

GOOD PRACTICE GUIDE for SMEs

Be inspired by
20 case studies
of **SMEs**
innovating food
for seniors



innovating food for seniors

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01

Introduction



Welcome to our **INNOVATING FOOD FOR SENIORS**

Europe is home to the oldest population in the world, with one in four of all Europeans aged 60 and over. According to the statistics from The [National Institute on Aging](#), the proportion of elderly aged over 65 will rise to 30% and those aged 80+ will more than double from 5% to 12% in Europe by 2060.

To be prepared to confront the greying of population, it is essential to consider not only the challenges, as the increasing need and pressure on long term health care services is very clear, but to draw more attention to the opportunities that increasing longevity provides - **development and commercialization of nutrient-enriched foods for elderly.**

However, the development of successful innovative products is challenging - the food industry is traditionally considered as a sector with low research intensity and is quite conservative in terms of the type of innovations introduced to the market. **The use of innovative methods to enhance innovation and entrepreneurial skills is essential for companies to respond to the increasing demand for new food products and services within the Silver Economy.**

“ **Providing an open source training programme for Food SMEs in the commercialisation of nutrient-enriched foods for the elderly** ”

For More information on our PIFS Project and its other resources click [HERE](#)





PIFS Project

The **Pioneering Innovative Food for Seniors (PIFS)** project aims to create lasting impact for food SMEs with up-to-date knowledge and innovation skills necessary to capitalize on this niche market opportunity. PIFS will substantially improve training for food SME's companies and their staff by raising their awareness & commitment to innovation for business growth via innovative food.

About this Good Practice Guide

The **Good Practice Guide** is a unique training tool for SMEs to gain an understanding of the drivers and opportunities for food innovation in the Senior market in Europe, and inspiration to apply this learning in their own food businesses.

We present 20 compelling Good Practices from project partner regions and the EU, **which were collected as a part of the PIFS project. Good Practice in the context of the PIFS project is defined as a food innovation initiative for the Silver Economy.** It includes case studies and/or learning activities/tips that can be introduced or incorporated into present food innovation approaches across Europe.

The Good Practices include: nutrition led product development, ease of use packaging, fortifying nutraceuticals, distribution approaches, smart food, technology, etc.

Structure of this Guide

The Good Practice Guide is structured into 7 sections.

CHAPTER 1 Our introduction.

CHAPTER 2 Outlines the meaning of the Silver Economy and its size, main features products and services.

CHAPTER 3 Describes policy drivers and the impact of policy changes for the Silver economy.

CHAPTER 4 Presents challenges and opportunities for the Silver Economy in various sectors.

CHAPTER 5 Outlines the current contemporary food market, its trends and definition of innovative foods.

CHAPTER 6 Describes the results of Good Practices collection, with all relevant information, including what is the Good Practice / why it is successful and what are the results achieved / why it can be transferred to other regions.

CHAPTER 7 Finally, chapter 7 outlines the overall conclusions.

02

The Silver Economy: A Description



The Silver Economy: A Description

In the Europe of 2060, one in three inhabitants will be over 65. A similar trend of increasing life expectancy and a reversal of the population pyramid will be followed by the rest of the developed countries on the planet. World Bank and [World Health Organization](#) (WHO) statistics indicate that in 2020 people lived an average of 72.5 years, 20 more than in 1960, and that the total population over 60 will have doubled by 2050 compared to 2000.

The ageing population's needs were a stimulus for the "Silver Economy" concept emergence. The **Silver Economy** includes all those economic activities, products and services designed to meet the needs of people over 50. This concept has been derived from the so-called Silver Market that emerged in Japan, — the country with the highest percentage of people over 65 during the 1970s. To refer to the senior market, one brings together sectors as diverse as health, banking, automotive, energy, housing, telecommunications, leisure, and tourism, among others.

EU Silver Economy: be amazed by the potential size of market

Across the EU, there were some 199 million individuals aged 50 and over in 2015 (39% of the total population). In total, these individuals consumed €3.7 trillion worth of goods and services in 2015. The majority (just under 90%) of this expenditure was financed privately by members of the Silver Economy, using their earnings, savings, and transfer payments from the Government. The remainder was paid for directly by the public sector - for example, when an elderly person uses healthcare services provided free by the state.

Over the next decade, it is expected the [Silver Economy's population](#) is to rise to 222 million - 42.9% of the EU total population and the Silver Economy is to expand by approximately 5% per year up to 2025, to €5.7 trillion. These figures illustrate that the EU's Silver Economy is of considerable importance even in a global macroeconomic context. **Older people constitute an important part of the total demand in several core markets, including housing, food and household goods and services.** Housing, food, and transport dominate expenditure, accounting for around €1.6 trillion (53%) of older people's private consumption in 2015. Such figures demonstrate that the Silver Economy can play a vital role in a hugely diverse range of sectors across EU member states.

Economic Contribution of the Silver Economy

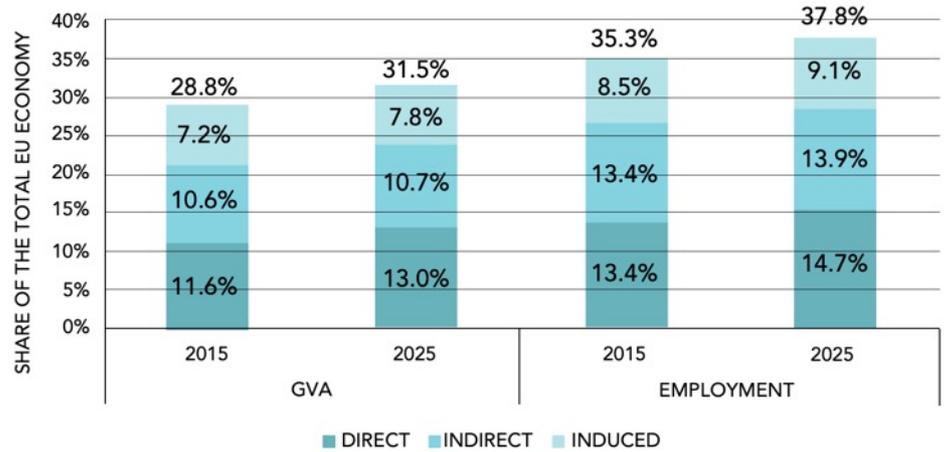
To put into context, if ranked among sovereign nations, the Silver Economy would be the third largest economy in the world, behind only the USA and China. Between 2015 and 2025, public and private expenditure for the Silver Economy is expected to grow with nominal increases of approximately 50%. This expenditure drives a large amount of economic activity. The direct contribution to the Gross Domestic Product (GDP) of EU countries made by the Silver Economy totalled €1.7 trillion in 2015, with a further €1.5 trillion coming indirectly and €1.0 trillion induced through additional spending by employees. This total footprint of €4.2 trillion amounted to 28.8% of the total EU GDP in 2015.

Through this economic activity, a total of 78 million jobs were supported in 2015, 30 million of these coming from the direct effect.³This amounts to 35.3% of employment in the EU. Over time the relative importance of the Silver Economy as a source of demand is expected to grow because of anticipated population ageing. Figure 1 illustrates how the Silver Economy's total economic contribution is expected to rise to 31.5% of the EU Gross Value Added (GVA) and 37.8% of employment by 2025.

Figure 1

The Economic Impact of the Silver Economy in the EU

(Source- final report of [“Silver Economy”](#). A study prepared for the European Commission DG Communications Networks, Content & Technology by: Technopolis group and Oxford Economic)



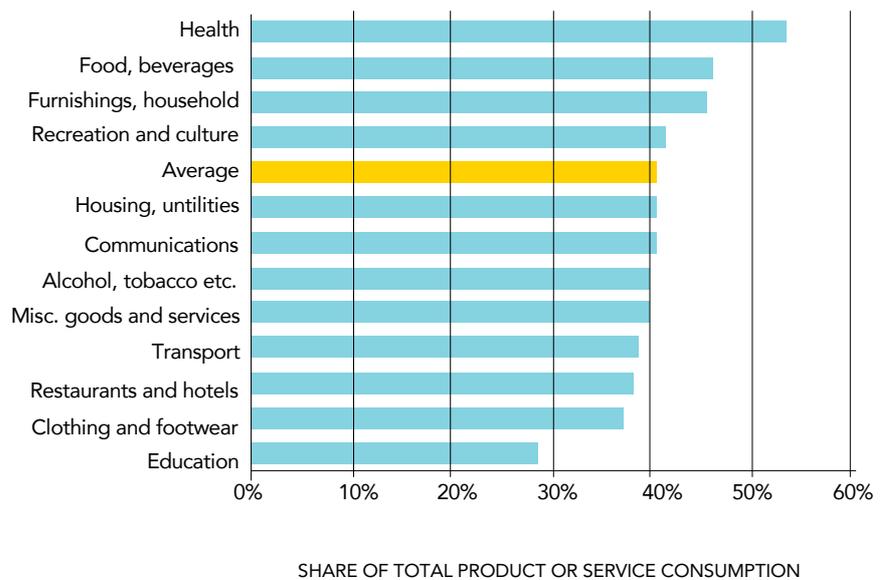
Products and Services for the Silver Economy

The [Silver Economy](#) still has many challenges to overcome today, to become a true driver of the economy, but the economy of the future will be led by older people and will have the qualities mentioned above among others. The Silver Economy is a major consumer of health services accounting for over 53% of all health expenditure across the EU. In terms of scale, food and beverage consumption is the second largest product group and is consumed disproportionately more by the Silver Economy than for younger age groups.

