

PARTICIPANTS INTRODUCTION



- + VTT, Technical Research Centre of Finland Ltd is the leading research and technology company in the Nordic countries. VTT has a national mandate in Finland. We use our research and knowledge to provide expert services for our domestic and international customers and partners. We serve both private and public sectors. We have 73 years' experience supporting our clients growth with top-level research and science-based results.
- + We develop new smart technologies, profitable solutions and innovation services. We cooperate with our customers to produce technology for business and build success and well-being for the benefit of society. We use 4,000,000 hours of brainpower a year to develop new technological solutions. The benefit you gain from this spearhead research comes when we work with you to create new products, production processes, methods, and services.
- + VTT ensures efficient utilization of science and technology with the aid of broad international cooperation and networking. VTT infrastructures and facilities related to food technology cover aspects from technological development to consumer expectations. VTT has pilot-scale facilities for fractioning, enzymatic, microbiological and thermo-mechanical processing of food materials and a fully-equipped pilot bakery. VTT laboratories have the most common equipment used in modern biochemical, molecular, and bio-analytical research.



- + The MAPP Centre at the Department of Management, Aarhus University, is an internationally recognized research centre that works with insight into consumer behaviour around food and drink, and how this knowledge can be used both in food industry product development and in public policy aimed at improving public health and sustainability. Key research themes have been perception of food quality, food-related lifestyle, consumer price knowledge and

price consciousness, consumer acceptance of modern technology, consumer acceptance of functional foods and consumer risk perception.

- ✚ The MAPP Centre was established in 1991. Since the beginning the MAPP Centre has worked to make Danish food companies more market oriented and has developed instruments that aid structuring the product development processes and furthermore studied why some companies are better food developers than others (Market-Based Process and Product Development in the Food Sector).
- ✚ As part of LMC – Centre for Advanced Food Studies, the MAPP Centre was evaluated in 2005 by an international advisory board (IAB). Here it was concluded that Danish food research is among the best in the world and about the MAPP Centre it was said "They are certainly the premier European institution at this time..."



- ✚ Research at the Department of Food Technology and Material Science at the TUB focuses on the characterization, modification and functionalization of food ingredients and food components. An important aspect is the investigation of process-induced changes in the chemical composition and physical structure and their impact on the functionality. As part of defined structure engineering, particular emphasis is put on the structure formation and functionality of interfacial phenomena in dispersed systems. Material science aspects are analyzed using microscopic techniques, rheological methods, spectroscopic techniques and thermal analysis.



- ✚ IBA Bucharest has as the first objective of its food research activity finding solutions to some of the problems this area is facing, through contributions to: improving food security, both in terms of possible microbiological and chemical

contamination; assuring food security by developing technologies and recipes to obtain tailored food products for different categories of consumers: young, elderly, children and consumers with certain health conditions; reformulating foods with adequate content of sugar, salt and fat and reducing content of additives obtained by chemical synthesis; understanding how the consumers choose their food, their eating habits and also increasing consumer's confidence in food on the market.

- ✚ The mission of the National R&D Institute for Food Bioresources IBA Bucharest is to meet the societal challenges by elaboration, implementation and dissemination of knowledge through research, education and services in the agrifood field. The strong connection with the industry and the society, the support for national policy in the field are specific objectives of the institute. The continuous professional training for increasing of IBAs researchers skills will lead to high added values, know-how and scientific knowledge for a better Europe.
- ✚ Relating to the topics of the Oatpro collaboration, IBA Bucharest, being involved in more than 100 national and international project in the last ten years, performed research works on the safety and tolerability of oat based products, as well as in dissemination activity.



- ✚ Natural Resources Institute Finland (Luke) is a research and expert organisation. The institute promotes bioeconomy and sustainable use of natural resources. Luke is an exceptionally cross-disciplinary research institute, aggregating broad expertise and research competence to support the sustainable use of natural resources. The Natural Resources Institute Finland operates in almost 40 localities in Finland, at a total of 53 locations.
- ✚ High-quality food and a clean environment are known to promote human well-being both in rural and urban areas. The Natural Resources Institute Finland (Luke) promotes well-being through the development of responsibility, competitiveness and the sustainable use of natural resources within agriculture and the food industry.
- ✚ A responsible food chain and the bioeconomy take into account the sustainable use of natural resources in activities related to land use, biomaterials and bioenergy. Control mechanisms and improved production technologies are needed in agriculture and the food industry in order to mitigate and adapt to climate change. Sustainability, profitability and well-being are among the building blocks for responsible food production and vital rural areas. A reliable food production system enables responsible action and public health promotion throughout the food chain.

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Project Engineering of Oat Proteins:
Consumer Driven Sustainable Food Development Process

