

2-3.12.2025

Rome

EU FOOD SAFETY FORUM

**Supporting the Food Safety Systems
of the future**

2-3.12.2025

Rome



www.foodsafety4.eu



New product co-creation with consumers: the SENIORFOOD project

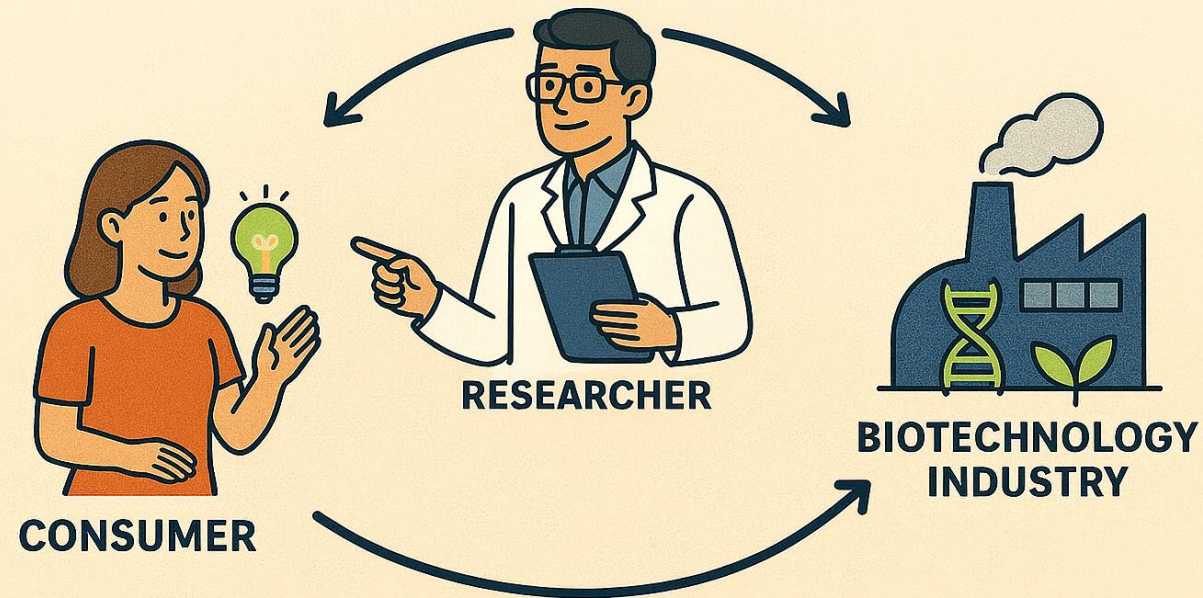
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Starting from the consumers...



- involve consumers directly in the product development process empowers them as co-creators rather than passive recipients
- open new market opportunities for the company tailored to specific segment
- supports a shift towards more sustainable food systems making consumers aware of the use of biotechnologies for the valorization of underutilized plant resources and by-products

INNOVATION COMES FROM THE CONSUMER





Francesca



Greta



Milly



Mario

Final session

Presentation of new product proposals by consumer teams and discussion about the proposals including the company representatives

Explanation of the key steps involved in transforming initial product ideas into real products describing the complexities

Integration of the creative input generated in the Labs into the company innovation pipeline

Awards



THANK TO ALL

Marco Montemurro

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