Figure 2

Silver Economy share of key consumption groups across Europe in 2015

(Source- final report of [“Silver Economy”](#). A study prepared for the European Commission DG Communications Networks, Content & Technology by: Technopolis group and Oxford Economic)

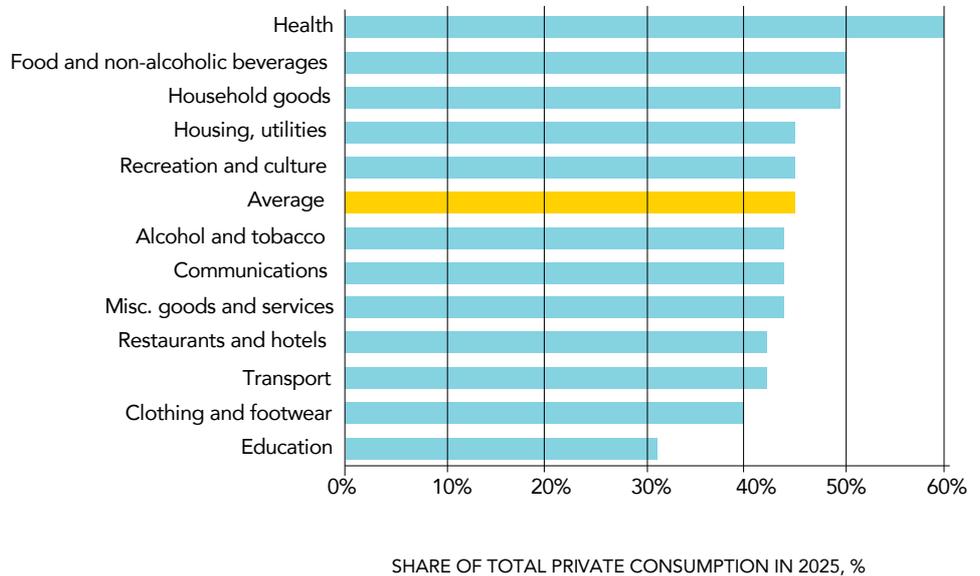


Between 2015 and 2025 the structure of consumption is not expected to change significantly. The Silver Economy's share of health spending is forecast to increase to 60%, with food and beverages increasing to 50% (Figure 3):

Figure 3

Silver Economy share of key consumption groups across Europe in 2025

(Source - a final report of "Silver Economy". A study prepared for the European Commission DG Communications Networks, Content & Technology by: Technopolis group and Oxford Economic)

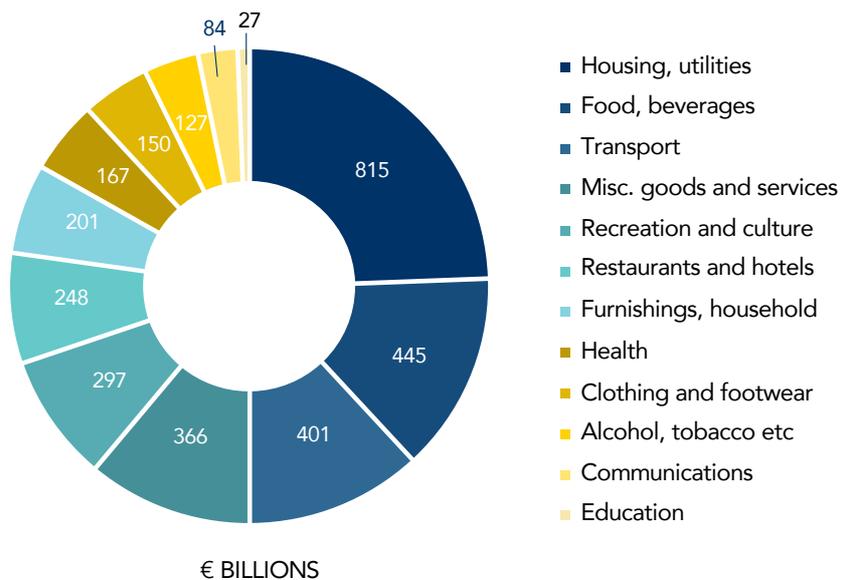


Going forward, it is expected that the Silver Economy will account for a growing share of private consumption - the Silver Economy's share of private consumption is expected to increase to 44.3% in 2025, a rise of 3.7 percentage points compared to 2015. However, changing preferences, new technological developments and changes in relative prices are likely to mean that consumption trends shift over this period, thus forecasting this process with any degree of precision is extremely challenging.

Figure 4

Distribution of private consumption expenditure 2015

(Source - a final report of "Silver Economy". Study prepared for the European Commission DG Communications Networks, Content & Technology by: Technopolis group and Oxford Economic)





As mentioned earlier, the food and beverage sector is the second largest Silver Economy consumption sector. In recent years, the purchasing power of the senior population tended to increase in most European countries and their willingness to spend more on health-related expenses is increasing.

As the current tendencies in nutrition go towards eating healthier to improve general health, the economic market is favouring the development of new products or services.

Health and Social Services

The Silver Economy's consumption of public services is dominated by a huge need for health services. €303 billion of expenditure on this by those aged over 50, totals two thirds of all health spending and one-tenth of all public spending in 2015. By 2025 Silver Economy health spending is expected to total three-quarters of all health spending and be worth €465 billion (11.4% of all government spending). Social security is also an important component of Silver Economy consumption but amounts to just one-thirtieth of all government spending as this is primarily conducted in the form of transfers, where the impact is instead felt in private demand.

Long-term care is another social service that disproportionately affects the elderly since their needs (especially those of the very elderly) are greater than those of other age groups. The average cost of long-term care is predicted to rise from 1.8% of GDP in 2010 to between 3% and 5% in 2060, a rate growing much faster than that of healthcare. All EU Member States support the principle of universal access to long-term care but approaches and financing vary widely from one country to another. To provide adequate services at a sustainable cost, many Member States are seeking to increase informal care by relatives or friends, to provide more home-based care, and to ensure the availability of professional carers capable of delivering quality care. The EU also supports research initiatives that involve encouraging healthy lifestyles, supporting prevention, rehabilitation and using technology, e.g., for remote monitoring systems or assistive devices to allow for independent or semi-independent living.

03

Policy drivers and the impact of policy changes for Silver Economy



Policy drivers and impact of policy changes for Silver Economy

Europe is ageing, therefore older people are the focus of a range of EU policies and programmes, including those concerned with discrimination, active ageing, social protection, and accessibility of public services as well as research and innovation.

Discrimination based on age is prohibited in general terms by the treaties of the European Union. Age discrimination can affect younger people, but discrimination against older people is more pervasive. Discrimination is often an issue related to the employment of elderly people. For some seniors, working longer may be necessary or beneficial financially, but for many it is a way to contribute to society and to keep physically and socially active.

Employment policies are principally the responsibility of Member States. Ageing and older adults can be seen as a valuable resource that can contribute to society and live actively while generating new jobs and growth. They can be an asset in the shrinking labour market and can be volunteers providing valuable services to society and economy. Thus, the [EU's European Employment Strategy](#) provides a framework for the coordination of policy and sharing of experience in line with overall EU recommendations. According to guidelines adopted in 2010, Member States are to increase labour market participation of people aged 50 and over through active ageing policies dealing with work organisation and lifelong learning. The EU also supports dialogue between the European Social Partners (employer organisations and trade unions) that has led to EU-level framework agreements on subjects such as part-time working, teleworking, and working conditions for temporary workers that can make it easier for seniors to continue working.

[The Active & Healthy Ageing \(AHA\) initiative](#) involves encouraging older people to remain active by working longer and retiring later, by engaging in volunteer work or caring for young or very old family members, and by leading healthy and autonomous lives. The EU declared 2012 to be the [European Year for Active Ageing and Solidarity between Generations](#), which provided the focus for a wide range of initiatives. The EU has helped to put in place a range of policies and programmes that promote active ageing, particularly in terms of help for seniors to work longer.

The EU supports Member States in trying to find adequate and sustainable solutions for pensions, healthcare, and long-term care - issues that are important for seniors and the elderly. As it is indicated in the [Background Paper of European Commission](#)¹⁰ (February 2015), the Commission is already implementing several policy initiatives related to the Silver Economy, for example:

- the potential for new markets and economic drivers such as renovation of building stock, including for independent living, and low-season (senior) tourism.
- ensuring accessible, high-quality, and sustainable long-term care systems are meeting needs. Promoting a life course and social investment approach to social protection systems and services. Stakeholder-driven innovation for active and healthy ageing through large scale innovation actions are being considered
- new skills and entrepreneurship in relation to the needs of an ageing population, supported by a new [Knowledge and Innovation Community on Healthy Living and Active Ageing](#) under the European Institute of Technology (EIT)
- smart specialisation and eligibility for regional funding has led 110 European regions to identify Active and Healthy Ageing as a smart specialisation priority.
- the accessibility, quality and financial sustainability of health and social care systems.
- research and innovation in response to demographic change through [H2020](#)

04

Challenges and Opportunities for Silver Economy



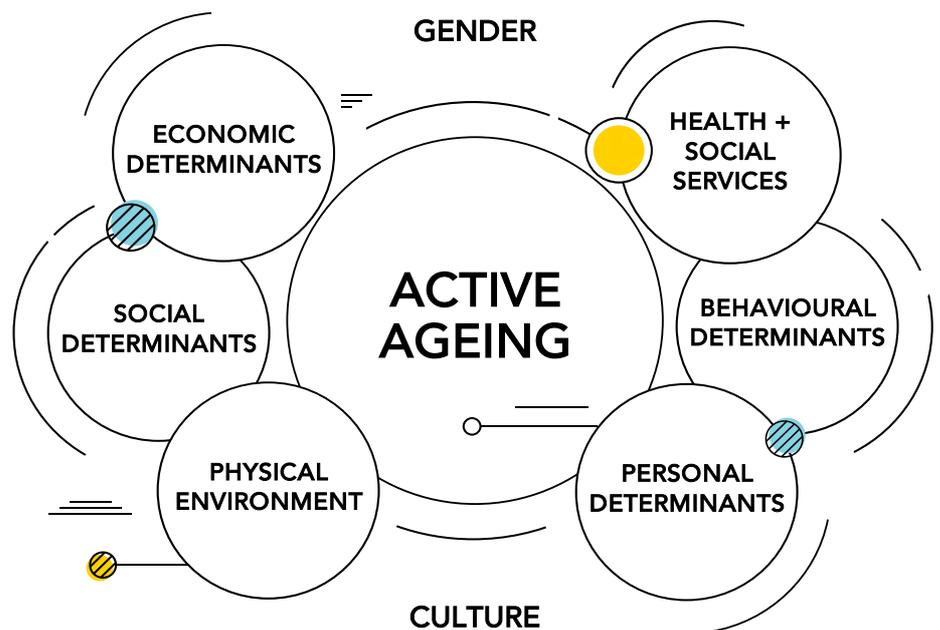
Challenges and opportunities for Silver Economy

The World Health Organisation (WHO) developed a framework for understanding the determinants of Active Ageing and six dimensions of this framework are used to introduce the challenges and opportunities for growing the EU Silver Economy. As these six dimensions are connected, the challenges and opportunities for growing the Silver Economy are also interrelated. Gender and culture are seen as cross-cutting determinants of Active Ageing (Figure 5).

Figure 5

Determinants of Active Ageing

(Adopted from [Active ageing: Policy Framework, 2002](#))



Health and Social Services

To improve the quality and the affordability of care, health and social services need to be integrated and better coordinated. The ratio of people in the EU that are aged 65 or above compared to the people aged 15-64 is expected to increase from 28% in 2015 to 50% in 2060. On average, healthcare consumption increases with age. As a result, the number of people aged above 65 that will need (long-term) health care will increase substantially in the EU over the next few years and this puts direct pressure on the health care system.

