



HOW WILL SHEALTHY REVOLUTIONIZE THE FOOD SECTOR?

19th May 2021 | Online

EU GREEN WEEK 2021 PARTNER EVENT

10:30 General Introduction – Simona Mincione (EU R&I Project Manager & Proposal Writer at ENCO SRL)

10:40 Consumers' expectations and perception of non-thermally processed fruit and vegetables – Davide Giacalone (Associate Professor at Syddansk Universitet)

By combining and modulating non-thermal processing technologies (NTPTs), SHEALTHY seeks to respond to consumers' rising demand for fresh, healthy, convenient, sustainable and locally produced and additive-free fruit and vegetables (F&V).

In order to assess the commercial feasibility of F&Vs treated by NTPTs, within SHEALTHY we have conducted several studies with European consumers to understand their needs and possible barriers to acceptance of these technologies. Based on the findings, this talk will outline the main recommendations for successful market introduction of F&V treated by NTPTs, and the possible contribution of NTPTs to reducing household food waste

11:00 Shealthy combined and optimised mild technologies: towards less polluting technology – Oscar Rodriguez (Senior Research Scientist at IRIS Technology Solutions S.L.)

Shealthy Project aims to assess and develop optimal combinations of non-thermal technologies for the sanitization, preservation, and stabilization of F&V.

The application of these technologies are intended to improve the safety, while preserving the nutritional quality and prolonging the shelf-life of minimally processed F&V.

The technologies assessed by this project are: High Pressure Processing, Power Ultrasound, Electrolyzed and Plasma Activated water, High Intensity Pulsed and Blue light, and Active Packaging.

11:20 Shealthy Business Models: the transition into a new collaborative agrifood ecosystem for traditional, local and rural SMEs around EU – Geoffrey Hagelaar (BMO department member at Wageningen University)

New technology often drives changes in the company's business model as a response to its requirements. Studies have shown that SMEs present a high failure rate in their initiatives to introduce new technologies which in turn immediately impacts their business performance. To avoid such threats, companies need to take actions to exploit the opportunities of new technologies. New technology requires changes in their business model: not only integration in firms' operations for its effective use, but as well changes towards consumers to unlock its value potential.

In this presentation the impact of the Shealthy new mild processing technology on different aspects of F&V companies' business model will be dealt with: on their consumer target group and marketing, on logistic activities including quality sensors, and on companies' management and organization.

11:40 Questions & Answers – Eva Gallego (Project Manager at Cluster FOOD+i)

11:55 Closing Remarks – Simona Mincione (EU R&I Project Manager & Proposal Writer at ENCO SRL)

**ZERO #EUGreenWeek
POLLUTION**
for healthier people and planet