

Workshop ultra fresh and chilled meals

Introduction
2 April 2009



Welcome!



Growing market of convenience food

- 23% of new product launches are ready meals.
- In 2012, the market is forecast to have a value of 47 billion €, an increase of 17.8% since 2007.
- The amount of dinners prepared from scratch are the highest in France and Spain but this number is falling fast.
- Sweden has the highest expenditure on convenience food in Europe (530 €/capita/year).



Values for 2008, source Business Insights and Datamonitor

Definition ready meals

- **Ready-to-eat meals**: these are meals consisting of elements which have been pre-cooked to a certain extent. These meals only need to be warmed up at the moment of consumption with microwave, oven, boiled water, etc. They do not require a cooking step of any of the meal ingredients.
- **Ready-to-cook meals**: these are meals consisting of one or several fresh, uncooked elements. These meals require a cooking step prior to consumption. The cooking step is easy and is done by the consumer at home.

EU projects

Double Fresh

Double Fresh

- Double Fresh: focus ready-to-eat/cook meals
- NovelQ: focus new technologies for food processing

NovelQ

Double Fresh Project objective

Three major objectives

Newly developed Ready-to-eat meals concepts:

- More appealing to consumers / fresher & tastier
- Healthier & safer
- Improved food business viability & reduced environmental impact of the meal supply

Fresh & appealing

Healthy and safe

Viable food businesses

Double Fresh project

- Full title:

“Towards a new generation of healthier and tastier ready-to-eat meals with fresh ingredients”

- 3,2 M€

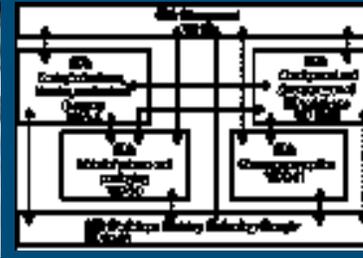
- 20 partners

- Duration: 3 years (01.09.2006 – 31.08.2009)

- STREP project

NovelQ

- Develop - eco-friendly - novel processing technologies for improved quality food
- Successfully demonstrate the application of these technologies



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NovelQ project

- Full title:

Novel Processing Methods for the Production and Distribution of High-Quality and Safe Foods

- 10,9 M€

- 36 partners

- Duration: 5 years (1 March 2006)

General concepts

- Concept 1:
 - Pre-treatment of meat/fish (application of marinates)
 - Fresh cut vegetables with respective optimal MAP package (possible combined with disinfection or coating technology)

General concepts

■ Concept 2:

- Fresh meat/fish (eventually apply marinate to reach longer shelf-life)
- Pre-processed vegetables (ultra-short blanching for instance)
- Optimal MAP packaging for meat/fish component

General concepts

- Concept 3:
 - Freshly cooked meals with pre-processed ingredients; without post-pasteurization; application of MAP and oxygen absorbers
- The combination of fresh/raw cut vegetables with pre-processed vegetables in order to make the meals more attractive is also possible

Quality of Chilled ready meals

Consumer acceptance

Shelf life

Nutritional composition

Food safety



Technology



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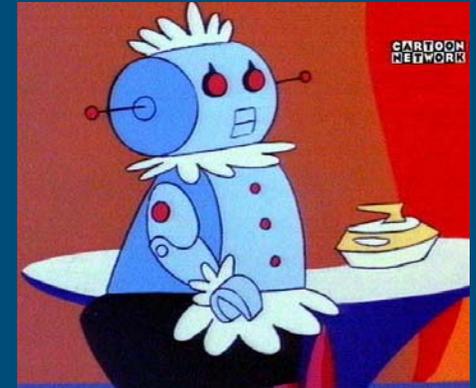


Double Fresh
Double Fresh

NovelQ

What is our objective for today:

- Knowledge transfer to the industry
- Insight in the latest developments
- Discuss the future of chilled ready meals
- Exchange ideas, information, views....





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