The social care sector is likewise put under pressure because with increasing age, people become more restricted in their movements and need additional support in daily tasks. So, inclusion of technological and digital solutions in health and care system as well as the supply of food and beverages can be seen as the opportunity for business. EU countries adopting such solutions can increase the efficiency of the delivery of care. In addition, by enabling older people to stay longer in their homes, it is expected that better quality and more personalised solutions can be brought to their doorstep over and above what is currently possible in hospital and medical care facilities.



Behavioural Determinants

Behavioural determinants such as healthy eating, physical activity and use of medication are key to an active and healthy lifestyle. [Life expectancy](#) has increased substantially across the EU and, on average, life expectancy at birth is now 78 years for men and close to 84 years for women. However, healthy life expectancy at the age of 65 for men is 18 years and for women it is 22 years with 8.6 years of healthy life expected for both. So active and healthy ageing solutions can also play a role in the treatment of diseases. The EU and global market for active and healthy ageing is therefore expected to be sizable and growing.

Personal Determinants

Personal determinants of active ageing include biological and genetic features, that influence how a person ages, and psychological factors such as cognitive capacity. A specific challenge to old age is dementia and almost 6% of the EU population over 60-year-old lives with it. People with severe dementia symptoms can often not live on their own, as they may endanger themselves. In addition to affecting the person living with this disease, dementia also impacts the quality of life of family members who provide care.

There is a potential market for cognitive training games for older people that are designed to improve memory, and thereby indirectly may support the continued independent living of the older adult. There is also a market for personalised medicine and nutrition that help support active and healthy ageing. Moreover, the

development of new integrated

technology and/or wearable technology can be used to collect information about health and wellbeing and provide advice to further increase health and well-being.

Physical Environment

Determinants of Active Ageing related to the physical environment includes transport and housing. Much of existing transport services for older and disabled people are highly dependent on volunteers. This is important in the context of the shopping behaviours of seniors. The mobility of the older adult is sometimes impaired, leading to isolation and deprivation. As a result of the ageing population, voluntary services will become ever more under pressure and there is a danger that older people, especially those living in more remote areas, will become increasingly isolated.

The majority of older people prefer to remain in their own home as they get older. Many homes at present are not built to adapt to such changes, nor include smart home solutions. Adaptable and smart home solutions can help update and support independent living of older people better. Enabling older people to stay in their own home reduces pressure on the health and care sector when the move to residential care is delayed. We will see in our case studies how innovative ways of home delivery food services is a food product/service area of growth.

Social determinants

Determinants of Active Ageing related to the social environment include opportunities for education and training, and social participation. Adult education and training can contribute to an increase in the employability of older people. This might mean that older adults are able to return to employment and become more productive for longer periods. Social isolation is a particular challenge in old age, with retirement being only one of the causes. Other causes can be the death of a partner, family, or friends as well as decreasing health and mobility. It is known that people aged 85+ spend an average of 80% of their time at home. The resulting feeling of social isolation can have detrimental effects on an individual's health, including an increase in morbidity and mortality. Reducing appetite is a feature. So other benefits from education and training for older people are mental health benefits and increased socialisation and interaction with the community, leading to less social deprivation and associated health and welfare challenges. Preserving and improving the mobility of the older population is key to a Healthy and Active lifestyle. Being out and about increases consumption on the one hand, and on the other hand enables people to participate more actively in society.



However, the evidence in this regard is mixed as partial retirement may extend the working lives for some and may shorten working lives for others. It is argued that working lives can be extended beyond pension age via flexibility in retirement schemes that facilitate

“the postponement of take-up of pensions” and enable “the receipt of pension income to be combined with work”.¹

Economic Determinants

Determinants of Active Ageing in relation to economic aspects are income, work, and social protection. Many, older people are keen to work, although at a different rate, but often not able to do so in the current legal and physical environment. A significant proportion of 50+ age group end up leaving the workforce years before their official retirement age.

The [establishment of the retirement age](#) has little to do with working capacity. Issues such as perceived fluctuation in employment opportunities for young and old people, long-term policies for restructuring the economy affecting sectors employing large numbers of older people, the needs of older people unable to work and pressure from trade unions all affect the formal rules of retirement. There are also structural challenges with the alignment of pension entitlements that, in some EU countries and situations, create disincentives for people to work longer. Although hardship of poverty amongst the older population should not be underestimated, many older people have substantial disposable income that remains untouched. Therefore, many older people can invest in new product and service developments and/or older people have time to contribute to business development. Increasing the number of older entrepreneurs offers opportunities to solve multiple issues facing people in the 50+ age group as public administrations and large businesses delay retirement in order to achieve efficiency targets. These programmes push thousands of people into the labour market for the first time. Given their management experience, professional networks, and wider resources, these [‘third-age entrepreneurs’](#) have the ability to shake up markets and challenge incumbents to do better. Retaining these individuals fully within the labour market also creates wider societal impact¹.

¹ Eurofound. (2016). *Extending working lives through flexible retirement schemes: Partial retirement*. Publications Office of the European Union, Luxembourg.

05

Contemporary food market



Contemporary food market

One of the main economic drivers of the European Union is the food and beverage industry. An important part of the European food industry produces traditional foods, the commercialization of which is supported by SMEs. This means that over 70% of the total employment generated by the European food industry is in traditional food production. In addition to its economic and social importance, traditional foods are a significant part of culture, identity, and European gastronomic heritage.

They contribute to the development, diversification, and sustainability of many rural areas, protecting them from depopulation, allowing a clear product differentiation for their producers and processors as well as providing a greater variety of food choices to final consumers. In general, traditional foods are associated with a regional identity and a particular sensory quality.

In the Silver Economy, increasing knowledge of ageing mechanisms as well as improving healthcare allows us to plan for a longer life expectancy in Europe. Thus, traditional food producers face the challenge of improving safety, health, and convenience of their products, according to market demands, by means of different innovations that allow them to maintain and even expand their current area of influence in a highly competitive and globalized market. In recent years the purchasing power of the elderly population tended to increase in most European countries and their willingness to spend more on health-related expenses is increasing. As the current tendencies in nutrition go towards eating healthier to improve general health, the economic market is favouring the development of new products or services. On one side, recent advances in medicine point out that older people need to shift their nutritious intake by adding more proteins and specific vitamins into their daily diet. On the other side, the development of information and communication tools allowing to monitor nutrition is also on the rise. Altogether, there is a need for specific nutrition of elderly people and tools to help monitoring and supporting this need. It introduces opportunities on the [personalized nutrition](#) for elderly people market.

As [many studies](#) shows², simply increasing portion sizes or meal frequency is usually not successful in elderly because of physical problems with eating or decreased appetite. Specialized, nutrient-dense foods, in contrast, provide large amounts of nutrients in relatively small amounts of food and may be more appropriate. So, replacing conventional foods with protein-enriched foods may thus be an effective way to increase protein intake in elderly.

Functional food as one of market trends

Protein-enriched food may be considered a type of functional food- products widely described as providing health benefits beyond simply satisfying hunger and delivering their basic nutritional value. However, no single definition of functional foods has been agreed upon so far. Although most foods provide some additional health benefits, most literature is limited to functional foods that are enriched with micronutrients or macronutrients.³ Functional foods are often perceived to be healthier than conventional foods and willingness to try them is generally high, especially in older adults. From a marketing perspective, seniors may thus also be a suitable target group for protein-enriched food. Nevertheless, a variety of barriers to functional food acceptance exists, for example: consumers expect functional food to taste poorly, to be expensive and unnatural.

In addition, health claims attached to functional food are sometimes thought to lack personal relevance or to be merely advertising tools and are confusing to both consumers and dietitians. Moreover, elderly consumers report various barriers to making healthy food choices in general. Besides the barriers already mentioned, elderly may feel constrained by inconvenience in food preparation and purchase, being on a special diet. Next to these perceived barriers, a lack of nutritional knowledge has been found to limit acceptance of functional foods. More specifically, both attribute knowledge (i.e., about the nutrients in food) and consequence knowledge (i.e. about the effect of nutrients on the body) are found to be necessary for functional food acceptance.

² Drewnowski, A. (2005). Concept of a nutritious food: toward a nutrient density score. *The American Journal of Clinical Nutrition*, 82(4), pp. 721–732.

³ Sääksjärvi, M., Holmlund, M., & Tanskanen, N. (2009). Consumer knowledge of functional foods. *The International Review of Retail, Distribution and Consumer Research*, 19(2), pp.135-156. <http://dx.doi.org/10.1080/09593960903109469>.

Personalised nutrition market as a trend

According to the results of an analysis of personalised nutrition in the Silver Economy, carried out during the [IncluSilver project](#), the nutrition market for elderly people can be divided in several segments:

The first of is the **Agri-food** industry, which represents the largest part of the nutrition market. It can be divided into development of new products, specifically developed for elderly people needs. Typically, it can be products with specific nutrients that elderly people lack, such as vitamins, or easy-to-eat products. Then the agri-food industry can be sub-divided into **product design** (food texture (i.e., easy to eat products) taste, and shape); **packaging** (easy-to-open format and bigger fonts).

The second segment of nutrition market is **information and communication technologies** (ICT), which gather all connected objects that could help in personalising the diet of older adults. For example, web platforms and

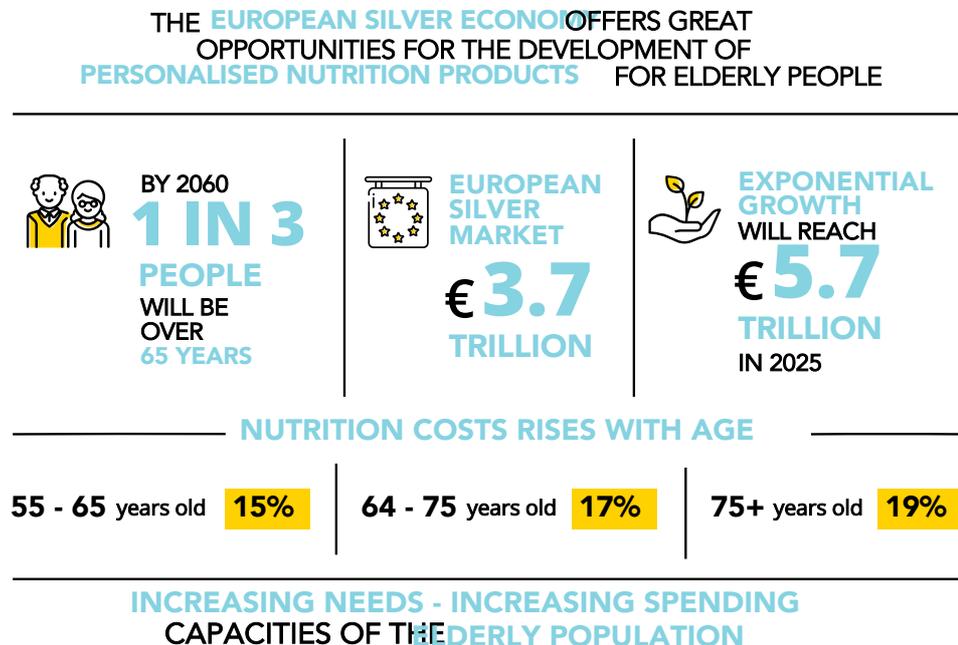
applications helping elderly people in their nutrition are part of this category, it can be services to choose or localise adapted products. The third category is **home services**, consisting of food delivery or at home cooking services. It also includes all services that target well-being at home of elderly people. Besides, home services could also be used for personalised nutrition of elderly people.

