



HAL
open science

Interactive approach between the market consumers and development for developing an innovative fermented whey based drink

Virginie Herbreteau, Odile Parizel, Marine Peyroche, Pierre Barrucand, Marine Penland, Stéphanie-Marie Deutsch, Nadine Leconte, Fabienne Lambrouin-Garnier, Nathalie Roland, Lucas Jolivet, et al.

► To cite this version:

Virginie Herbreteau, Odile Parizel, Marine Peyroche, Pierre Barrucand, Marine Penland, et al.. Interactive approach between the market consumers and development for developing an innovative fermented whey based drink. https://fil-idf.org/idf_events/world-dairy-summit-2024/. IDF World Dairy Summit 2024, Oct 2024, Paris, France. , 2024. hal-04707706

HAL Id: hal-04707706

<https://hal.inrae.fr/hal-04707706v1>

Submitted on 24 Sep 2024

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.



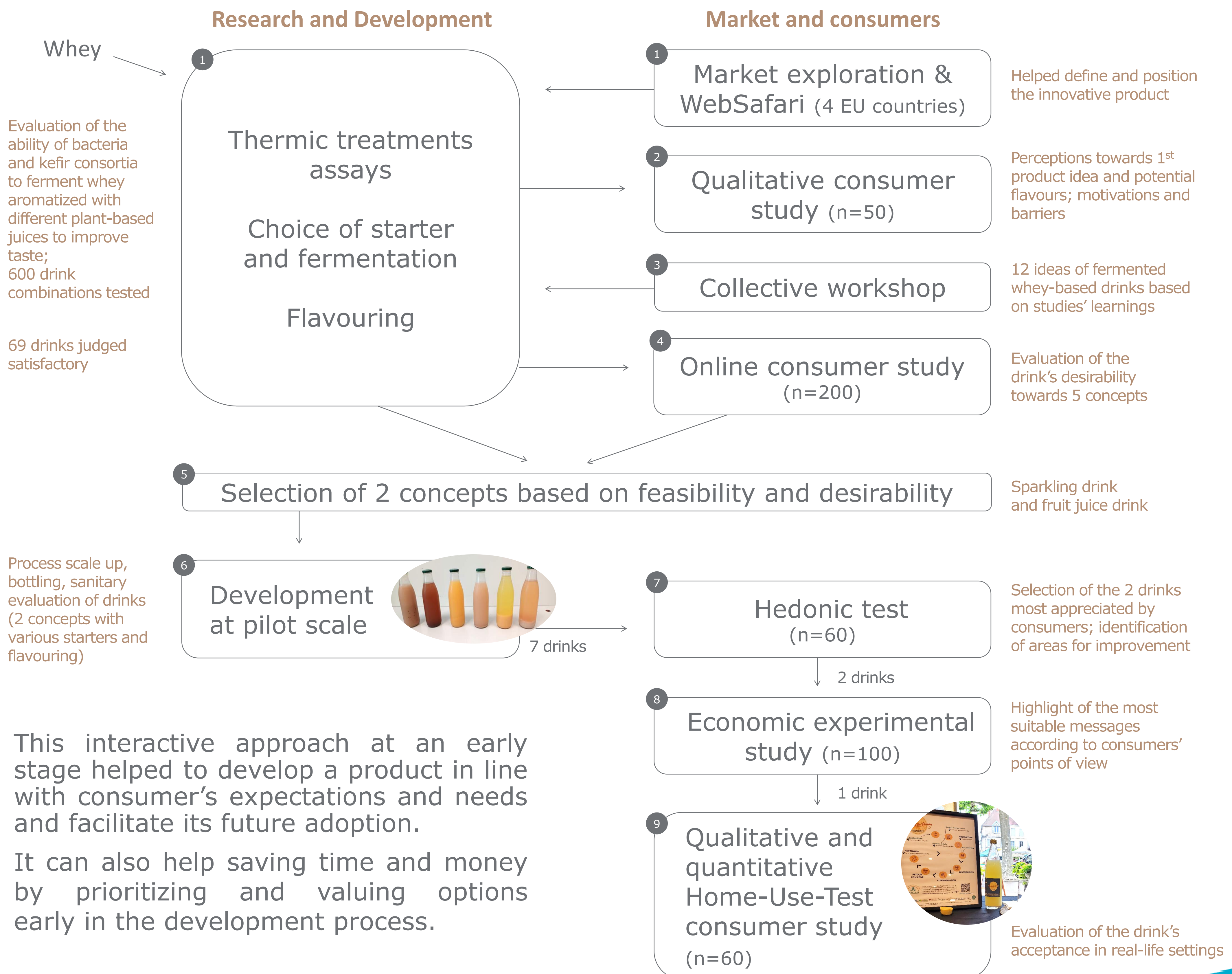
Distributed under a Creative Commons Attribution - NonCommercial - NoDerivatives 4.0 International License

INTERACTIVE APPROACH BETWEEN THE MARKET, CONSUMERS AND DEVELOPMENT FOR DEVELOPING AN INNOVATIVE FERMENTED WHEY-BASED DRINK

Virginie Herbreteau^a, Odile Parizel^a, Marine Peyroche^a, Pierre Barrucand^a, Marine Penland^b, Stéphanie-Marie Deutsch^b, Nadine Leconte^b, Fabienne Lambrouin-Garnier^b, Nathalie Roland^c, Lucas Jolivet^c, Riwanon Lemée^c, Isabelle Cuvillier^d, Laure Raverot^d, Fabrice Buchin^d, Fabienne Groualle^d, Mathilde Romand^e, Olivier Cousin^f, Anne Verniquet^g, Geneviève Gésan-Guiziou^b, Elodie Lerolle-Rio^a

^aACTALIA, F-Saint-Lô; ^bINRAE-STLO, Institut Agro, F-Rennes; ^cLaboratoires STANDA, F-Caen; ^dENILEA, F-Poligny; ^eMonts et Terroir, F-Poligny; ^fSodiaal International, F-Paris; ^gdss+, CH-Versoix

As part of the FAIRCHAIN European project, an innovative fermented whey-based drink has been developed to increase the value of cheese's co-product and limit wastage. While the success of a food innovation is conditioned by consumer desirability and technical feasibility, developing an innovative product remains a challenge, as little is known on how to design it to fit with consumer's acceptance. For that purpose, we used an interactive approach between market, consumers, Research and Development from the early stage of the project.



This interactive approach at an early stage helped to develop a product in line with consumer's expectations and needs and facilitate its future adoption.

It can also help saving time and money by prioritizing and valuing options early in the development process.

IDF WDS 2024 – 15/18 October 2024 – Paris, France

Other subjects

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000723. This document reflects only the authors' view. The European Commission is not responsible for any use that may be made of the information it contains.



DAIRY 2024 THE FUTURE