

SMART Recovery: Accelerating growth in food and drink businesses through the development of innovative and functional foods

Project Team

The Welsh Government project 'SMART Recovery' is funded through the Covid Recovery Challenge Fund, led by Aberystwyth University and partnered with Innovation Strategy. A consortium of 12 food and drink (F&D) companies are creating an innovation hub with the Aberystwyth University analytical and clinical trials team to support the development of future 'functional' products, learning from the expertise within the consortium.

About the Project

There is a need both now, and in the long-term, to help Wales manage non-communicable diseases, chronic conditions and improve recovery from long-term systemic inflammatory conditions (e.g., pre-diabetes and long-covid). A major factor of this strategy will be diet, with emphasis shifting to healthier diets to increase the health benefits of 'functional' foods, alongside basic nutrition. The Welsh Government project led by Aberystwyth University 'SMART Recovery' aims to support Welsh businesses in the development of innovative and 'functional foods' to promote recovery from the effects of the pandemic and stimulate growth through the creation of new opportunities. Innovation Strategy will provide business and marketing support, including guidance on the development of novel products.

Through the proposed Research and Development framework, we will support the development of 'Functional Foods' using naturally occurring bioactives, botanicals and supplements, particularly fine-tuning sustainable traditional ingredients, processes and recipes. Advanced analytical work and human clinical trials will test and validate these foods that may contribute to the health of individuals, alongside consumer perception trials to aid in increasing visual attraction and palatability.

Bioinnovations Wales will provide CPD training and exemplar case studies to help disseminate and communicate the results to other companies and industry.

The framework will contribute to the opening of niche markets into more mainstream markets and encourage growth in the Welsh F&D industry. This project will empower people with information to make healthier and more sustainable diet choices.

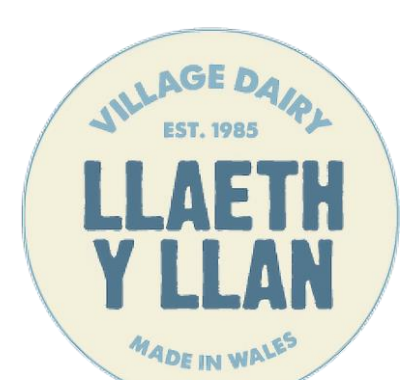
Outputs so far



Partners

Cynhyrchion a phrosesuau cynnaladwy
Pennotec
Sustainable products & processes

Agroceutical Products



PhytoQuest



Campden BRI
food and drink innovation

HUMANFOOD

