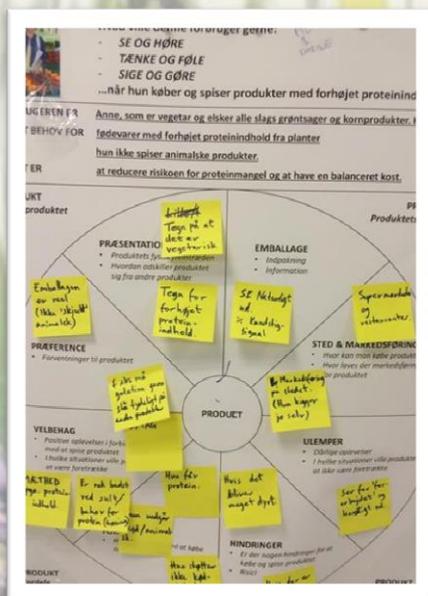


Focus Groups on Oat proteins enriched products

Oatpro is an ERANET- Susfood project which runs from 2015 to 2018. The aim of the project is to evaluate the potential of oat protein concentrate as food ingredient and to develop its use in different food matrices.

www.oatpro.eu

- Focus group studies were carried out in four countries (Denmark, Finland, Germany and Romania) to investigate consumer knowledge, preferences and perceptions of protein-enriched foods in general and oat as a source of protein and oat enrichment in different products.



- Two focus groups were conducted in each of participating countries among general population and elderly to provide insights into product development and marketing of oat protein enriched foods.



