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Consumer Driven Cereal Innovation: Where Science Meets Industry

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Pub: AACCI: International Press

This rather different book includes a collection of papers from oral and poster presentations, along with all the abstracts from the first Spring Meeting organised by Cereals and Europe, the European section of AACCI International. These proceedings discuss the major innovation challenges the cereal industry is facing to meet consumers' demands and expectations.

This was held at Montpellier France May 2 – 4 2007.

This unique document consists of 24 printed full presentations plus 68 abstracts and 16 posters which are built into 190 pages.

The various sections and sessions are listed: i.e.;

- 1/. Consumer Insights and Nutritional Aspects of Innovative Cereal Based Products.
 - Nutritional and Sensory Quality
- 2/. Source of High Quality Nutrients
 - Regulation and Functional
- 3/. Better Processes of Better Nutrition
- 4/. Bio – Active Ingredients
- 5/. Product Texture and Quality
 - Shelf Life
 - Toxicology

Subjects focused on the major innovation challenges the cereal industry is facing to meet consumers' demands and expectations. Consumers' needs are perhaps best summarized as the need for safe, healthy, and tasty foods.

With respect to safety, the cereal industry can already boast a long tradition of safe-guarding an excellent reputation. But how can one define "healthy"? How to distinguish between reality and fiction? If the best ways to add health benefits to cereal products are to be determined, the consumer's palate needs first to be pleased. Second, the question remains on the most safe and cost-effective way to manufacture these products.

The first paper said it all i.e.;

Consumers were found to be more positive about wholegrain than refined grain products. Women were found to be more aware of benefits of cereal based foods than men, to be more health conscious and to expect less illness in later life

caused their eating habits. Women and older people were more willing to use cereal products produced to have specific health benefits.

Against a background of increasing obesity and an increasing focus in the scientific community, in the media, among policy makers and the public on diet and health, cereal products occupy an important position in the diet. There are a number of potential health benefits from cereal products including mainstream refined cereal products, wholegrain products and potential future functional cereal products.

In the best ways to add health benefits to cereal products are to be determined, the consumer's palate needs first to be pleased. What are the most cost-effective ways to manufacture grain-based products for safety, health, and palatability? This conference addressed these important questions and this book is the result of the research and insights of many of the brightest minds in grain science today.

The subject spectrum is broad, however all directed at Cereal understanding; the WHY's and WHEREFORE's are clearly explained. The index is omitted due to the Variety – Content; however, as expected there is a further index. The cited literature is detailed after each full presentation. It was a remarkable scientific meeting and this Documents tells it all.