

Figure 1. WP structure

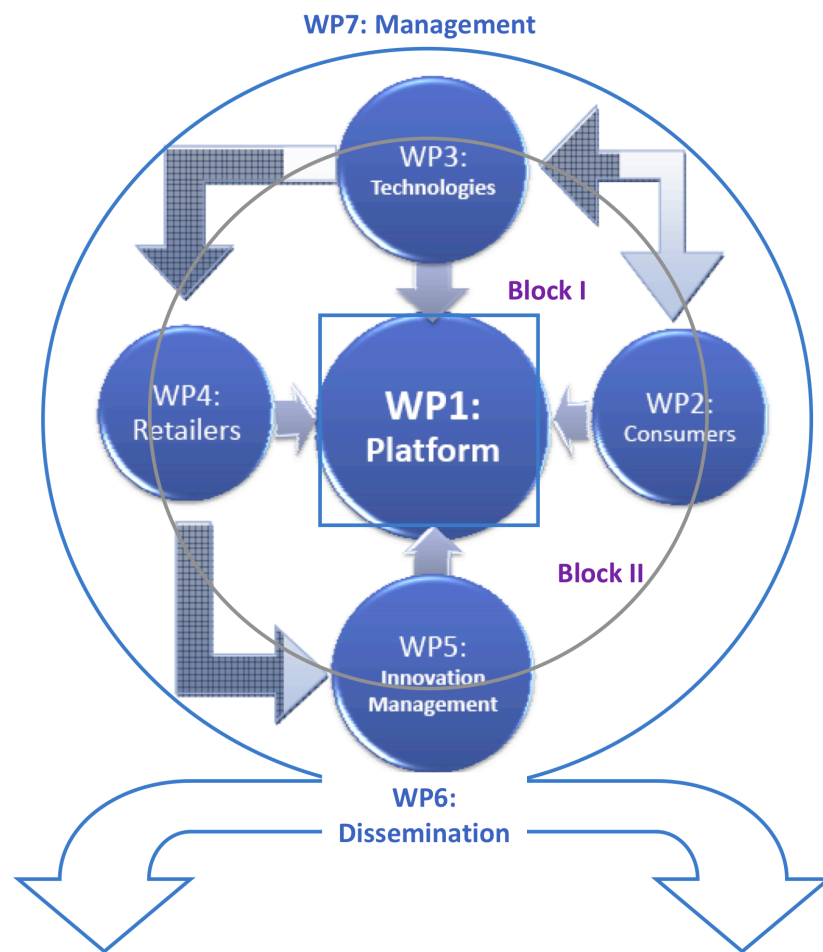


Table 1. Work Package objectives and main results

Work Package	Scientific and technological objective	Main results
WP1: Food Innovation Forum	To create a platform for effective dialog and collaboration between the food chain actors as a basis for delivering innovative, novel or improved products and services to support the competitiveness of the European food and drink industry and in line with European consumers' needs and expectations for healthy, quality, safe, affordable, convenient, environmentally-sensitive and ethical products.	The main results include improved collaboration in identifying new innovation opportunities, knowledge exchange and trust building between the main actors in the food chain (food scientists, food manufacturers, retailers and consumers), which has the potential to strengthen the European food innovation process and stimulate European competitiveness across the food chain.
WP2: Innovation and consumers	To analyse the factors that determine consumer acceptance of new products and processes in the food and drink sector, and the role that the retail and catering sectors play therein.	Identification of emerging consumer wants and needs and evaluation of consumers' acceptance and risk perceptions regarding new value-added concepts, products or services. Identification of strategic options for the Collaborative Food Innovation Forum.
WP3: Innovation and promising novel technologies	To identify promising novel processing technologies that can be used to produce innovative food products, but where consumer and retailer acceptance could be an issue.	Identification and description of 15 promising novel processing technologies that have the potential to lead to value-added food products and services and with the potential for having beneficial economic and social impacts on the food system and consumers
WP4: Innovation and retailers	To analyse how retailers and caterers make decisions to (1) adopt new food products (particularly products produced using novel technologies) in their assortment, and (2) become actively involved in new product development processes	Knowledge of current assortment decision-making processes, including mapping of the activities, roles and responsibilities of different actors in these processes. Identification of retailer and caterer concerns regarding novel technologies and the benefits of increasing information flows about technologies.
WP5: Innovation management	To identify best practice models for managing innovation in collaborative interactions between food manufacturers and retailers/caterers with a particular focus on open innovation and co-development	Best practice models and tools for food innovation management in collaboration between actors in the food chain. Portfolio model for developing balance portfolio of new food products.

Figure 2: Theoretical basis for three paths to consumer acceptance.

