

## Blue Product Brain Storming Meeting Memo

**Location:** Tampere, Solo Sokos Hotel Tornio

**Date:** 9.11.2017

**Present:** Mathias, Kaisu, Anni, Raija, Katja, Pirjo, Sari, Jaakko, Anna-Liisa, Guy, Jari, Teuvo, Baoru

**Topic:** Brain-storming of product development concepts (focused on FOOD)

- Fish fillet producer in Turku (silakka mass/silakka fillet): lipid oxidation. Martin Kala Oy, Apetiti Oy. Meeting to be set up with these companies during the coming weeks (UTU and Luke will make the initiative and contact the companies).
- Yrtteija, puolukka (WILD FOOD: wild herbs, wild berries together with wild fish) as antioxidants in fish mass for protection from lipid oxidation; UTU has previous research on protection of herbal extracts on lipid oxidation in fish. Pirjo Mattila had some preliminary cooking tests mixing lingonberry with silakka. Further concept development along this path shall be done together with companies.
- Järvikalapihvit (Apetit)
- Pyhäjärvin Institute
- Enzyme treatment for modifying protein and for food design and fine-dinning restaurants
- Sauces for Finnish fish foods (puljonki/Nestle Professionals)
- Surimi and other protein-based products:
  - o Anu briefing the Surimi production process and some other interesting examples from the ppt prepared by Katja about the fish products in Finnish market and abroad.
  - o Discussion is about low yield of Surimi (only 20% of fish protein) and the need to use non-myosin protein fractions
  - o Our project should concentrate more on creating NEW application of the protein fraction from fish, using a more INNOVATIVE name created by our own project
  - o We should target for fish products that are tasty, easy to use, not too expensive
  - o Consumer study of test products are important vs. own opinion of researchers
  - o Kalan ja kasvin proteiinit
- Task division for product idea developments together with companies
  - o Transglutaminase (TG) and 3-D printing (VTT) for protein processing to food
  - o Wild herb, wild berries and wild fish concept (Luke-Pirjo, UTU/ETK-Baoru)
  - o Sauce for fish (UTU/FFF-Anu and Luke-Anna-Liisa and Sari?)
  - o Presentation of product concepts (PPT form)
- Next meeting will be on January 24th (January 23rd is booked as a reserve date) in Säkylä with possible visits to companies and Pyhäjärvi institute. Jari will make the contact and send invitation to the whole group.