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SENSORY LIVING-LAB AS OPPORTUNITY FOR “SUPER” BERRY FRUIT PRODUCT ADOPTION

WHAT DOES „SUPER” BERRY MEANS?

„Super” berry in Poland is recognized to berry fruits outstandingly rich in anthocyanins, like chokeberry, blackcurrant or haskap berry, which could be exploit especially valuable constituents of functional food.



“SUPER” BERRIES, AN UNDERESTIMATED GIFT OF NATURE

All the black 'super' berries" - chokeberry, haskap berry or blackcurrant are characterized with outstanding dietetic properties.

	Vitamin C mg/100 g	Anthocyanins mg/100 g	Dietary Fibers g/100 g
Blackcurrant	160-285	130-400	7,9
Haskapberry	30-180	140-1100	3,0
Chokeberry	20-30	200-1000	5,3

Despite longstanding efforts to popularize preserves based on that 'superfruits', they are still underestimated by consumers. What's more food producers are afraid of processing them. In order to give berries a chance for wider acceptance among modern consumers, the Institute of Horticulture supported by international (Polish, Denmark, French) consortium, is implementing the 'HortiFoodTrends'.

The aim of the project is, among others, to propose berry products that will have both acceptable sensory characteristic and significant health-promoting properties. It is expected to become a tool fostering human well-being and agri-food sector capacity.

RESEARCH APPROACH

One of the important participants of the Living-Lab approach in the presented project are Polish berry producers and potential Investors, especially processing plants manager. As part of the project, a survey was conducted in which they were asked about various aspects of the production of 'super' berries, including asking them to indicate barriers to the introduction of these species into the market.

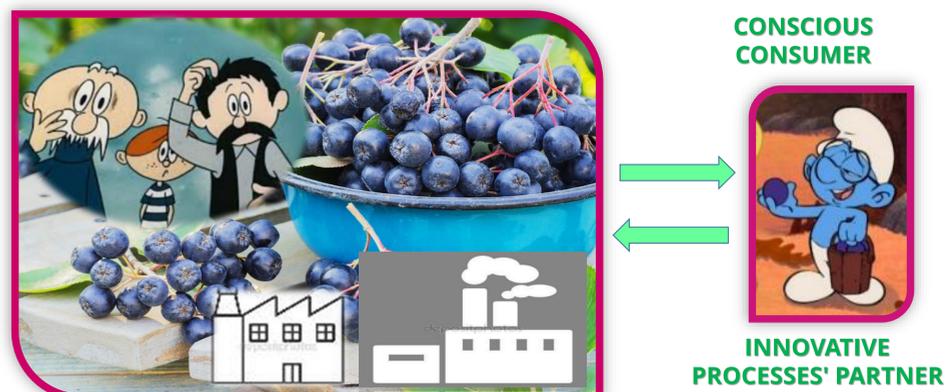
The survey was conducted among participants of an industry conference dedicated to Polish berry producers. Twenty entities participated in the survey. Responses were anonymous and data submission was voluntary.

WHAT WOULD ENCOURAGE YOU TO INCLUDE 'SUPER BERRIES' IN YOUR DAILY DIET?

Would you agree to answer a few questions?



CREATING INNOVATION AS A CONCEPT OF COOPERATION BETWEEN FOUR SECTORS



BARRIERS IDENTIFIED IN THE INTRODUCTION OF PROCESSED SUPER BERRY PRODUCTS TO THE MARKET

(1) very low consumer awareness of chokeberry and haskap berry



(2) difficulties related to their intense and specific taste



(3) the lack of well-established buying habits for high anthocyanins



Haskap berries exhibit antioxidant, anti-inflammatory, antimicrobial, antidiabetic, antihypertensive, anticancer, procognitive, cardio-, hepato-, and neuroprotective properties. Recent reports also indicate that consuming haskap berries can increase running performance and speed in recreational runners, likely due to improved vascular endothelial function and the body's ability to cope with exercise-induced oxidative stress.

Chokeberries, particularly black chokeberries (*Aronia melanocarpa*), are known for their rich content of antioxidants and polyphenols, which contribute to a variety of health benefits. These benefits include potential cardioprotective, anti-inflammatory, antidiabetic, and antioxidant effects. They may also help in improving blood pressure, cholesterol levels, and blood sugar regulation

Thank you for supporting our idea of promoting a healthy diet using the gifts of nature!