[The market of personalised nutrition for elderly people](#) are largely open to innovations. However, with the specific needs of this market, it looks like the actors of the agri-food, ICT or at home services are not occupying most of the market yet. With the increasing number of elderly people, it seems that the market will grow exponentially. In addition, their progressive adoption of new technologies and their increased interest for services at home offers large possibilities for the personalised nutrition market (Figure 6):

Figure 6

Silver economy market

(Source: [Market analysis of personalised nutrition in the silver economy report, 2017](#))



The agri-food market for seniors as a trend

[Agri-food market for seniors](#) includes all types of food products that can be bought in grocery shops, supermarkets, greengrocers or pharmacies and are enriched in specific nutrients. These products are not labelled for elderly people, but because of their enrichment, they are adapted to senior people's need. This category of food product could be preferentially targeted towards the senior community that are still healthy, to prevent potential malnutrition. In the current context, the "elderly food" market labelled as such is non-existent. The unfamiliarity of the elderly population with their nutrient needs makes it very difficult to target food products to this population directly. However, food tendencies are going towards healthier eating. Nowadays, food labelled as "organic", "gluten-free", "vegetarian" or "vegan" are on the rise. The ability to trace components of food products or consume locally grown and/or organic food is also becoming increasingly important in the eyes of consumers. This includes people aged over 65 years old. Thus, if this part of the population was aware of their needs, it would probably open new doors to the personalised market of nutrition for elderly. Importantly, the actors that want to position themselves in the personalised silver food market need to recognise that the purchasing power of 60+ years old is increasing. With the proportion of elderly people increasing in each European country, there is a huge opportunity to satisfy their needs.

In addition, specialised food is also an important part of the market of food products for elderly. In this market segment, products like beverages, soup or sauces with high protein content, modified-texture food products (jellified or dehydrated products) can be included, among others. However, because of lack of knowledge in malnutrition or various food related issues that arise with age, this market is largely unknown and only specialised actors have invaded the market.



However, as people want to stay at home the longest possible time, the tendency might shift in the next few years if the general population is more aware of nutritious needs of elderly people. In fact, the market for people 85+ years old is largely open to the production and commercialisation of new specialised food items. There are already products on the market, but the effort should be put on developing products that are easy to eat, contain nutrients necessary to fight malnutrition and most importantly look appealing and taste good.

A specific segment of this market concerns food products for meal preparation in elderly residences. This market might be accessible if products are sold at low costs, especially for public residences that do not have a lot of funds to spend on food products and would rather go to vegetable, fruit or meat producers directly to reduce intermediary costs. This might be different for private institutions. Therefore, if planning to target elderly residences, SMEs should commercialise specialised products that will be needed by these facilities, such as products with modified textures or increased nutrients content, among others.

Proper packaging of food item is important when targeting specific populations. In fact, as people get older, their strength decreases, and they will more likely buy products that are in "easy to open" packages. SMEs and larger agri-food groups developing products targeted towards seniors are already thinking about such issues. Increasing letter sizes does not seem to be a strategy adopted by packaging leaders. Therefore, it might be considered as a common constrain when developing food product to consider the most convenient packaging solution for all, including the elderly population.

In summary, it is clear that the contemporary food market has potential to grow towards the development of functional food and nutrition-based food for seniors. It is evident that there is a need to raise the awareness both of SMEs and the senior community on their nutritional needs in order to stay healthy and support their ageing process.

06

Project Good Practice: Case Studies





Project Good Practice: Case Studies

The case studies have been **categorised into 3 groups:**



INNOVATIVE PRODUCTS

Those offering innovative products to the senior market



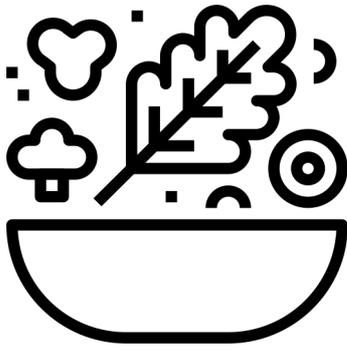
UNIQUE OR HELPFUL SERVICES

Those offering unique or helpful services to the senior market



ALLEVIATING PROBLEMS OR CHALLENGES

Where a product and service are combined but aimed at alleviating problems or challenges the senior market experiences



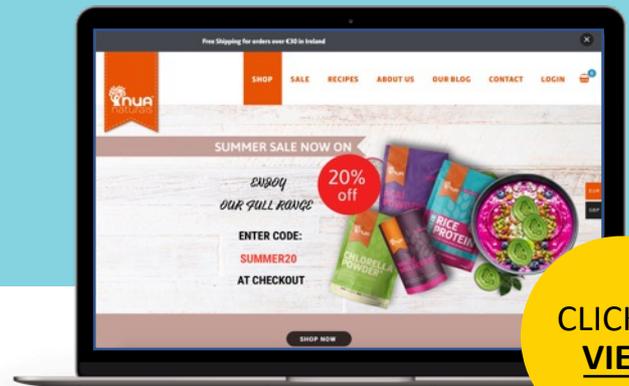
Those offering
innovative products to
the senior market

- 01** NUA Naturals
- 02** Gusto Vitas
- 03** Ventro Bio-gels
- 04** AB Auga
- 05** BIOCENTRAS
- 06** Ekofrisa
- 07** Ooho, Skipping Rocks Lab & Jelly Drops Ltd
- 08** AINIA- ALTEX, Microencapsulation
- 09** Health Care - Campofrío

Product: Natural Organic Superfoods

Region: Galway, Ireland

“ *Their mission is to create a healthy happy balance for body, mind and spirit for all ages* ”



**CLICK TO
VIEW**

Why this is a Good Practice:

Nua Naturals is a market leader in enhancing health and well-being, with its delicious range of Organic Natural Superfoods. Their mission is to create a healthy happy balance for body, mind and spirit for all ages. Although Nua Naturals don't specifically target the Senior market, their products are ideal for this market segment. Being able to supplement the diets of seniors easily, and nutritiously combats the challenges of malnutrition, and swallow issues as these super-food powders can be added to liquids, pastes, or foods to improve the nutritional value.

About:

This is an Irish-owned family business, passionate about health and wellness. It brings its packaged Organic Superfoods to a global audience, mindful of sustaining well-being and the environment. They are advocates, suppliers, and producers of flavourful superfoods, vegan and plant-based proteins. All NUA Natural's products are created with simple, natural ingredients to optimise diet and boost energy. From Cacao Powder to Chia Seeds, Spirulina Powder to Chlorella Powder, and a diverse selection of vegan and plant-based proteins. They sell their quality, sustainably sourced and locally packaged health foods online and in stores across the country.

Challenges:

The Senior market is expanding and ageing and as their dietary needs change so too do their eating habits. Often leading to poor intake of valuable and required nutrients. As people age, they usually need fewer calories, but their nutrient need is still high or even higher than when they were younger. In particular their requirements for Calcium, Protein, Dietary fibre, Potassium, Vitamin D and Vitamin B12 remain high.

As recently as 10 years ago superfoods such as chia seeds, goji berries or acai powder were somewhat inaccessible in Ireland. Nua Naturals was the first brand to introduce superfoods to the Irish market, and they continue to bring innovative, healthy & quality products to consumers in Ireland. They are a small business that takes pride in what they do and in every item they sell.

Success and transferrability:

Nua Naturals provide these nutrients in an age-friendly manner, in particular their supplements are versatile and adaptable to the consumers tastes and requirements. Having these superfoods in powder form makes it easy to supplement meals for Seniors. The powders are made so that they dissolve easily, and they can be used in a multitude of recipes and manners.

Nua Naturals often provide easy recipes with their products to maintain interest and thus families, children and seniors can all benefit from nutraceutical supplementation on a daily basis.

Nua Naturals is a SME trying to make a difference to the health and well-being of the community, including seniors. All packaging is clearly marked as to what it contains and also highlights the main nutrient benefits contained in the product. Packets and tubs are easy to open. They provide an abundance of information on all their products and simple recipes to use them in, as well as interesting discussion topics on their easy to navigate website, demonstrating an appropriate use of digitalisation in their market. The website is also used for e-commerce. The direct sales and delivery are perfect for those seniors unable to travel or go in-store to purchase the products.

Product: Easy to heat & serve Nutritious Meals in Jars

Region: Petersburg, Germany

“ Nutritious foods in glass that are perfectly portioned for seniors ”



Why this is a Good Practice:

Gusto Vitas provides a solution to people with chewing and swallowing problems. They produce a wide variety of classical dishes, prepared by chefs who are trained in geriatrics. The meal-in-a-jar concept offers visually appealing and nutritious meals that meet the needs of all adults with physical eating difficulties in all types of care facilities. They are particularly suitable for those with oral and pharyngeal discomfort (e.g., after dental/ orthodontic treatment or after treatment/ radiation to their throat and oesophagus). It is also suitable for all older adults with geriatric, motor, or dementia disorders or those with disabilities.

About:

The person behind Gusto Vita is chef Michael Staubach, who after spending years working in wellness hotels, pivoted his professional focus to catering for the elderly. As a kitchen manager in senior catering, he acquired specialist gerontological knowledge on senior nutrition and he has undertaken specialist additional training courses on the topic. Through this specialization, he now combines the professional competence of a chef with the nursing concepts and now works with his team to support the healthy and balanced nutrition of seniors.

Challenges:

Many seniors struggle to eat or swallow due to discomfort or dysphagia. They also tend to have a reduced appetite, and this can lead to malnutrition and unwanted weight-loss. Gusto Vita provides a solution to these challenges as the portion sizes are highly suitable for seniors, and each jar provides a balanced, high-calorie, nutrient enriched meal, supplying a large part of the daily requirement of energy, vitamins, and minerals.

