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Newsletter

HOTIFOODTRENDS PROJECT



**The Importance of International Collaboration
in Research and Product Development.**

Project presentation and roles of the partners involved in HortiFoodTrends.

The importance of global partnerships: HortiFoodTrends



HortiFoodTrends is an example of the transformative power of international collaboration to address critical global challenges in research and innovations.

This Horizon Europe-funded project brings together prestigious institutions - Instytut Ogrodnictwa - Państwowy Instytut Badawczy (InHort) in Poland, Københavns Universitet (UCPH) in Denmark, Association Groupe ESA (Groupe ESA) in France and Centre De Recherche De L'institut Lyfe (LYFE) in France.

Together they are innovating consumer-oriented horticultural food products using the cutting-edge Living Lab approach.

Driving innovation with a living lab approach

The Living Lab concept emphasises consumer co-creation and real-world validation. By combining InHort's expertise in horticultural production and post-harvest management with UCPH's focus on advanced food technologies, ESA's sensory analysis and LYFE's culinary insights, HortiFoodTrends fosters a multidisciplinary environment.

This approach ensures the development of healthpromoting, sensorially appealing and environmentally sustainable food products that meet market needs and consumer preferences.



Roles of the Partners

- InHort (Coordinator, Poland): As a leader, InHort uses its strengths in post-harvest management and new preservation techniques to improve the quality of fruit and vegetable products. It also facilitates knowledge transfer to the agri-food sector.
- Københavns Universitet (Denmark): Focusing on food science, UCPH provides expertise in sensory and consumer studies to ensure product acceptability and market fit.
- Groupe ESA (France): ESA plays a key role in sensory profiling and aligning product development with consumer expectations.
- Centre De Recherche De L'institut Lyfe (France): By integrating culinary art and science, LYFE enriches product innovation with insights into food culture and acceptance.

Impact on the horticulture and food sector

HortiFoodTrends is in line with the EU's Farm to Fork strategy, which aims to deliver high quality, sustainable food. The collaboration enhances research capabilities, bridges gaps between academia and industry, and provides consumers with better food options.

The project demonstrates how cross-border partnerships can drive technological advances, foster innovation and address common global challenges in food security and sustainability. Together, the consortium is setting new standards for international research collaboration, paving the way for healthier and more sustainable food systems of the future.

Want to know more about the principles of sustainable eating?

Stay tuned!

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