

FOOD FOR GROWTH

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The Coworking Lab session of the F4G Project

IRTA & Casa Mas: the innovative Gazpacho

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The Coworking Lab session of F4G Project at IRTA

- **When?**

The last Coworking Lab session of the Food for Growth project took place at the IRTA Centre in Monells on March 21st.

The Coworking Lab session of F4G Project at IRTA

- **Who?**

In addition to IRTA students and CASA MAS technicians, representatives of other project partners, such as SFC Sistemi Formativi Confindustria, Osservatorio Permanente sui Giovani e l'Alcool and Casa Mas, as well as a journalist specializing in food and a representative of a consumer association also participated in the event.

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- **What?**

The event, led by Daniele Rossi of SFC Sistemi Formativi Confindustria (coordinator of Food for Growth), was focused on **the discussion of two different communication plans for a novel product recently launched on the market by the company Casa Mas.**

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- **How?**

The novelty consists of a fresh gazpacho in a plastic bottle format treated by high isostatic pressure, a treatment that enable the extension of the product shelf life without the need for preservatives nor subjecting it to a thermal treatment, which would change the characteristics of this fresh product.

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- **Why?**

The session finalized an on-line study conducted by IRTA students and CASA MAS technicians on the contents offered by the F4G platform.

In particular, the modules and contents related to the Communication Plan were examined in depth to answer the question: how to bring consumers of a traditional product like the Gazpacho closer to new innovative production and packaging systems?

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- **Results**

The communication plans were exposed by the respective authors, this is, on the one hand a group of IRTA technicians and on the other a group of students of the High School Institut Montelivi, of Girona. Subsequently, the plans were commented by the rest of the participants of the session, who made contributions based on their own experience. Based on the observations made by the representative of the consumer association, it was evident the need for the consumer to learn about the High Pressure technology prior to the purchase process.

For this reason, and in the opinion of the participating journalist, the communication plans should include the generation of a news item in the media referring to the novelty. Therefore, the work of journalists can help the acceptance of new technologies in food products.

For any other question, please contact:

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