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HORTIFOOD TRENDS

Prof. Dorota Konopacka, PhD, DSc

Food technologist | scientist | HortiFoodTrends initiator



Motto

Science for Healthier Food





Keywords / Areas of Activity

RESEARCH • INNOVATION • IMPLEMENTATION

Profile

Prof. Dorota Konopacka is a renowned researcher in the fields of food technology, sensory science, and consumer research. Her 35-year career includes practical innovations such as fat-free apple chips and technologies for producing healthy fruit and vegetable snacks. For decades, she has been studying the mechanisms behind consumer responses to health-promoting foods. She is currently expanding her expertise in co-creating innovations with consumers as a co-author of the international HortiFoodTrends project, which focuses, among other things, on the Living Lab methodology in the food sector. She is also conducting pioneering work on bringing attractive processed products made from chokeberry, saskatoon and cranberry to market.

She has extensive experience in implementing and coordinating national and international research projects, including interdisciplinary initiatives, as well as in collaboration with business entities on projects that have resulted in patent applications and commercial implementations.

From 2018 to 2019, she headed the Fruit and Vegetable Processing and Quality Evaluation Laboratory at the Institute of Horticulture in Skierniewice, and subsequently served as director of the National Institute of Horticultural Research for six years. During this period, she completed eight investment projects related to R&D infrastructure, consistently creating working conditions for research teams that meet international standards.

Member of the Polish Society of Food Technologists, the Scientific Council of the National Institute of Horticultural Research (2nd and 3rd terms), and the Scientific Council of the Institute of Agrophysics of the Polish Academy of Sciences for the 2023–2026 term. By decision of the General Council of Research Institutes, she was elected as the representative of research institutes with the status of a state research institute on the General Council for Science and Higher Education for the 2026–2029 term. She serves as Vice Chair of the Council.

Areas of Specialization

Fruit and vegetable processing	Drying	Functional foods
Sensory analysis	Consumer research	Implementation

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HORTIFOOD TRENDS

HortiFoodTrends: from knowledge to product

An example of a recent project outcome

Dried blackcurrant snack

Product concept validated through consumer research

1563
consumers
PL • DK • FR



One of the latest outcomes of the HortiFoodTrends project is the development of a dried blackcurrant snack — a convenient, year-round way to use a valuable Polish fruit crop.

What did the research show?

1	**Taste and texture**	Key factors in product acceptance.
2	**Convenient format**	A snack available all year round and easy to eat on the go.
3	**Clear communication**	Familiarity with the fruit and clear communication of its value support acceptance.

Next step

Industry partner → **Product optimisation** → **Pilot trials** → **Scale-up and commercialisation**

Collaboration research • prototyping • consumer validation • implementation

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