



# FOOD PRODUCT DEVELOPMENT — *CHANGING MINDSETS*

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# WHAT IS PRODUCT DEVELOPMENT?

Each company has a product mix, often including hundreds of products, which is constantly evolving - old products dying, products reaching maturity, products contributing to rapid growth and new products being introduced.

Hence, product development involves more than just creating the perfect recipe

It involves extensive planning, research and analysis, and lot of hard-work over an extended period of time

To achieve a live and enduring product mix requires a far-sighted and organized product development programme which directs innovation in line with the objectives of the company's business strategy

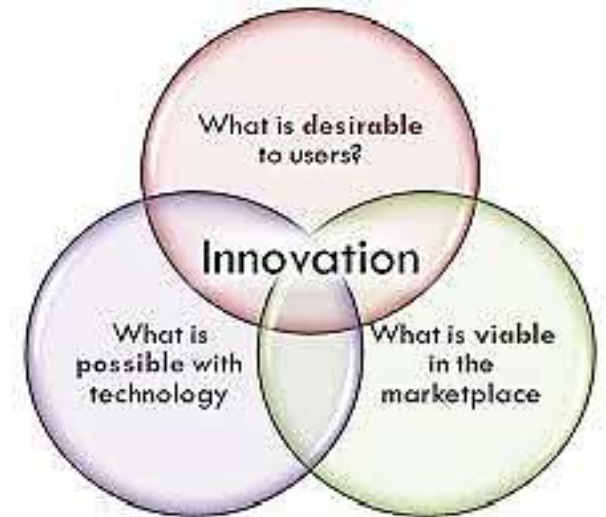


# THE PRODUCT DEVELOPMENT PROGRAM

The product development programme encompasses

- Product improvement
- Product line extension
- Product re-launch
- Product innovation

Product development involves all sections of the company from top management to the machine operator on the line, and it is only successful if there is integration across the company and also strong leadership from top management along with a big influence from the culture of the company as a whole



# THE PRODUCT DEVELOPMENT TEAM

## Skills necessary:

- Management skills
- Engineering skills
- Financial data
- Production advice
- Legal advice
- Research and development
- Marketing/sales data
- Purchasing input
- Warehousing/distribution data
- Quality control advice



# WHAT IS A NEW PRODUCT?

A 'new' product is simply one that has never been designed and made before. It may be a new flavour, a modification to a standard product, such as improvement, new pack size or cost reduction, or an addition to an existing range of products.

It has been argued that no design is totally original and most designs are based on products which already exist.



# WHY ARE NEW PRODUCTS CREATED?

Food products are developed:

- in response to consumer trends and consumers' needs and wants;
- to stay in competition with other companies to increase profits;
- to make use of up-to-date food processing technologies which give rise to new or more economical products;
- to meet particular markets, such as economy or luxury products, or to create new markets
- in response to initiatives such as the Food Standard Agency's salt and saturated fat reduction campaigns;
- to produce 'own brand' copies of other manufacturers' products;
- to replace some products which have reached the end of their life cycle.





# THE STARTING POINT – AN I



- Looking at existing products – a company’s own, or their competitors
- Responding to suggestions, comments or consumers’ complaints, ethical or environmental concerns;
- Examining cultural and religious influences, including customs at festivals and celebrations
- Eating out, visiting restaurants in India and other countries to sample authentic dishes;
- Analysing trends in consumer eating and purchasing habits, carrying out market research to identify ‘gaps’ in the market;
- Designing products targeted at particular groups, e.g. children, elderly,, or vegetarians
- Identifying fashions and fads;
- Using a popular theme, such as a blockbuster film or TV programme;
- Brainstorming sessions by individuals or teams;
- Responding to Government initiatives, policy or guidelines, e.g. reducing fat content;
- Modelling the nutrient content of a food product to meet a specific target, e.g. athletes
- Use of company’s by-products