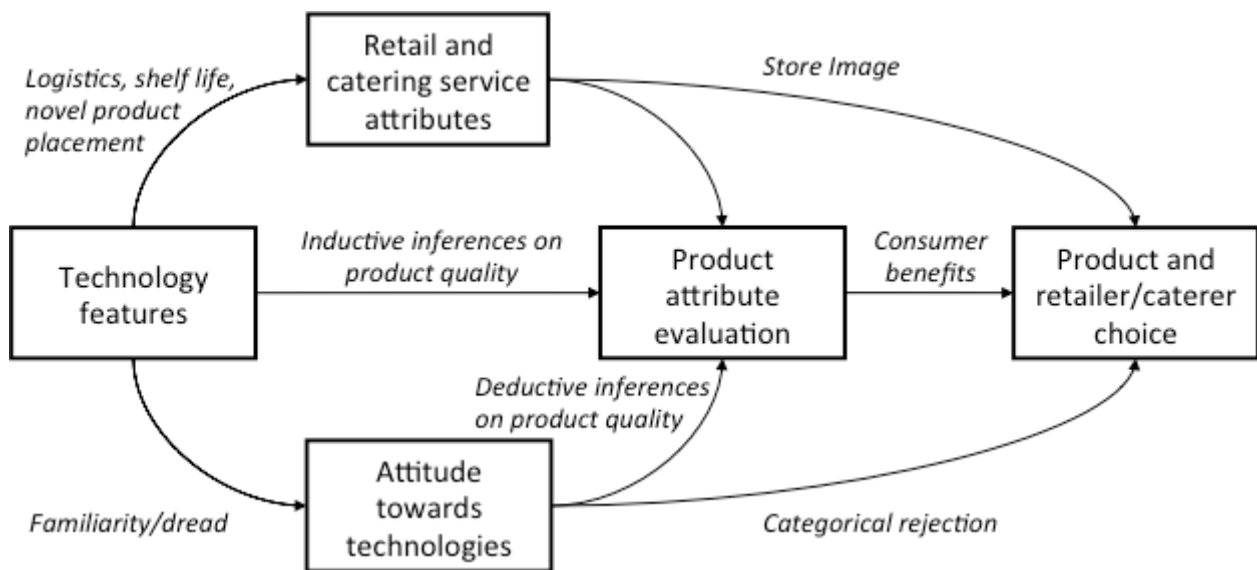


Table 2: Overview of promising novel technologies

Texturising methods Hydrodynamic pressure technology (shock wave) Ultrasonic cutting High pressure homogenisation	Mild processing High pressure processing (HPP) Infrared heating Super critical fluid extraction (SCFX)
Electromagnetic methods Pulsed electric fields (PEF) Electron beam irradiation Ohmic heating Cold plasma	Advanced packaging methods Intelligent packaging Radio-frequency Identification (RFID) Edible coatings Active packaging Biodegradable packaging film

Figure 3. The collaborative food innovation management model

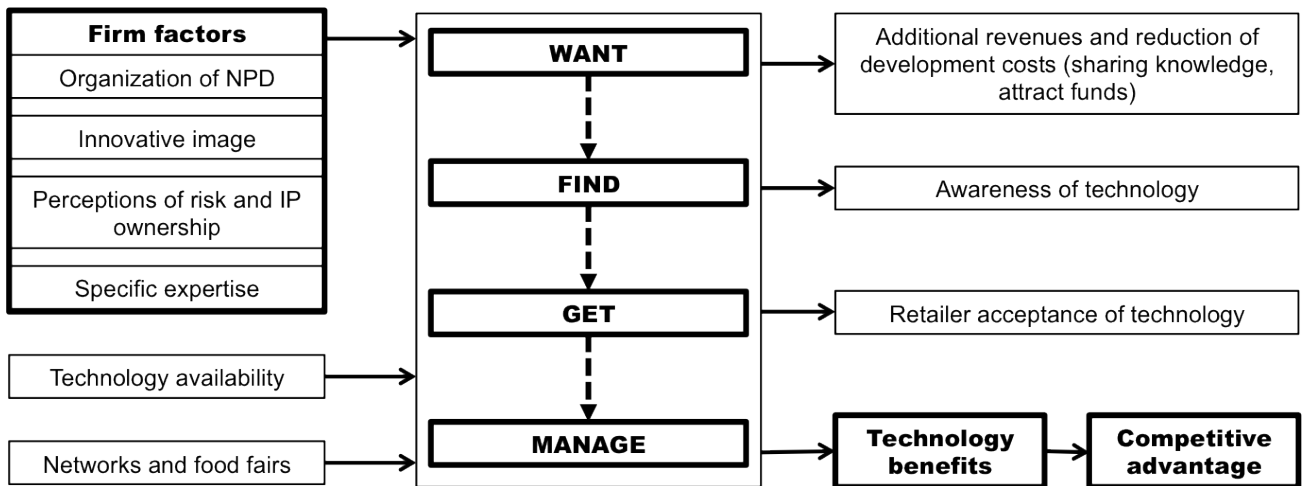


Figure 4: Food innovation portfolio tool

