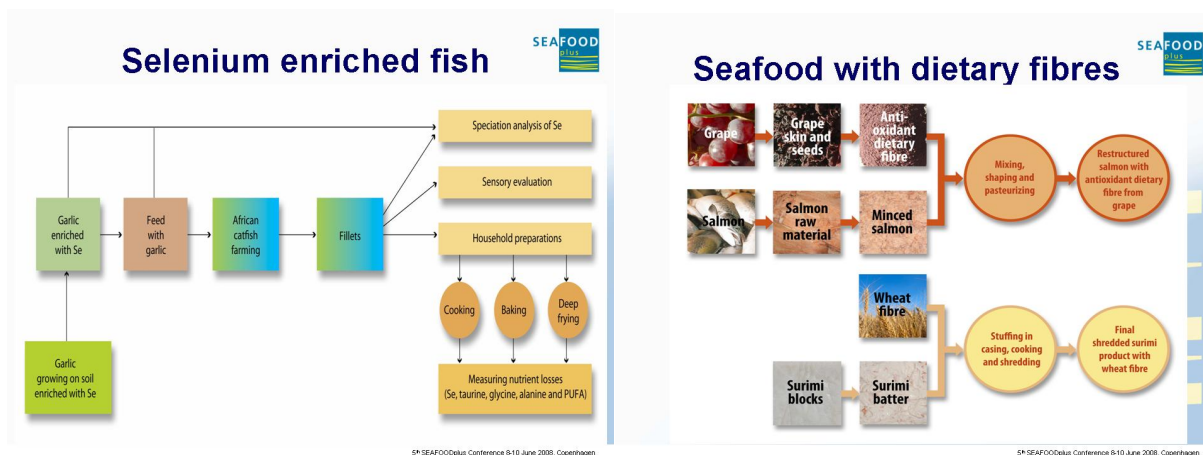
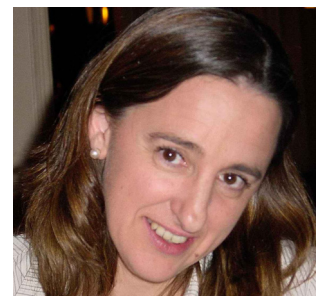


The roadmap to consumer driven functional seafood products: an international expedition

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The objective of the CONSUMERPRODUCTS project is to develop, in a consumer-oriented approach, innovative functional seafood products from both capture species and farmed fish, containing health-promoting compounds. Some of these compounds have been incorporated as ingredients to restructured and fillet based products, where as for others such as organo-selenium from garlic, dietary modulation of fish has been the procedure.

During this four and a half years expedition, a team of European scientists have been working together on this task from their different disciplines, covering areas from social sciences to product development, analytical chemistry or nutrition. At some stages, industrial partners have been taken on board, and we have also counted with the collaboration of partners from consumer science and nutrition projects within SEAFOODplus. The presentation will outline the roadmap and main achievements of this experience.

It will contain a short description of the consumer studies directed towards this development covering the whole product development process. Some consequences and interactions of these studies with other sub-tasks will be mentioned. Secondly, the main results in the block of activities directed towards the enrichment of fish in organo selenium compounds will be presented, such as the production of enriched feed, enriched fish, study of selenium species accumulated, bioaccessibility of selenium, and retention of selenium and other beneficial components upon processing or cooking. Another part of the activities focuses on the development of restructured and fillet based seafood products, including preparation of ingredients, the study of the technological feasibility of their inclusion into the products, matrix/fibre interactions, and the bioaccessibility of the matrix components. Product concepts have translated into pre-products which have been tested by consumers. Some near final products have been designed and prepared to a 'near final' stage, which could be taken up by an industry and further developed until their final form. The process is being done in an iterative mode integrating, and sometimes adapting the designed work depending on the latest results on the consumer studies.

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