All Ideas deserve respectful hearing – Always document rejected ideas

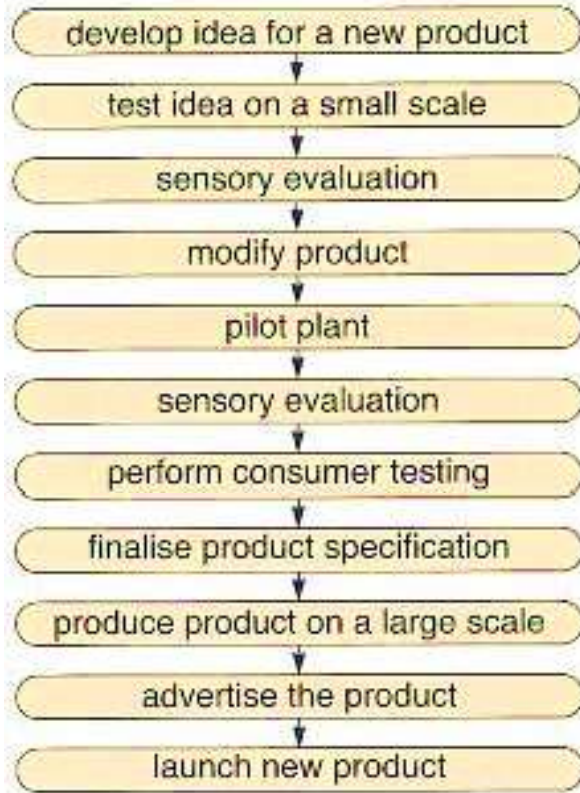
# THE QUESTIONS YOU NEED TO ASK

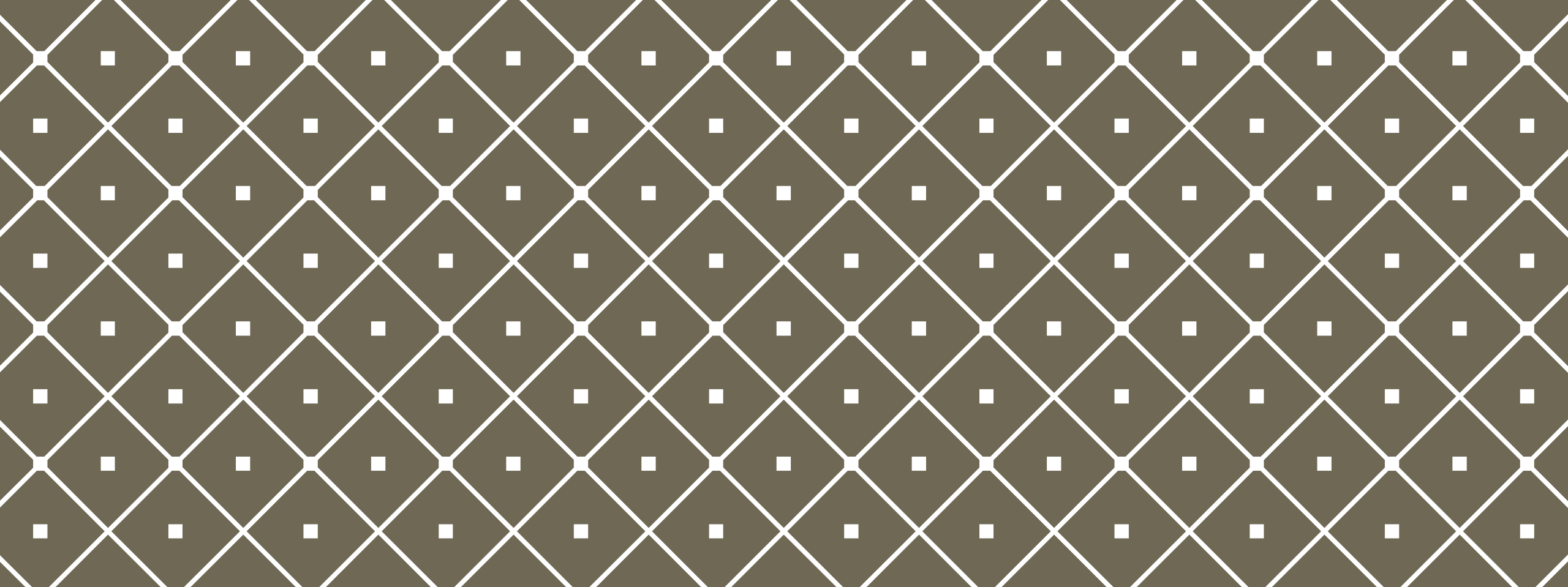
- is there a need?
- is the market ready?
- is the market already saturated?
- will it sell?
- will it be profitable?
- is it cost effective?
- is there technology for mass production?
- legal aspects?





# THE PRODUCT DEVELOPMENT JOURNEY





# PUTTING THEORY TO PRACTICE

From the Nutritionists lens

# CREATING A NEW PRODUCT

## *FROM THE NUTRITIONISTS LENS*

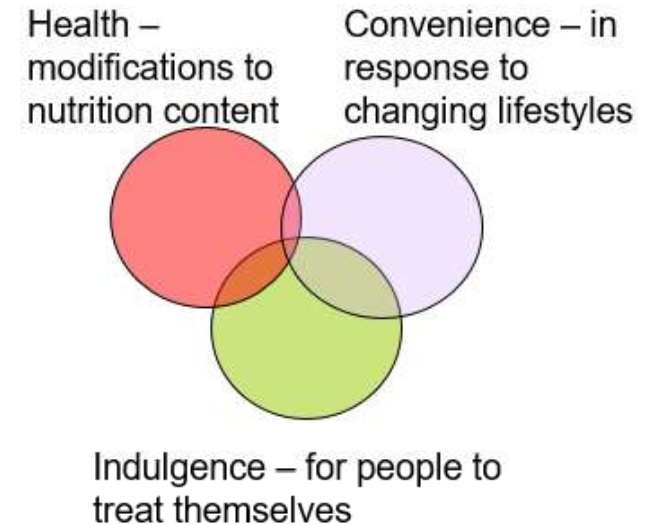
We are the innovators of our products.

