

## A cocktail of science, industry and culinology: SEAFOOD products plus show

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<p><b>Success factors product development (Cooper 1999)</b></p> <ul style="list-style-type: none"><li>• solid up-front homework</li><li>• <b>dedication to consumer-voice</b></li><li>• product advantage from consumer point of view</li><li>• sharp, stable and early product definition,</li><li>• high quality launch strategy</li><li>• a well executed stage gate process</li><li>• <b>accountable cross functional teams</b></li><li>• an international orientation</li></ul>	<p><b>Expertises in SEAFOODplus product development area</b></p> <ul style="list-style-type: none"><li>• Consumer science</li><li>• Sensory science</li><li>• Seafood product quality</li><li>• Seafood technology</li><li>• Culinology</li><li>• Nutrition</li><li>• Industrial experience</li></ul>
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Various activities in the RTD pillar 4 in SEAFOODplus 'Seafood from source to consumer product' has led to new concepts for seafood products using integrated approaches to reach the targets. The possibilities for restructured fish products enriched with fibre have been mapped and investigated in cooperation between seafood technologists and a SME associated to SEAFOODplus.

A consumer oriented approach has been followed applied to identify potential consumer segments for new seafood products. The winning idea from a seafood design competition is further developed to a seafood concept for the identified consumer segments according the stage gate principle by a multidisciplinary team (technology, consumer science, sensory science, culinology etc ).

This Stage gate team goes through the different stages of product development consisting of a set of activities (pre-determined, parallel, cross functional). Each stage is followed by a gate where a decision is made to go to the next stage or not.

The learning experiences in both processes will be shared with the audience during an interactive performance of some of the key players involved.

Mike Morrissey, Oregon State University, USA, and SEAFOODplus External Advisor Board member for the RTD Pillar 4 will be your guide in this show.

He will interview a seafood product developer, a consumer scientist, an industrial partner of health beneficial seafood components and a chef.

