Sensory Research and Organic Products
WP 3 Sensory Analysis

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Information about ttz

» Non-profit association
» Applied and market-oriented Research- & Development-Services
  » contracted by industrial partners
  » partner/ coordinator in/of funded projects: Regional, National, European, International Projects for SME-benefit
» ca. 6 Mio. € turnover
» ca. 80 employees (Researcher, Engineers),
» over 1000 m² pilot plant stations, laboratories, offices, etc. mit modern equipment and >200 m² sensory laboratory
Sensory Analysis

- The sensory properties of food products are an important market success factor.

- In the organic market, many producers and distributors of organic foods claim superior tastes for their products compared to the conventional alternative.
Öko-Geschmacks-Siegel (Organic Taste Seal)

Example Strawberry Yoghurt

Strong difference in the aroma-intensity
This argument is still subject to a hard debate, from an objective scientific perspective, but especially from the subjective consumer point of view.

Consumer preferences are largely dependent on their long-term nutritional habits.

Consumers taste is mostly distinguished by conventional products.

Therefore unfamiliar sensory experiences in organic products can lead to dissatisfaction.
Which Yoghurt Taste More Naturally?

Test Intermopro 2004

Test persons with conventional food habits.
Used to flavoured yoghurt.

Test Biofach 2005

Test persons with organic food habits.
Used to yoghurt without flavour.

This is an important barrier for SMEs in the organic market to reach new consumer segments!
An answer to this challenge is a better understanding of sensory product properties and quality of organic food and the consumers expectation regarding the target group.

The organic food producers need:

- Options to explain the sensory differences to the conventional food and differences within the organic market.
- Very good sensory qualities, if they promise superior taste. Otherwise it is just the image of superior taste, that won´t guarantee product success for a longer time.
WP 3 Sensory Analysis

3.1 Selection of country specific product groups

3.2 Development of sensory profiles

3.3 Sensory consumer tests

3.4 Preference mapping

WP 4: Marketing
WP 3.3 Sensory Consumer Tests

Pan European Mosaic

Origin: Mahlzeit.boocompany.my
WP 3.1 Selection of Country Specific Products

Product groups

» Fresh fruit (apple)
» Meat products
» Dairy products
» Vegetable oils
» Bakery products
» Tomato products
Results and Benefits for the Organic Market

- National description of sensory properties of organic foodstuff with visible differences.
- Information about the „real sensory product acceptance“ and the influence of the organic-image.
- An European comparison constituted in a pan European mosaic.
- Information about product improvement potential.
- Regulation Influence on sensory properties.
- Sales arguments and an instrument to improve services quality.
Thanks for your attention!
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