

# OPPORTUNITIES IN HEALTHY FOODS: Markets and Technologies - a Guide to Product Development Efforts and Market Trends



Phone: +44 20 8123 2220  
Fax: +44 207 900 3970  
office@marketpublishers.com  
<http://marketpublishers.com>

## OPPORTUNITIES IN HEALTHY FOODS: Markets and Technologies - a Guide to Product Development Efforts and Market Trends

Date:	March 21, 2013
Price:	US\$ 255.00
ID:	M54D528C9A4EN

Buyers outside North America must add \$30 per copy for postage and handling. NJ orders add 7% sales tax.

The consumer outlook toward food products has changed significantly in recent years. Many consumers associate food with health and wellness. This perception has led to the evolution of functional foods, as well as to the development of a functional foods market. In essence, the healthy, or nutritious, foods category has grown to include those products that provide specific health benefits

In response to consumer demand for more nutritious foods, food companies and retailers have increased their selection of better-for-you foods. Food Technology Intelligence, Inc., publisher of the international monthly newsletter Emerging Food R&D Report, is offering a new in-depth report analyzing recent developments in the field of healthy and nutritious foods. The report also discusses potential market and regulatory issues that companies may need to address when developing and commercializing these products.

Opportunities in Healthy Foods: Markets and Technologies gives you a first-hand look at commercially-viable product development efforts on the healthy foods front. Many of these are technologies that are available for licensing from their developers; in other cases, scientists are seeking industrial support to help commercialize them in the near term.

More than 50 million Americans are turning 65 years of age over the next two decades, and the oldest of the 78 million baby boomers are entering their 60s. These market factors are creating more demand for condition-specific foods.

A person's diet and nutrition are important in addressing health concerns related to obesity, chronic disease, malnutrition and aging. Modifying one's consumption habits may help prevent some adverse health conditions. Foods that offer health benefits are becoming a key part of everyday life. Such health issues as high cholesterol levels, high blood pressure, osteoporosis and diabetes have created a need for functional and nutritious foods to help address these conditions. People want to consume more nutritious compounds, such as omega-3 fatty acids and plant sterols as part of a balanced, more nutritious lifestyle.

Now you have an opportunity to learn more about several technologies under development at universities, companies and government research labs that will help you advance your company's own efforts in the healthy foods market. This report reviews key processes and highlights important information, including the potential applications for each process and product covered, and its status of development. You'll also learn how to take advantage of many of these technologies so that you can use them commercially before your competitors do.

Learn about several developments, including:

- A multigrain bar with pomegranate jelly that is a source of antioxidants, fiber and protein.
- Dietary fiber-fortified frozen dough pizza.
- How high pressure can more than double the antioxidant content of fruit.
- How unripe green banana flour can improve the health quality of Asian noodles.

Opportunities in Healthy Foods: Markets and Technologies enables you to track important developments in applied nutritional and healthy food research. This report helps you establish key contacts with researchers

and learn about projects that will help you and your company stay competitive. Return your completed order form today!

## Table of Content

### INTRODUCTION

The Need to Consume Healthy Foods  
Strengthening the Body's System  
Health Concerns  
Obesity Issue  
Cost is Also A Concern. . .  
. . .but Companies Can Profit  
Methodology

### MARKETS AND DRIVERS

Consumer Demands for Healthier Foods  
Demonstrating Health Benefits to Help Prevent  
Disease  
Challenges Facing Nutritional Product Development  
Technical Issues  
Optimizing the Health Benefits of Products  
Regulatory Issues  
Supporting Evidence for Health Claims  
FDA  
EFSA  
Health Canada  
Credibility  
Case Study: Probiotics  
Label Information  
Marketing and Distribution Issues  
Analyzing and Positioning Products  
A Marketing Strategy  
Nutraceuticals and Functional Foods  
Differing Product Benefits  
Food as Medicine  
Establishing Good Supply Chains  
Key Decisions

### MOVING NEW TECHNOLOGIES TO MARKET

Role of Social Media  
Advances in Science Energize the Food Industry  
Some Top Players  
Important Product Categories

### FORTIFICATION

Biofortification improves micronutrient content of foods  
Fortify products with pulse ingredients  
Broccoli phytonutrient content optimized  
Extraction technique improves juice yields, nutrient retention  
Multigrain bar with pomegranate jelly is a source of antioxidants, fiber, protein

Iron-based nanostructures may find fortification applications  
Develop fortified peanut butter-based infant formula  
Milled pearled barley flour adds nutrition  
Incorporate nutritional, functional properties of rice into value-added products  
Develop healthy ingredients for infant formula  
New approach available for nutritional analysis  
Exotic fruits as a source of phytochemicals  
Develop nutritional extruded salmon jerky snacks from byproduct

## **FIBERS**

Embed nutraceuticals in fibers for slow release  
More fiber in whole grain fiber  
Miracle berry increases health benefits of beta glucan  
Analyze wheat fiber  
Resistant starch from modified pea starch creates a more nutritious bread  
Resistant starch optimizes health benefits of biscuits  
Replace muffin fat with soluble fiber  
Dietary fiber-fortified frozen dough pizza  
Flaxseed creates healthier bean snack  
Chiffon cakes contain oat bran, psyllium husk fiber as fat replacers

## **ANTIOXIDANTS**

Organically produced food may not offer more antioxidants than traditional products  
Antioxidants impact the safety and shelf life of meat  
Fish oil may protect milk against light oxidation  
High pressure more than doubles fruit antioxidant content  
Adding peanut seed coats to products increases antioxidant activity  
Roasting and fermentation optimize antioxidant content and activity of soybean bread  
Ultraviolet light can boost carrots' antioxidant capacity  
Some grapes have marked antioxidant activity  
Pomegranate offers antioxidant properties  
Measure and optimize antioxidant properties of whey protein hydrolysates

## **PLANT-BASED MATERIALS**

Genetic change could reduce trans-fat levels  
Harness genetics to optimize the tomato  
Unripe green banana flour improves health quality of Asian noodles  
Develop chemically interesterified healthy coconut oil blends  
Develop reduced-fat sausage using high beta-glucan fractions of barley flour  
Plant extracts may act as low-sodium salt replacer  
Create a snack bar from jasmine rice, anchovy and peanut  
Purslane-based vegetable patties have high levels of protein, good mineral content  
Purple carrots a potential source of natural colorants  
Ginger offers to improve functionality of baked products  
Plant compound reduces age-related memory defects  
Amaranth-based snack is a healthy alternative  
Breed soybeans for oil that's more healthy  
Consider a new bulgur product with vegetables  
Pectin influences solubility of soy protein isolate  
A natural fruit compound may help asthma  
Develop a breakfast alternative using whole white sorghum and granola  
Crackers from chickpeas offer options for the gluten- intolerant

## PROCESSING

Use filtration technology to produce functional beta- casein  
Engineer brews based on complete beer proteome  
Biorefinery system recovers oil, proteins and carbohydrates from algae  
Rapid freeze-drying technique yields healthy product  
Controlling enzyme hydrolysis affects functionality of ingredients  
High hydrostatic pressure may facilitate development of probiotic fruit drink

### I would like to order:

**Product name:** OPPORTUNITIES IN HEALTHY FOODS: Markets and Technologies - a Guide to Product Development Efforts and Market Trends  
**Product link:** <http://marketpublishers.com/r/M54D528C9A4EN.html>  
**Product ID:** M54D528C9A4EN  
**Price:** US\$ 255.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <http://marketpublishers.com/r/M54D528C9A4EN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [http://marketpublishers.com/docs/terms\\_conditions.html](http://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**