

# **Sensory Research and Organic Products WP 3 Sensory Analysis**

**Kirsten Buchecker, ttz Germany**

ttz Bremerhaven  
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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 m<sup>2</sup> pilot plant stations, laboratories, offices, etc. mit modern equipment and >200 m<sup>2</sup> sensory laboratory



# Sensory Analysis

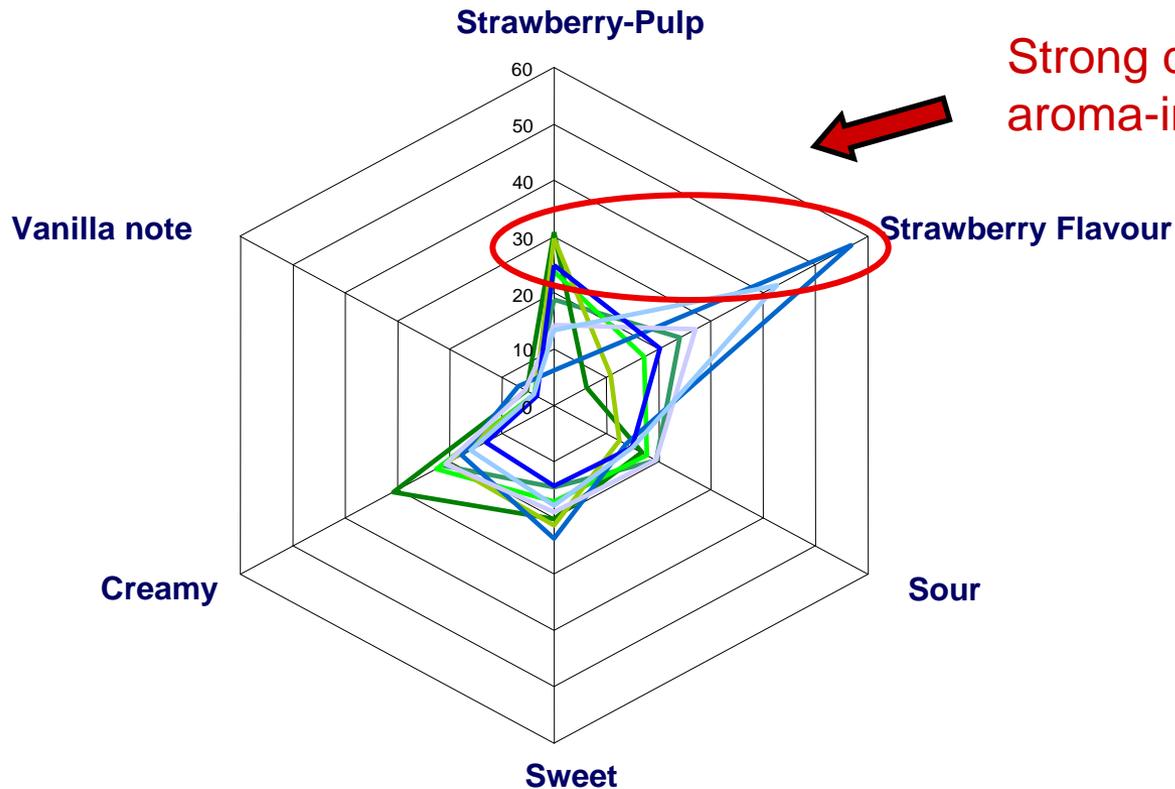
- The sensory properties of food products are an important market success factor.
- In the organic market, many producers and distributors of organic foods claim superior tastes for their products compared to the conventional alternative.



Origin: FRoSTA AG, Bremerhaven Germany

# 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.

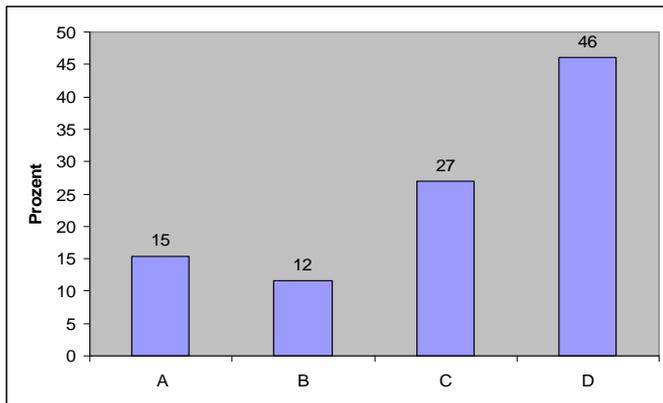
Consumers taste is mostly distanced by conventional products.

