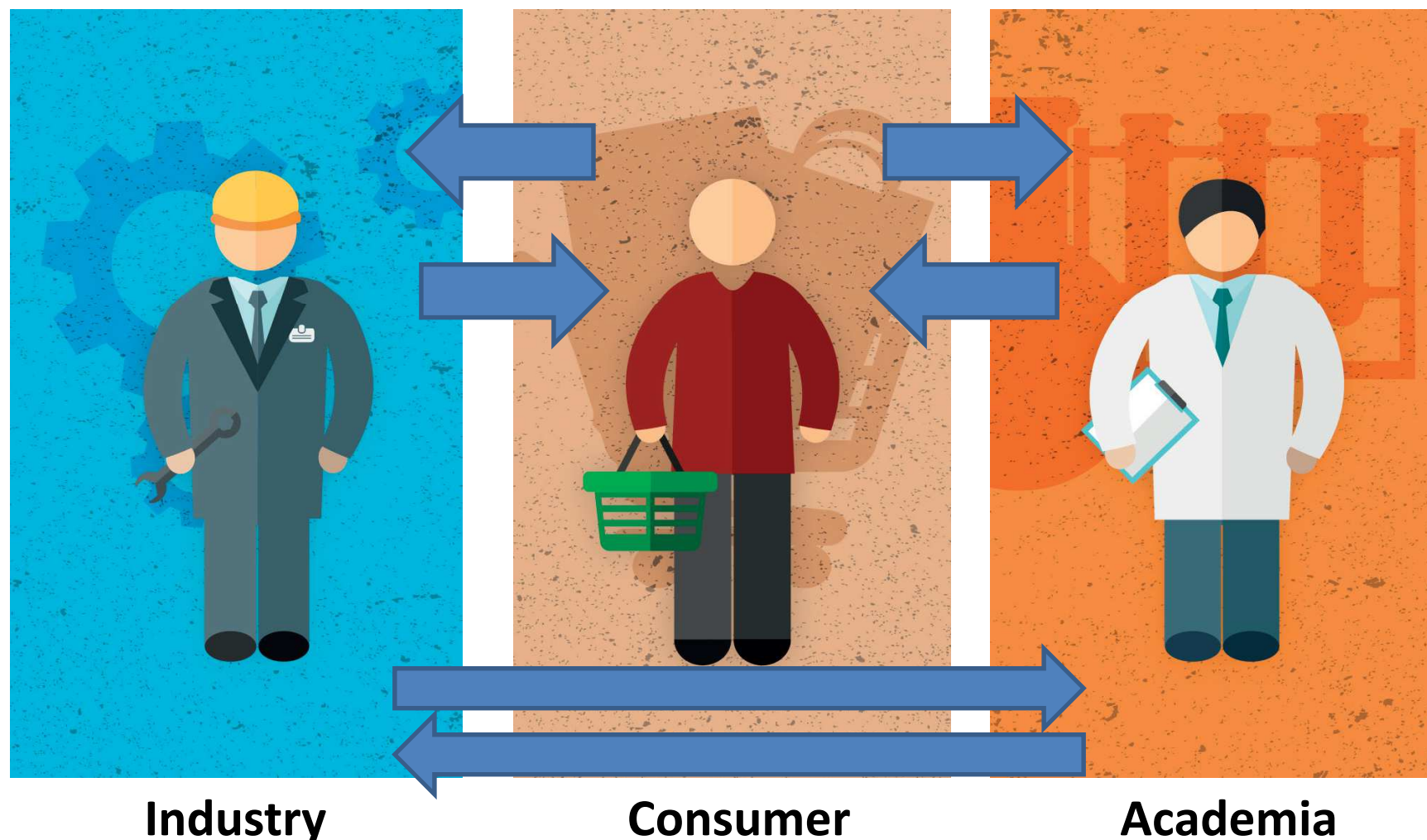


Academia



Consumer

Where does food product development cycle start? With whom?

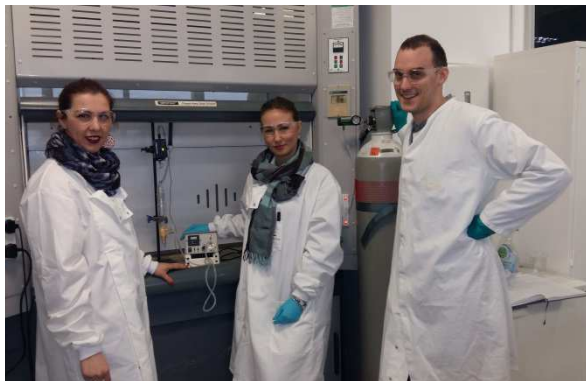


Consumers requirements



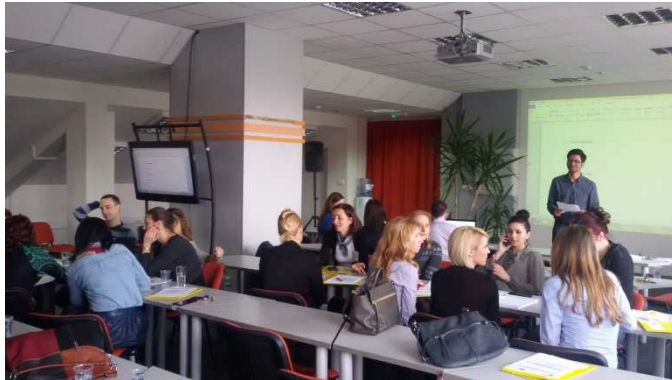
What does FOODstars bring to FINS?

- Specific trainings for 30+ researchers in partner institutions



What does FOODstars bring to FINS?

- Thematic workshops with 20+ experts from partner institution



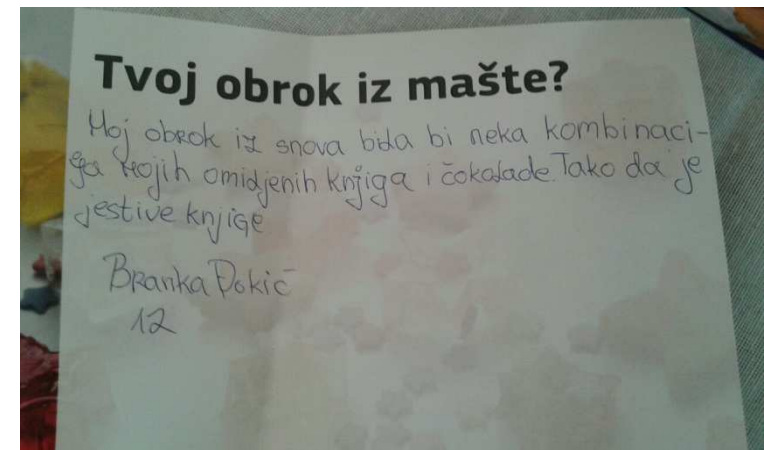
What does FOODstars bring to FINS?

- 4 thematic school



What does FOODstars bring to FINS?

- a lot of fun and joyful moments in outreach activities



<http://www.foodstars.uns.ac.rs/>

<https://www.youtube.com/watch?v=vTwymVvf9A&t=35s>

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Thank you for your
attention!



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