Muscle Based Food Network

Seminar:
Packaging & cooking of convenience (meat)products

Teknologisk Institut, Aarhus – 18. January 2018

The MUSCLE BASED FOOD NETWORK invites everyone with an interest in CONVENIENCE food and PACKAGING and COOKING technology to a seminar in prominent surroundings.

In a global market where consumer habits are changing fast, new technologies constantly evolve and producers need to be still more innovative to keep up with market trends, we ask:

- Has the convenience trend peaked?
- Are the Danish consumers ready to embrace microwave oven cooking?
- Is convenience only for the young and healthy – or does technology also ease the life of the elderly?
- What is the state of sustainability and traceability in convenience food and packaging?

Join us in Århus at Teknologisk Institut

Practicalities

Date & time
January 18th 2018 at 9.30 - 16.00

Address
Teknologisk Institut
Kongsvang Allé 29
8000 Aarhus C

Registration and cost
Register name, email and billing address to Mathilde Huusmann at mahc@lf.dk no later than the 15. January 2018.
The seminar fee is 450 DKK.

For further information
Contact Fie Vesterled at fvr@lf.dk or +45 3339 4095

Register at MAHC@LF.DK no later than January 15th
## Muscle Based Food Network Seminar
### Packaging & cooking of convenience (meat)products

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| 10.00 | Welcome  
Network Manager Jette F. Young, Aarhus University  
Has the convenience trend peaked?  
Professor Klaus G. Grunert, Aarhus University  
Measurement of & influence on consumer behavior in the new digital age  
Professor Bent Egberg Mikkelsen, Aalborg University |
| 11.15 | Convenience packaging for microwave ovens  
Development of packaging and convenience products for use in microwave ovens  
Product Manager, Alexander Bardenshtein, Danish Technological Institute  
Intelligent packaging for better food and less environmental impact  
Country Manager France, Christian Benedict, Micvac  
Microwave selective shielding IML for convenience food packaging  
Dick R. Geheniau, Shieldtronics |
| 12.45 | Lunch & Demonstrations  
Enjoy lunch and demonstrations of both convenience products and packaging materials |
| 13.45 | Home cooking solutions (with added focus on the elderly)  
Convenience smooth meat-based products for frail and disabled persons suffering from dysphagia  
CEO Matthias Kück, Biozoon & Product Manager, Alexander Bardenshtein, Danish Technological Institute  
Microwave home cooking  
Author and Medical Doctor, Grete Krag Jacobsen, |
| 15.00 | Sustainability & traceability of convenience foods  
To be announced  
Traceability and food safety  
Consultant Lars Krusell, Teknologisk Institut |