Success and transferability:

The concept overcomes the poor nutritional problems faced by many seniors. It offers a high degree of convenience, good appearance, proper meal size and great public acceptance. Thanks to the simple heat and serve principle, nursing and care staff can now serve the food in a flexible way suiting the respective dining needs & mealtimes of senior guests. The glass jars are also easy to store (can be kept for at least six months without refrigeration), saving space and energy, and offer a high degree of convenience.

The concept is ideal for hospital wards, inpatient facilities for the elderly and disabled, residential groups, ward kitchens, short-term care, or areas where sporadic and individualized food options are required. Thanks to the high-calorie enrichment, Gusto Vitas is an adequate alternative to the usual sweet, high-calorie drink packets and are ideal as a snack or meal replacement.

Additionally, courses offered by chefs, entrepreneurs, and innovators in the food industry generate new concepts that consider the real needs of the elderly in terms of nutrition and portions with a high degree of convenience and good looks. Convenience plays a significant role in improving the acceptance of innovative food options among older adults. Apart from nutrition, visually appealing and convenient preparation of meals are crucial factors for older consumers.

The Gusto Vitas concept was one of the five winning Start-ups that received awards from experts and visitors in the "Start-up Challenge 2017" competition as part of the show "Aveneo - Space for Innovation" at the ALTENPFLEGE 2017 trade fair.

Product: Bio-gel Pro/prebiotics as food supplements

Region: Münster, Germany

“ We are experts in culturing live & active beneficial micro-organisms, together with nutrients that can help restore balance ”



Why is it a Good Practice:

Ventro Bio-gels are an excellent method of meal supplementing for seniors. Consumption of probiotics in older adults has been proven to prevent gastrointestinal, respiratory and urinary diseases caused by pathogenic microorganisms and strengthen our immune systems. The strategic partnership with universities in the co-working hub enables better access to knowledge, expertise and capacity thus facilitates the development and validation of new food technologies.

About:

Kurago Biotek has developed these edible Bio-gels to promote the health and nutrition of the community. Their ambition is to be the leading company in the fermented biotechnological foods industry. Through innovation and culturing beneficial bacteria to generate balance, well-being, health, and harmony in all living things.

Ventro Bio-gel contains live probiotics which can help to regulate and maintain the balance of our microbiota (gut flora), thus supporting our intestinal functions and they are the first of their kind in the world, in that they are derived without the use of dairy or freeze dry processes. Each sachet is dairy & lactose-free with a fruit-flavored gelatin, only 2.32 calories per serving, no fat, no artificial colors or sweeteners. The concept for them was developed in a co-working space called Technologie of Munster.

Challenges:

In studies it has been found that elderly subjects show a reduction in the diversity of the microbiota in their guts compared to younger adults. These differences of the intestinal microbiota of the elderly may not necessarily be caused by ageing, but they could be associated with the decline of the general state of health with malnutrition and with increased need for medication, such as antibiotics and nonsteroidal anti-inflammatory drugs, situations that occur frequently in the elderly. These can be particularly useful for seniors, as they are easy to use and have substantial health benefits.

Success and transferability:

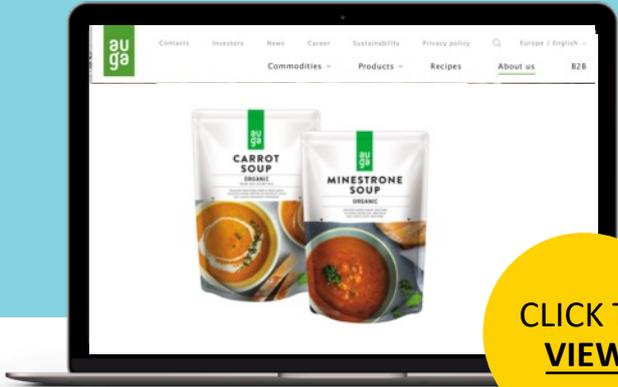
Probiotics help regulate organic functions in all living things, improving their nutrition, health, and well-being. They have wide implications and can be applied in different settings. These can be particularly useful for seniors, as they are easy to use and have substantial health benefits. Their use has been associated with a reduction in the occurrence of both diarrhea and constipation, something many seniors suffer. There is some evidence that certain strains of probiotics can reduce your risk of heart disease by improving blood cholesterol levels and reducing blood pressure.

Outstanding awards:

- 2012 - Winners of the Mexican Nation prize for technology and innovation
- 2014 - Winners of the Mexican award of health
- 2015 - Second time winners of the Mexican Nation prize for technology and innovation
- Bio-Gel is ranked as the best project at Oxford University Innovation by Oxford University, U.K.

Product: Organic Soups in innovative packaging
Region: Vilnius, Lithuania

“ AUGA products are based on innovative food production & growing global consumer demand for organic and sustainable food ”



Why is this a Good Practice:

The company AB Auga created nine varieties of organic soups, which have a mashed and thick texture, so they are suitable for seniors having chewing and swallowing issues. The product is created using only organic ingredients and contain no preservatives. The innovative packaging of the soup is easy to use, and the soup requires only to be heated in a pot, microwave oven or by immersing an unopened pack into boiling water for 10 minutes .

About:

The group of companies which make up the AUGA group, AB and its subsidiaries, are developing a sustainable agricultural model based on new technologies, covering crop production, dairy farming, poultry farming and mushroom growing. Using its own and outsourced production capacity, the company produces a wide range of organic products for end-users and supplies raw materials to the market. Over 70 % of their products are exported to more than 30 countries around the world.

Challenges:

Relatively few food and drink products have been actively targeted to the ageing consumers, which means that this segment of the population represents both a challenge and an opportunity for food and beverage manufacturers.

AUGA aim to achieve the best understanding of the present and future needs of their consumers and other stakeholders. As leaders in their field, they initiate change, create value, and positively impact the entire community.

Success:

The 9 varieties of soup ensure that everyone finds a favourite flavour. Full of natural and organic ingredients, the thick texture and easy way of preparation- all ensure that these soups are popular among the senior population and are readily available. From a nutritional point of view, they are wholesome, nourishing products and perfect for those unable to prepare & cook food themselves. They are easy to buy, handle, and store. Soups are packaged in innovative environmentally friendly packaging which is proven to have significantly less CO2 emission during the product lifecycle, compared to a glass jar of the same size. Packaging is safe for food products since it contains no BPA plastics.

Transferability:

The AUGA group, the largest organic food company in Europe, is expanding its range and introducing 5 types of quick-preparation oatmeal with fruit and berry pieces. 100% Vegan porridge, without added sugar, flavours, thickeners, sweeteners or colors has already reached the main Lithuanian retail chains and will appear in foreign markets in the near future. The success of ready-to-eat AUGA soups has confirmed the company’s insight that modern consumers who want to eat healthily and care about sustainability do not always have time or capabilities to cook. In search of an answer to what new product would meet the need of consumers to eat organic food quickly and conveniently, they noticed that there is a lack of organic breakfast alternatives on the market, so the idea of creating oatmeal was born. AUGA porridges will undoubtedly meet the needs of consumers with different tastes - they will have the opportunity to try 5 different types of oatmeal. Another advantage of AUGA porridge is the packaging: 95% of its composition is a vegetable fiber.

Product: Food supplement to promote immunity

Region: Vilnius / Municipality, Lithuania

“ *An innovative biotechnology company offering solutions to improve human health* ”



Why it is good practice:

People need a well-developed immune system to protect against infection and malignant cancer cells, but due to ageing and other factors, the immune systems performance and functionality can diminish. To restore these functions, reprogram the immune system, stimulate, and destroy cancer cells, UAB Biocentras have developed a new, Therapeutic Beta-glucan composite called Fortuna, that enhances the human immune system and promotes the breakdown of cancer cells. They have made this possible using science and innovation.

About:

The weakening of the immune system is rather common among seniors, and this can lead to various illnesses & diseases. Food supplement Fortuna is used to restore and stimulate the immune system and destroy cancer cells. It is made of Beta-glucan which is degraded by specific enzymatic hydrolysis to soluble structural elements of different molecular weights. It has been clinically proven that the food supplement Fortuna, when used properly, has the following effects:

It promotes the functional activity of the immune system; they are cytotoxic to malignant cells and can suppress the enzyme telomerase, which restores the telomer and is involved in the process of malignant cell proliferation.

This supplement can be used as adjuvants to promote the development of more effective acquired immunity against target antigens. FORTUNA, as a dietary supplement, can be used to help the body strengthen the immune system and inhibit the active form of the enzyme telomerase.

Challenges:

The price of the product is high and not every senior may be able to afford it. Also, this food supplement is available only on the company's website. Blood tests are required periodically, and its usage is possible only under strict supervision of one's medical consultant.

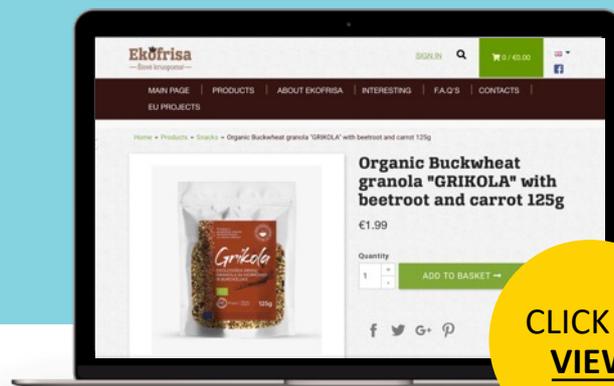
Success and transferability:

One of the proofs of success is that the company, together with the Center for Innovative Medicine, won the competition "Business and Science Partnership 2015" for cooperation in the field of research. The main achievements and research results are presented in publications in scientific journals and patented in EU and USA. This Food supplement is developed through strong collaboration with science institutions so the involvement in international science-business projects could allow to create new forms of such supplement.

Product: A Healthy Snack for Senior citizens

Region: Kaunas/Prienai municipality

“ A healthy snack, developed together with senior citizens in order to better meet their taste and nutritional needs ”



Why this is a Good Practice:

“Grikola” - an organic buckwheat granola with added beetroot and carrot is one of the first special products developed by a major manufacturer of grains in the Baltic States UAB “Ekofrisa”. The product was developed with much consideration of the needs and problems of the senior market and by connecting with this market directly. Much attention has been paid to nutritional value, fiber, vitamins, and the developers have sought to make the products easy to chew and make their texture soft in the mouth.

About:

The product was developed during the project under an EIT Food initiative programme in 2019. The aim was to connect consumers with businesses, start-ups, researchers and students from across Europe, and at the same time transform the nutritional ecosystem. Researchers of the Food Institute of Kaunas University of Technology (Lithuania) together with a group of seniors have developed various concepts of foods that can be adapted for the diet of the elderly and focused not only on their nutrition, but also on their convenience.

