

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

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Success factors product development (Cooper 1999)

- solid up-front homework
- **dedication to consumer-voice**
- product advantage from consumer point of view
- sharp, stable and early product definition,
- high quality launch strategy
- a well executed stage gate process
- **accountable cross functional teams**
- an international orientation

Expertises in SEAFOODplus product development area

- **Consumer science**
- **Sensory science**
- **Seafood product quality**
- **Seafood technology**
- **Culinology**
- **Nutrition**
- **Industrial experience**

Participants in show

- **Javier Borderias**
 - seafood product developer, technologist
- **Adriaan Kole**
 - consumer scientist
- **Charles Delannoy**
 - technical and research manager Copalis
- **Johan Verbon**
 - chef at Restaurant of the Future
- **Two consumers from the audience**

Products (developed or under development)

