



FOOD PROCESSING SUMMIT

WEBINAR

Introduction & Opportunities for companies

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Why SHEALTHY?

CONSUMERS DEMAND HEALTHIER, FRESH, NATURAL AND LOCAL PRODUCED FOOD



Fruit and Vegetables (F&V) are key elements of a healthy and balanced diet providing humans with essential nutrients and bioactive compounds, including vitamins, organic acid, carotenoids, minerals, fibre, and polyphenols.

What is SHEALTHY?

MISSION

SHEALTHY is a 48-month Research & Innovation Action which develops an optimal combination of **non-thermal sanitization, preservation and stabilization methods** to improve the safety of fresh and minimally processed **Fruits & Vegetables products**.

The combined and optimised mild technologies are being demonstrated and validated in the following specific applications:

Business case 1: Minimally processed fruit and vegetables



Business case 2: Fruit and vegetable-based juices & smoothies



SHEALTHY objectives

- To optimise the **combination of non-thermal technologies** of minimally processed **F&V**, improving their sustainably and F&V based juices and smoothies.
- Define new sustainable holistic and collaborative **Business Models** to increase the competitiveness of regional food producing & processing **SMEs**.
- To develop new **digitalised logistic systems** for the traceability of the food chain.
- Down-scaled processing technologies tailored to the **needs of SMEs**, the specificities of products and markets and supply chains.
- To maximise the **innovation impacts of the project** for contributing to the uptake of the project results

SHEALTHY Target: AGRIFOOD SMEs

- SHEALTHY wants to provide sustainable and flexible processing methods adapted to the need of **local F&V micro and SMEs**.
- Solutions will be developed with a specific focus on regional and local food companies looking for **affordable, small scale and flexible solutions** consistent with their products and facing limitations in terms of volumes of food treated.
- SHEALTHY develops **innovative BMs and novel logistics systems** (advancing the knowledge of factors/drivers that intervene in innovation processes) including authenticity and traceability system that will support traditional micro & SMEs to adopt novel technologies and creating new BMs to be applied at pilot trials.

SHEALTHY Impact

- The **shelf-life** of minimally processed F&V products will be increased from 30% to 50%.
- The **natural value** will be increased of 20-30% for minimally processed F&V & of 70-130% for F&V based juices smoothies.
- The **food loss** will be reduced of 40-30% of increase of market orientation of F&V SME's.



Thank you!

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