Let's move from being illness-centric to wellness-centric, promote good health and prevent lifestyle diseases

Stay ahead of other 'Health & Lifestyle Coaches'

Make healthy food economical and easily available

Be responsive to the current health needs, and needs of food safety standards



# THE WHY & HOW OF IT

## *FROM THE NUTRITIONISTS LENS*

- Look at existing health products
- Improve, Improvise & Implement
- Patient feedback – Needs & Responses
- Advise on Food selection while Eating Out
- Identifying the Gaps



# WHAT DO WE BRING TO THE TABLE?

As Nutritionists & Dieticians engaged in Product Development, we have to be mindful of the following

- Ingredients – Not just Carbs, Proteins & Fats but functional foods , pre & probiotics, antioxidants, natural safe herbs, specialty foods
- Ease of preparation – Mode of preparation, Shelf life
- Acceptability – Age, Ethnicity, Socio-economic status
- Standardization-Ease of replication, Assurance of desired features.
- Sustainability – Long term commitment , Cost effectiveness



# THE PRODUCT DEVELOPMENT JOURNEY

*HAND IN HAND WITH THE NUTRITIONIST*

Every nutritionist is a product developer

- Empower the care-giver / client / housewife
- Let our kitchens be our labs
- Relook into the forgotten discarded traditional healthy practices
- Use left-overs productively
- Innovate Innovate & Innovate!
- **Remember, what is convenient for our living is not necessarily convenient for our life**
- Let us shift from highly processed to minimally processed





# SCOPE & RESPONSIBILITIES

- Health & Wellness
- Prevention & Control of NCD's & other chronic conditions
- Complementary/Supplementary role
- Value Addition
- Catering to the Indian Nutritional paradox
- Infant, Child, Maternal & Adolescent Nutrition
- Geriatric Health
- Government Feeding Programs(ICDS)



# SCOPE & RESPONSIBILITY

- Making Pro-Health products economically viable
- Including small stores & local bazars along with the supermarkets
- Identifying & Using traditional/regional foods as a base for health products
- Nutrition education & counselling from grass root level
- Weed out self proclaimed “Nutrition Gurus”
- As Nutritionists & Dietitians let us evolve ourselves from being passive perpetrators of health fads seeded in by commercial players to active creators of Nutritional Solutions for those in need.



# WE ARE ALL ON THE SAME TEAM

- Food industry is getting more responsible
- Demand for health promoting foods is increasing
- Indulgence foods like cakes, cookies & ice-creams are evolving with the use of ingredients ear marked as health promoters
- New startups are also engaging in developing health foods
- Conscious efforts from all stake holders to come up with consumer friendly healthy foods
- Simple, sustainable modifications in the Ready-To-Eat food category can contribute to a better control of life-style diseases
- **Nutritionists & Dieticians are an important lever in this process and need to be intimately involved with the product development team from the word – Go!**
- Things work better when industries and nutritionists interface & dialogue
- Let us move from 'us' & 'they' to WE

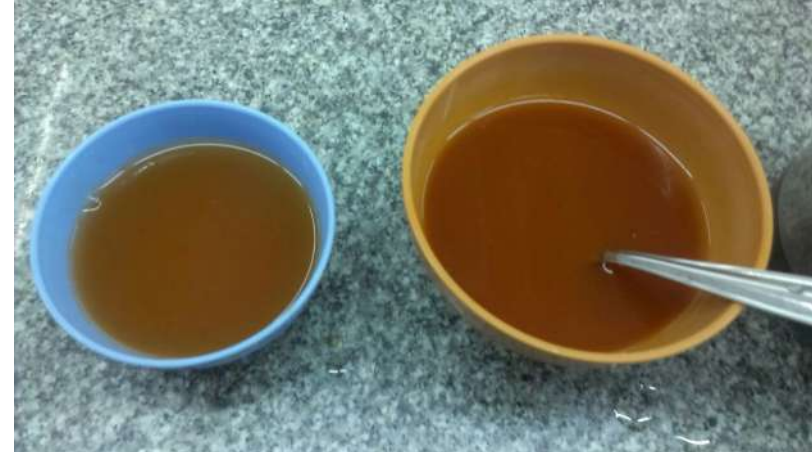
# SMALL BUT SURE STEPS



Multigrain Flakes



ProBiotic ARF Drink



Fat free Ready-to-make Rasam



ProBiotic Dips with Multigrain Lavash



High Protein Veg Spread



Pan Gulan Sunflower Seeds Chikki



# SMALL BUT SURE STEPS





thank  
you