

Multidisciplinary working (Jacobsen et al., 2014, Raley et al 2016 and deliverable 4.3)

Barriers

- The consumer scientist and food scientist do not use the same language: information from consumer scientists cannot be used by technologists and vice versa.
- The mindsets and goals of professionals from different disciplines differ: there is a low awareness of the objectives of other activities in the research and development processes.
- There is no opportunity in terms of time and organisational structure to develop a dialogue between consumer scientists and food technologists.

Opportunities/challenges

- Establishing an interdisciplinary team consisting of individuals possessing understanding of more than one discipline.
- Training multidisciplinary individuals.
- Direct communication between individuals through meetings and shared work.
- Formal management interventions.
- Allocating budgetary resources.

Considering consumer research (Jacobsen et al., 2014, Raley et al., 2016 and deliverable 4.3)

Barriers

- The development of new technologies is driven by advancements in technology → consumer priorities are not taken into consideration before the product stage.
- The public may have difficulties in understanding and/or appreciating the benefits of new technologies unless they are presented as concrete product-related benefits.
- Information produced by consumer scientists may not be usable for food scientists or current consumer research methods are not able to assess the market potential of new technologies.
- Consumer research methods are not able to measure the market potential of new technologies.

Opportunities/challenges

- Robust/more effective consumer research methods are needed.
- Consumer research results need to be translated into concrete and actionable outcomes.
- Consumer scientists need knowledge and understanding of the technology being developed. They need the specifications of the technology and access to the available information about risks and uncertainties.
- Improved communication is needed between consumer scientists and food technologists in the design and interpretation of consumer research.

Why internal communication is important

- In the food industry, poor communication can lead to costly mistakes and waste of time and it is a major problem that only a very limited amount of market knowledge is actually integrated in the NPD process (Suwannaporn and Speece, 2003, Suwannaporn and Speece, 2000).
- For example marketing may give the product specification to R&D, but R&D then develops the product with no further communication to marketing. This lack of communication will most likely lead to failure of the food product, as market research is not included continuously in the NPD process.