Therefore unfamiliar sensory experiences in organic products can lead to dissatisfaction.



# Which Yoghurt Taste More Naturally?

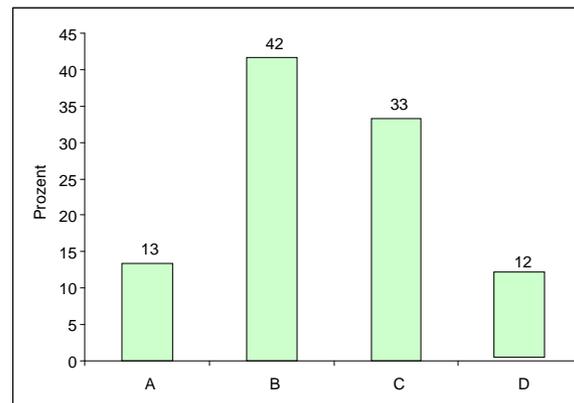
Test Intermopro 2004



Testpersons with conventional food habits.

Used to flavoured yoghurt.

Test Biofach 2005



Testpersons with organic food habits.

Used to yoghurt without flavour.

- A (Strawberry pulp, flavour, beetroot-powder, sugar, yoghurt)
- B (Strawberry pulp, beetroot-powder, sugar, yoghurt)
- C (Strawberry-pulp, sugar, yoghurt)
- D (Strawberry-pulp, strong flavoured, colour: cumoin)

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.

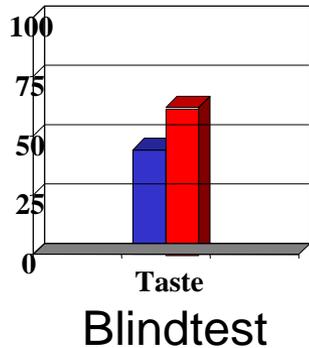


# WP 3 Sensory Analysis

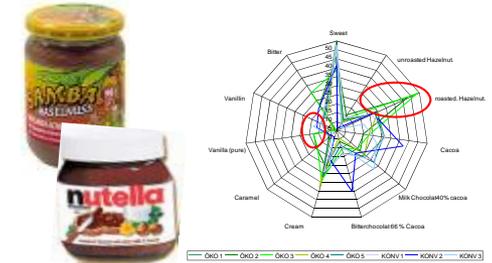
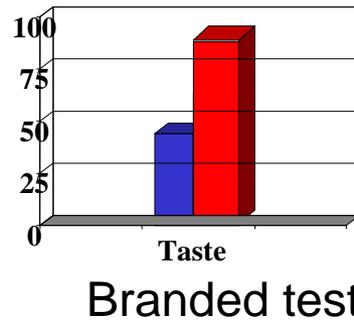
3.1 Selection of country specific product groups

3.2 Development of sensory profiles

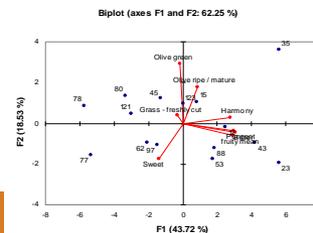
3.3 Sensory consumer tests



Image



3.4 Preference mapping



WP 4: Marketing



# WP 3.3 Sensory Consumer Tests

Pan European Mosaic

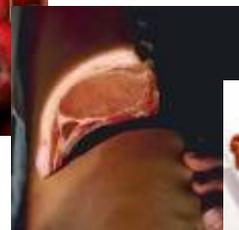


Origin: Mahlzeit.boocompany.my

# 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.

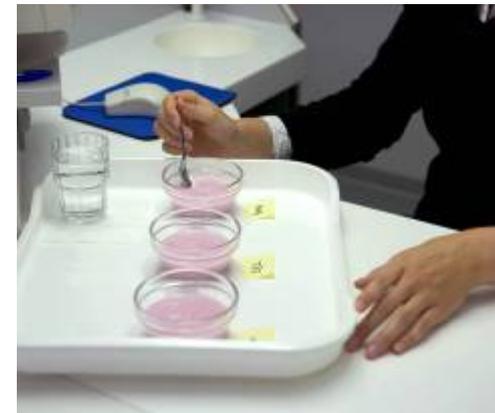




**Thanks for your attention !**  
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CAPACITIES



21/02/09