The new granola consists of buckwheat, date-paste, rice syrup, dried carrots, dried beets and dried black currants. It is an organic product that is free of allergens and is recommended to be eaten with milk, yoghurt, juice or sprinkled on your favorite dessert or fresh fruit. It is already available in one of the biggest grocery stores in Lithuania.

Challenges:

Relatively few food and drink producers have actively targeted the ageing consumers, which means that this segment of the population represents both a challenge and an opportunity for food and beverage manufacturers. Many manufacturers still do not see senior citizens as a target group. While developing a new product it is very important to involve the target group into the creation process. It provides a valuable feedback on the features of the products and facilitates its acceptance and journey into the market.

Success and transferability:

Ekofrisa as a project member in the Food Initiative Programme, developed a unique grit processing technology allowing the company to achieve high quality standards. During the project, older people worked with professionals to develop personalized foods that promote a healthy lifestyle. Researchers say that personalized products based on a healthy and sustainable diet, contribute not only to the improvement of the quality of life and health of seniors, but also to lower costs. Proper use of nutrition is seen as a foundation for the well-being of seniors. Personalized foods that meet the needs of this target group, by prolonging health and improving well-being, are becoming increasingly relevant. The new products contain more vitamins and ingredients and also satisfy sensory needs.

During the project a total of 15 new food concepts were proposed. Because the seniors themselves were involved in the development of the product, it allowed a closer look at many features to be taken together. The aim was to develop products not only easy to chew and to have a soft texture, but also offer good flavours, and functional ingredients (e.g., fruits and vegetables).

Product: Ooho, Skipping Rocks Lab & Jelly Drops Ltd

Region: Essex & London, UK

“ *It is time to eat water instead of drinking it* ”



Why is this a Good Practice:

Skipping Rocks Lab., Edible water balls (small transparent spheres that are filled with water) called 'Ooho' and Pattinson's 'jelly drops' are convenient, safe, tasty and environmentally sustainable products for ageing people. The concept uses sustainable food sources (e.g., natural seaweed extract) to develop edible soft hydrogel coats for the water balls or fruity flavoured drops. This development not only tackles the issue of dehydration in seniors especially those with Dementia but is also acting as a solution to today's plastic packaging waste problem.

About:

Skipping Rocks innovative inspiration led to the use a technique known as 'spherification', to introduce water into a sphere Seaweed extract and calcium chloride form a gel-like structure that acts as an elastic membrane and retains water inside. To protect it, the company has used a second membrane that functions as a hygienic container. This just has to be removed and the remaining sphere is 100% edible. One can pop it in their mouth or bite carefully to drink the liquid it contains.. For this reason, they are also seen to be extremely suitable for marathon runners and other extreme athletes. A similar technique is used by Jelly-drops except with alternative packaging so that they can be presented in a gift-like manner.

Success:

In 2019, Ooho Edible water balls was successfully used & promoted in the London Marathon, and in doing so eliminated the typical sea of single-use plastic waste at the event. The products have now been successfully crowdfunded and launched. Skipping Rocks Lab is part of the Climate KIC start-up acceleration program, founded EIT) and the Imperial College scientific team.

Skipping Rocks Lab has already several awards, the 2014 Lexus Design Award, the 2014 World Technology Award held in partnership with Fortune and TIME, the 2015 SEA Award and the 2016 UK Energy Globe Award.

Jelly drops also has already helped many elderly people with struggling dehydration, by selling their lovely 'gift like' products. To date, Jelly drops has received over 15 awards within design, innovation and social impact. As a young company, these competitions have brought connections, resources and training that have been vital in making Jelly Drops a reality. They have been successfully building partnerships with social media such as Ted, Skynews, Youtube etc, and with the Alzheimer's Society, and the Royal Academy Engineering

Challenges:

Taste and smell losses occur with ageing, the loss of taste perception in older people can therefore result in reduced food consumption, negatively influencing the nutritional status of elderly people. Developing products like these, with flavour compensation could be an option to combat this issue. It may be challenging for other SMEs, to replicate, but this innovation/good practice has great potential to be applied in other regions globally. It is technically less complex than other new technology and the experimental & development cost would be relatively low due to the low-cost ingredients. It would have a great impact on the consumers (sports lovers/athletes, and elderly). There is great potential due to its convenience, its implications in health and the sustainable approach. To overcome challenges the strategic partnership with universities enables better access to knowledge, expertise and capacity, facilitating the development and validation of new food products. The COVID pandemic may limit the speed to apply the practice.

Product: AINIA- ALTEX, Microencapsulation

Region: Valencia, Spain

“ *Extraction with supercritical CO₂ is safe, cost effective and an environmentally friendly alternative* ”



Why is this a Good Practice:

AINIA has developed a microencapsulation system which gathers nutrients and vitamins together in an easy to consume capsule. This through an innovative method using Carbon Dioxide (CO₂). CO₂ extraction at high pressures is more profitable, natural, and environmentally sustainable than traditional techniques that employ aggressive solvents and affect the properties of the extracted ingredients, either in further refining stages or due to fact that they achieve lower yields. This process offers a profitable and alternative way of obtaining high quality ingredients while removing undesirables or impurities. It aims to help seniors who have difficulties in consuming suitable amounts of nutrients and vitamins due to illness or dysphagia.

About:

Altex is AINIA’s high pressure CO₂ industrial plant. It is a versatile and multi-product facility, specializing in starting toll manufacturing productions, with the objective of providing access to advanced extractions, purifications and specific materials treatments to food, pharmaceutical and cosmetic companies. This 4,000L capacity plant works with CO₂ in subcritical and supercritical conditions and follows Good Manufacturing Practices.

Altex has several applications of interest to the pharmaceutical field, as well as to nutritional supplement companies:

- Selective and natural extraction of active compounds from natural sources
- Supercritical chromatography for the selective separation of molecules for purification
- Elimination of unwanted trace substances present in the product: e.g., monomers, solvents, aromas
- Reduction of microbiological contamination, thermal degradation or oxidation of the product
- Manufacture of microparticles for the protection

of the active substance with different purposes: prolonged release, resistance to gastric conditions, improved dosage, dispersibility, masking of aromas.

Each of these applications involves developments and experience from the concept of viability at the laboratory level, to its scaling to market size.

Challenges and transferability:

The process may be costly, and the practice of microencapsulation would require a certain amount of resources. Manufacturers of dietary products, nutraceuticals, food supplements, and food products in general need to provide safe and affordable solutions in line with these trends. CO₂ extraction is a cost-effective and natural alternative process which could be used.

Health and nutrition are two important levers of growth in the food and related industries. Microencapsulation has potential to solve certain issues related to food development. It can help to prevent and fight illness such as dysphagia, or malnutrition, and it can lead to a new spectrum of smart food products.

Success:

AINIA has been deepening the knowledge and transfer of this technology for more than 20 years. As an example of developments of interest to this sector, in 2018, microencapsulated naproxen particles were obtained within the framework of the AMICES II project supported by IVACE for the development of advanced encapsulation processes.

[Planta extractiva Altex de ainia - YouTube](#)

Product: HealthCare - Campofrío

Region: Andalucía, Spain

“ We want to help patients eat with enthusiasm and desire to be able to maintain their activities and quality of life ”



Why is this a Good Practice:

The innovative aspect is found in the product's texture and flavour. Campofrío has ensured that these products are adapted to seniors' needs, with suitable textures outstanding flavours, and look appetizing too. Campofrío - Health Care is a new completely varied, and balanced food line, based on the Mediterranean diet. It is specially designed to maintain, improve, and treat the nutritional status of people who have chewing and/or swallowing problems, by maintaining homogeneous textures, with desirable flavours, and aromas. Transport, storage and preparation are easy and convenient. They are a simple heat & serve and so can be prepared and served by professionals or at home with minimal instructions.

About:

The Campofrío Food Group in its line of expansion, is strongly committed to the hospital and geriatric sector, developing specific products and formats for this market. Undisputed leader in the Spanish meat processed market for more than 50 years, it makes its experience of food available to the health sector, with new developments and research in new products and ingredients

Health Care is a retail line launched by Campofrío with the intention of meeting the needs of their elderly consumers. This products range offers gelled waters, fruit desserts, crushed fruit, and fortified breakfasts for the elderly living with dysphagia. The ingredients with which they are made, and the production processes used, are of the highest quality and comply with the strictest hygiene standards. The aim is that these products reach the consumer with all the nutritional content of its origin ingredients and would give a homemade feel, but without the time and effort.

Campofrío strive to maintain the traditional flavours, aromas and colours of the "Mediterranean Diet". The textures facilitate swallowing and therefore digestibility and can be varied according to the needs of each person.

Success:

Campofrío Health Care is a basic part of a healthy and complete diet. For a person with eating problems due to chewing and swallowing disorders, it provides not only the calories and proteins necessary, but all the other principles including water, fiber, minerals, and vitamins necessary to achieve and maintain a correct nutritional state. They are formulated without allergens, comply with the steps of the Food Pyramid, achieve a correct dietary intake, control sugar & salt intake, provide vitamins and minerals, fiber and water that promote the maintenance of adequate hydration status.

The Campofrío group controls the processes and products throughout the production chain. To do this, it qualifies and monitors the suppliers of auxiliary materials and develops total traceability systems, which includes from the origin of the raw material to the distribution and delivery to the customer.

Campofrío has received several quality certificates:

- Certification in environmental management (ISO 14001) since 2002
- IFS International Food Standards
- BRC Global Food Standards

Their website is also very well designed with an abundance of information on various eating disorders or conditions, insight into their research and development and recipe ideas offering a great potential to learn whether in the food industry, in healthcare or a carer.



Those offering unique or helpful services to the senior market

- 10** Chefs Culinar Academy
- 11** Kochen für Senioren
- 12** Senes - Support for Healthcare professionals
- 13** Northern Lincolnshire & Goole NHS Foundation Trust Nursing
- 14** Coviran Supermarket chain

Service: Complete Food Sector support services & training

Region: Germany Nationwide

“ All-round service for you
Real partnership, shaped
by trust ”



Why is this a Good Practice:

The Chefs Culinar Academy is involved in Consulting, software, and training courses on trending food topics. These training courses intend to address and prevent diet related issues in the senior community. Their in-house trade fairs provide a space for exchanging ideas with suppliers and experts on news, trends, and experience. They also display an extensive range of food and non-food items, offering a unique support program that allows the food industry to stay up to date with the needs of older adults and best practices in term of products and logistics.

