

From Innovation ... to Commercialization Opportunities in dairy milk processing and product development: niche market development

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# **Overview of Food Centre**

- Non profit organization
- Servicing the food industry for 12 years
- Full service assistance to the food industry
- A unique partnership arrangement
  - Saskatchewan Ministry of Agriculture; University of Saskatchewan and Saskatchewan Food Processors Association
  - Provide supporting services in food development, market and business development

#### <u>MISSION</u>

"To assist entrepreneurs in the development of value added agri-food opportunities"

#### **Core Services**



- Food Safety Training and Education
- Path-finding
- Extrusion Technology
- Interim Processing
- Product Development
- Process Development

# **Concept to Commercialization**

#### From the Idea to Final Product



# Where are dairy ingredients?









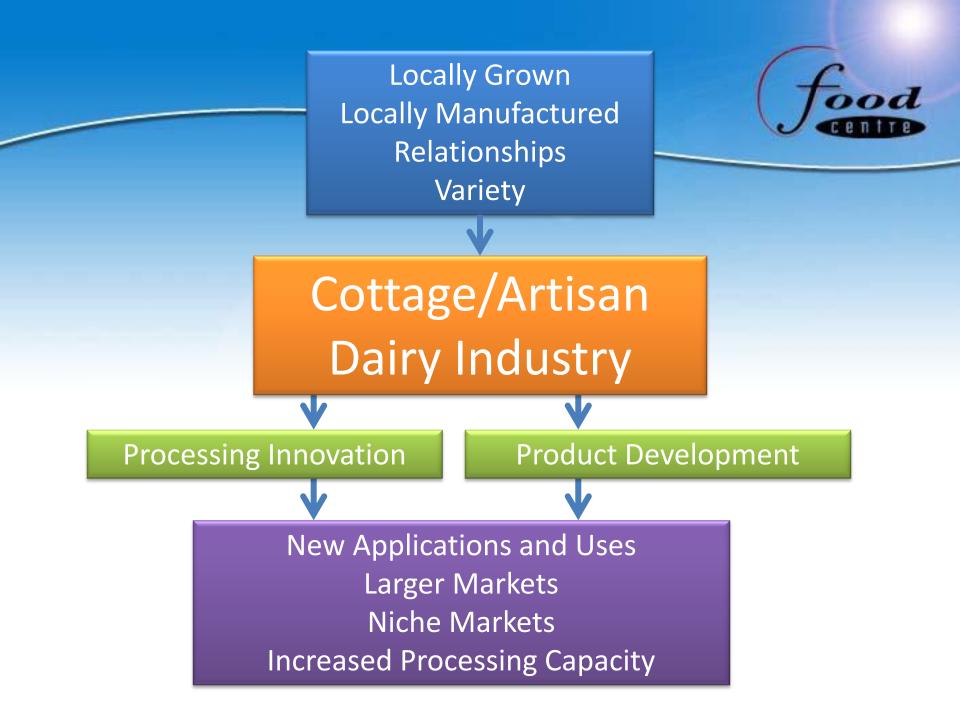
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# Trends and Drivers in Dairy

- Aging population
  - Whey protein isn't just for body builders
  - Calcium and bone health
  - High-calorie meal replacement drinks
- Reduced guilt
  - dessert-flavoured yoghurts, low-fat
- Health and nutrition
  - Gut health



# Trends and Drivers in Dairy

- Shift in Shoppers
  - "I didn't even look at the price"
  - Different flavour choices
- Specialty products: indulgence

   Cookie-wichs
- Mmmm, snacks
  - Yoghurt, Cheese-coated snacks
- Functional ingredients
   Flavours, binders

















Cottage industries drive innovation

• Our goal is to provide services that will give a competitive advantage to our food processors



#### In the Neighborhood?

#### Come tour the Food Centre!!

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# We are here to help!