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 Technological Institute

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  | **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**  
**Packaging – protecting and polluting?**  
*Senior Scientist Gitte Alsing Pedersen, Technical University of Denmark*  
**Food fraud and food safety – what’s the relation?**  
*Consultant Lars Krusell, Teknologisk Institut* |