About:

Chefs Culinar want to contribute to the success of their customers from the catering, hotel, company catering and community catering field, by making the day-to-day work easier for this sector. To do this they not only act as a pure food wholesaler with a comprehensive food and non-food range, (They supply ~25,000 items for the sector) but also see themselves as a service provider. They offer a complete service with regard to professional consulting, training, seminars and intelligent IT solutions. They make it easier for the sector by supplying everything from a single source. With 8 branches and 23 bases, they are on the one hand large across Germany, but also remain regional, so that they are always close by. Each customer receives a personal sales advisor is to work with so that together the best package for the sectors' guests can be obtained.

CHEFS CULINAR also offers state-of-the-art storage technology & knowledge development and are involved in the implementation of systems for planning, organisation, and management of food companies (such as planning your industrial kitchen)

Success:

Active participation of interested people in the training courses offered by Chef Culinar is evidence of their success. More than 1,000 corporations have benefited from its commercial kitchen technology, kitchen and furnishing solutions, and catering services.

Chef Culinar was chosen as the winner of the AHGZ image study "Best mark 2017/2018" in the product group "Purchasing Sources".

Challenges and transferability:

Training in the nutrition requirements of seniors is essential because as age advances, appetite alters or decreases. Hence, it is necessary to impart the proper knowledge to those in the food and catering sector to ensure that seniors receive a balanced diet. Chefs Culinar has discovered that the frequent problem among older adults is often not overweight but instead underweight. People lose weight because they can no longer chew and swallow correctly or they are unable to cook for themselves. Due to the inadequate amount of food consumed, the body lacks enough nutrients to function. A lack of nutrients can weaken the immune system and lead to more frequent infections and illnesses.

The advanced training on "nutrition in senior catering" requires know-how in various topics this company have this knowledge and have been transferring it effectively. There have great potential, by generating a customer database and the trade fairs provide an opportunity for companies to present their best products, exchange ideas, and receive up-to-date product information and latest trends in the food industry (such as allergens, ingredients, or additives relevant to the needs of seniors). Also, incorporation of the technology enables better use of information and more efficient management.

Service: Cooking Seminars & Workshops and Books for Seniors

Region: Riedstadt, Germany

“we want to show that senior citizens can and should be... eating together as a culinary experience and as an emotional pleasure”



CLICK TO [VIEW](#)

Why is this a Good Practice:

Kochen für Senioren or Cooking for seniors is an initiative which offers regular seminars and workshops on the common physical changes among people in old age, including dementia, chewing, swallowing disorders, and malnutrition. The discussions and workshops show how one can integrate senior citizens into enjoyable concepts. It is not about presenting the readily made solutions but co-developing ideas in a joint exchange with senior citizens. Introduction of proven concepts and workshops where adults can cook together, laugh together, and talk together and overall boost their confidence and wellbeing.

About:

The workshops aim to provide senior citizens assistance in:

- Sensory perception – knowing what changes to expect in old age.
- Challenges when trying to connect to various clinical situations
- Food hygiene, occupational safety practices and barriers when cooking with seniors.

The workshops consist of groups of 12 to 15 seniors working/living together in four groups. They offer seniors an opportunity to determine their daily routine and actively participate in everyday life through cooking.

Success:

The workshops and catering ensure both the seniors and the caretakers take the time to pay special attention to the changes of their bodies during ageing. Exercises such as overviews of diet suitable for the elderly, clinical changes, and adaptation opportunities in schools and senior institutions and facilities. Apart from the promotion of nutritional knowledge, it also encourages seniors to live together as independently as possible.

A competition was also organised, last summer, where over 50 senior citizens' facilities from all over Germany submitted their catering concepts as part of the Trans-

gourmet competition “From the cost factor to the happiness factor”. Events like these promote and encourage acceptance by the seniors in terms of their interest & participation and in relation to them being more willing to make lifestyle changes.

Challenges and transferability:

The projects potential for learning and transferability may be limited as a fee is charged in this case. It can also be challenging to promote, when changes in daily routines among seniors are frequent.

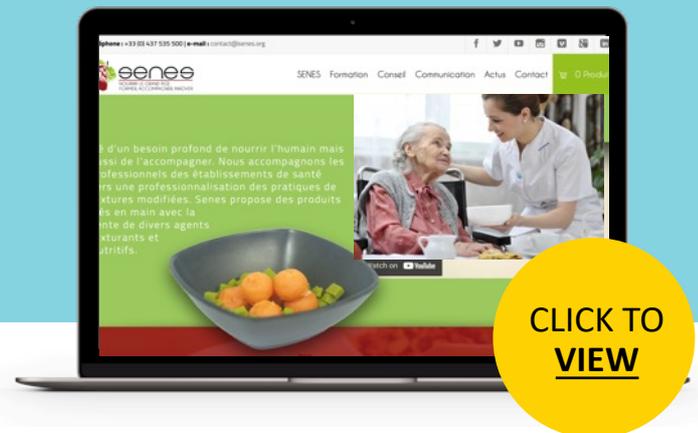
Nowadays, eating in senior facilities is primarily seen as a cost factor. ‘Cooking for seniors’ want to change that. With innovative and practical enjoyment concepts, kitchens can be turned into image-building factories and create emotional and social enjoyment at the same time. Cooking with seniors contributes to the understanding of their actual dietary needs and preferences, which is the basis for innovation.

Moreover, cooking in groups increases the motivation and raise the awareness of seniors to take better care of themselves and their peers. Such social activity also encourages seniors to be a part of communities and empowers them to be autonomous and follow a healthy diet. Finally, this activity generates fresh ideas and concepts which enables all stakeholders to develop better knowledge and competence of catering for seniors.

Service: Senes - Support for Healthcare professionals

Region: Lyon, France

“*Senes supports professionals to reconcile the pleasure of nutrition and catering*”



Why is this a Good Practice:

Senes is a company that aims to support healthcare professionals in tackling malnutrition among seniors. They do this through trainings, advice, and communication solutions. This company addresses malnutrition in seniors (particularly those in geriatric institutions) by supporting healthcare professionals and food companies in modifying texture practices and developing innovative food products with "high micro-nutritional density". The result is more knowledgeable healthcare staff and in turn happier and healthier seniors within their care.

About:

Born from a deep need to feed humans but also to support them. This French company offers expertise and personalised trainings to healthcare professionals and customers from food industry on culinary skills addressing senior nutritional and catering needs. Senes offers turnkey products with the sale of various texturizers and nutrients. The trainings include production of modified texture dishes, construction of food plans, food engineering and new cooking techniques. Moreover, it provides know-hows and advice on new food product development. They also help customers keep up with new food trends, adapt products to specific needs of seniors, and create videos for effective communication

Success:

The company has more than 30 partners from the universities, research institutes, associations, companies, and manufacturers in the food industry. It participates in two research and development programs on the nutrition of seniors and several other programs.

The company has been working on more than 250 projects in the health sector to offer customers nutritional, technical, technological, culinary expertise, and knowledge on new technologies for food sectors. They also offer news for recent development of food innovation related to senior nutrition and health in general.

Challenges and transferability:

The prevalence of malnutrition is high in geriatric institutions, where more than 70-80% of residents are at moderate to severe risk of undernourishment. In 30-61% of them, protein-energy malnutrition is diagnosed. This generates a loss of muscle mass leading to a loss of autonomy in the elderly. To cope with an increasing ageing population, services are required to support the needs of our senior community.

Senes aim to combine catering, pleasure and health for all elderly people, whatever the texture. While covering nutritional needs, allow seniors to age well and prevent malnutrition and obesity. By actively partnering with diverse institutions in health and food sectors Senes obtain state-of-the-art insights on senior food innovation which they then pass-on. The multidisciplinary team consisting of nutritionists, health experts, food engineers and audio-visual experts offers a variety of expertise in nutrition and food innovation. Having in-house R&D department offers possibilities for the development.

Service: Finger food meal design & menu planning for those with dementia

Region: Northern Lincolnshire, UK

“*Finger foods to encourage greater independence for dementia patients*”



Why is this a Good Practice:

Northern Lincolnshire and Goole NHS Foundation Trust Nursing, nutrition and catering staff have worked together to create a [picture-based finger-food menu](#) to help patients eat at their own pace without the pressure of having to use a knife and fork and thus encourage independence and well-being of the seniors. Finger foods can be particularly useful for people who forget to eat or find co-ordination difficult, such as those with dementia or following a stroke.

About:

The finger food initiative was piloted at Grimsby hospital, UK and is now being rolled out across three regional hospitals. Staff who have trialled the menu have said it helps patients in their decision-making skills and allows them to enjoy food little and often.

Finger foods can be:

- Served at the table in place of a plated meal
- Offered as snacks between meals
- Left in different places to pick up and eat throughout the day.

The menu features foods such as rice pudding, biscuits, pizza, cheese & crackers, sandwiches, spring rolls, fish fingers, cake and fruit which is all easy to nibble on.

Success:

By introducing this new menu, elderly patients don't have to use cutlery as some may have lost the ability to do so due to the progression of their disease or ageing. It provides an opportunity for elderly patients who like to eat little and often the option of grazing but still meeting their nutritional requirements.

Through the use of picture menus, finger foods are easily selected giving the seniors more autonomy. The finger foods service can be provided by inhouse catering, or via food companies (e.g. Finger Food Co.) that mainly target elderly people. Nutrition, catering and nursing staff have worked together to create a special menu which after initial piloting has been rolled out across several hospitals. The results according to the trust have been amazing, with patients including elderly people tucking into the finger foods.

Challenges and transferability:

It may be a bit of challenge for SMEs, as relatively few food and drink products have been actively targeting the ageing consumers, which means that this segment of the population represents both a challenge and an opportunity for food and beverage manufacturers. Many manufacturers still do not see senior citizens as a target group.

This partnership among hospitals, nutritionists, organisations and food services, in turn, provides the opportunities for food and drinks businesses, and this model could be applied in many countries/regions, which is expected would benefit more parties and societies.

The concept of Finger foods for supporting older people and older people with dementia, has been established in the last decade, and has helped many senior people and patients in terms of their healthy eating. Since 2011, the practical guide for supporting elderly people with dementia has been published in the UK, [click here for more info on Finger foods practical guide;](#)

Service: COVIRAN supermarket tailoring services for seniors

Region: Granada, Andalusia, Spain.

“Our goal is to offer high-quality services...improving the quality of life of those who choose us on a daily basis”



Why is this a Good Practice:

[Coviran Supermarket](#) chain, undertook a change to its business model, which offers several profitable and sustainable opportunities to the supermarket industry, while at the same time it generates a positive and integrated shopping environment for seniors. Coviran made several noteworthy adaptations to their points of sale in order to meet the needs of a customer with different capacities: consumers with disabilities, as well as the elderly or people with temporary limitations. This alternative model of services being provided to older adult customers, allows for a good shopping experience allowing them to make the most of their time in the supermarket.

About:

Coviran is a chain of supermarkets across Spain and Portugal which has adapted and enhanced its services in order to meet the needs of its best customers, older adults. Through simple adaptations to their facilities Coviran enable their senior customers to make the most of their shopping experience. For instance, by extending the opening + closing timing on their gates, setting shopping basket elevators next to cash registers, and introducing a magnetic loop to improve the auditory signal of users with a hearing aid or cochlear implants. In addition, they now offer spaces to sit and rest if they need it during the shopping period. This supermarket also has the shopping "Assist" service, for all those people with special needs who need help during the purchasing procedure.

Success:

Coviran are committed to accessibility, and the adaptations they made to their business model and stores have had a significant impact on seniors shopping experience. This method is being implemented since 2013. Coviran is the first supermarket in Spain to obtain the Universal Accessibility certificate from AENOR this is proof of their dedication to offer a consistently excellent service to all its customers. These measures have so far been installed in 27 establishments both in Spain and Portugal.

Challenges and transferability:

This model of supermarket may not be suitable for all kind of business model, therefore it must be implemented in specific areas where the main customers are seniors.

Adapting a supermarket's amenities in simple ways to assist a significant and growing sector of the population should not be an issue for any company. However, not only is it not a common practice but also, companies seem reluctant to implement this business model. The cost is symbolic, taking into account the potential income which may be produced. To adapt a supermarket to older adult needs is a practice quite easy to introduce for most of the companies.





Where a product and service are combined, but are aimed at alleviating problems or challenges the senior market experiences

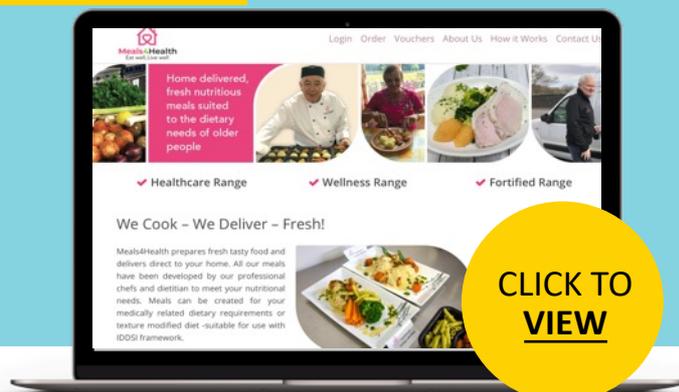
- 15** Meals4Health
- 16** Bia-at-home
- 17** Biozoon, Smoothfood & 3D Printing
- 18** Country House Cooking - (Land-Haus Küche)
- 19** Fit im Alter
- 20** Wiltshire Farm Foods Company

Product & Service: Meals4Health – meal delivery

Region: Galway, Ireland



“It's about nurturing our older people. Empowering independence...our mission is to enable older people to Eat well, Live well, Age well”



Why this is a Good Practice:

[Meals4Health](#) provides home delivery of fresh nutritious meals, suited to the dietary needs of older people. All meals are cooked fresh at their professional kitchen in Galway and can be delivered nationwide to those requiring the service at home. Meals4health is removing the necessity to shop and cook from those who are struggling to do so and are thus preventing potential malnutrition or other dietary related conditions. They are also enabling seniors to continue living in their own homes in an independent or semi-independent way and are providing a social connection for seniors to look forward to each day.

About:

Their mission is to support older people, “to eat well, to live well and to age well’ within their own communities for as long as possible, thus avoiding the need for extra medical care or long-term residential care. Meals4Health prepares fresh tasty food and delivers it directly to one’s home. All their meals have been developed by their professional chefs and dietitian to meet the nutritional and physical needs of their consumers. Meals can be created for medically related dietary requirements or texture modified diet suitable for use with [IDDSI framework](#).

Success:

Meals4Health is a social enterprise which means their primary objective is to create a social impact – They have been very successful in supporting people to live independently/semi-independently at home and through providing good quality nutritious meals they are supporting their overall health and well-being. In terms of providing an innovative service for the senior community Meals4Health is an ideal case study. They are not just providing meals but are also taking other aspects of ageing into consideration. E.g., the requirement for fortified foods is greater for the senior market and the need for texture-modified meals for those who experience difficulties in swallowing i.e., Dysphagia.

By providing a delivery service direct to peoples’ homes they enable and support independence and restore dignity and safety. They support a proactive approach to good health and wellbeing for seniors, as a lifestyle choice. Meals4Health provides nutritional support for people recovering from illness, surgery or to their carers who simply find it difficult to shop and cook for loved ones.

Challenges and transferability:

The senior community/population is increasing across Europe. People in general are living longer. As they age, their eating habits change, and their taste receptors alter, resulting in fewer calories. If they are not getting the sustenance that they need at home, they will require additional health services and possibly even full-time care. This means that our economy, health services, care services and lifestyles need to adapt to accommodate these changes.

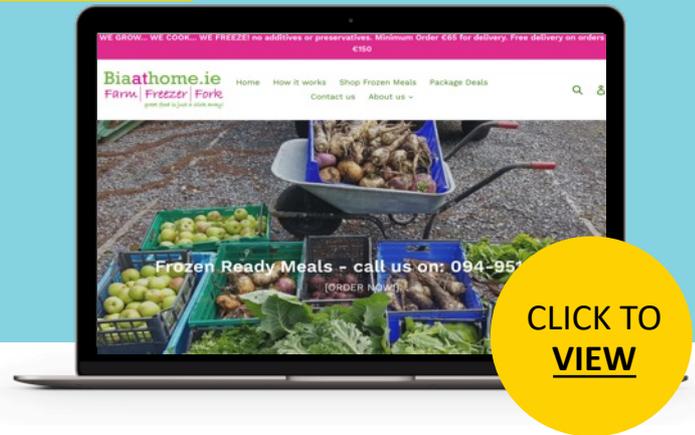
To cope with an increasing ageing population, services are required to support the needs of our senior community. Meals4Health are one such initiative. They are not just feeding the people but are supporting independent living which is very necessary especially in Rural Ireland. This concept has great potential to be replicated in other regions/countries and can be seen as a future proofing method to lessen the burden on the economy. Meals4Health emphasises the essence of good practice on every level while simultaneously helping to make Ireland a great place to grow old! They are also exemplary, in their use of their website...it is easy to navigate and highly informative, but for those lacking the skills they provide customer care via telephone.

The current senior generation is less technophobic, and many have adopted the use of IT, there are potential opportunities here now also as a way of informing and selling to the senior market.

Product & Service: Bia-at-Home, Meal delivery

Region: Mayo, Ireland

“ *We grow, we cook, we deliver...because convenience shouldn't mean compromise* ”



Why this is a Good Practice:

Bia-at-Home is considered good practice as they are delivering homegrown, quality nutritious products through-out Ireland, to peoples homes. Bia is the Irish word for 'Food'... This small business hand-picks in-season produce from their own garden, so it is bursting with natural flavour and goodness. Their approach enables them to cook balanced nutritious and delicious meals with nothing added but their own blend of fresh herbs and lots of care and consideration for quality.

The meals suit all lifestyles but are particularly useful for the senior market. Each meal arrives frozen in an oven proof biodegradable container. All the diner needs to do is take it from the freezer & put it in the oven for the recommended time. There is no planning, shopping, chopping, or cooking required just heat and eat...what they want...when they want it.

About:

Bia at Home have an extensive, restaurant like menu giving exceptional choice and versatility to those requiring tasty balanced meals in their own homes. They preserve their food using a blast freezer which retains the nutrients and flavours naturally and avoid all artificial additives and preservatives. The owner and chef Michelle is passionate about food and cooking, she fills every pot with care, attention, and goodness. They deliver directly from their freezer to their customers' freezer, ensuring the food travels safely and reaches its destination in optimal condition for them to enjoy at home.

Success:

Bia-at-Home consider diet and nutrition in everything they cook and avoid artificial additives or preservatives. Although their target market isn't just the senior community it is most beneficial to this segment of the market. Bia-at-Home enables seniors to continue independent living in their own homes and by providing nutritious and balanced meals they are nurturing this community, so their overall well-being is sustained.

Consequently, there will be less demand on full-time residential care or on the other over stretched health services in the state.

The company has many simple approaches to their business that make it very senior friendly, such as

- weekly ordering (less time online or on phone)
- package menu options (choices can be made for you)
- frozen (so no artificial additives and less waste as only use when needed)
- oven proof container (easy heat process – no transferring products)
- phone orders accepted
- menu modifications accommodated

Challenges and transferability:

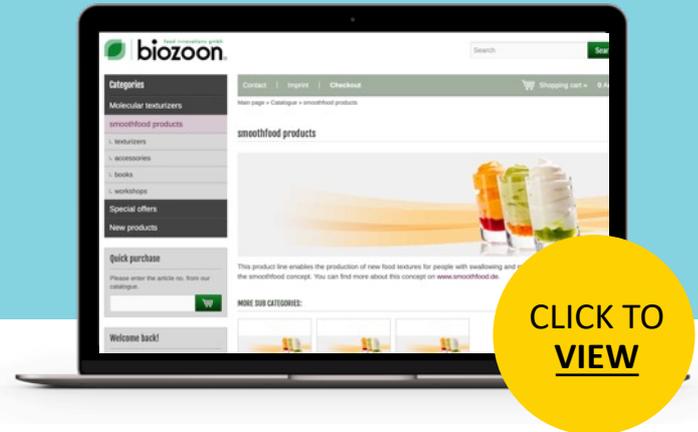
Many seniors in Ireland are struggling to live independently mainly because they don't have the capacity to shop and cook nutritious meals for themselves & result in failing health or being under-nourished. Independent living is very necessary in Rural Ireland. Ireland is ageing fast, and our economy, health service and families themselves need to adapt. According to the ESRI, demand in the residential long-term care sector, which covers nursing homes, is projected to increase by up to 54 per cent, "posing challenges for providers, for the regulatory authorities and for the exchequer to ensure that an appropriate standard of care and level of funding for care is provided for these vulnerable residents with intense care needs"

Bia-at-Home through their service is supporting the senior community to live the independent lives they strive to hold onto. The enterprise is also exemplary in its use of their website...it is easy to navigate and highly informative and has easy-select options. For seniors lacking the IT skills they provide customer assistance via telephone. Their delivery service is the final link in the chain. Removing the need for their customers to go shopping or to collect meals.

Product: Biozoon, Smoothfood & 3D printing

Region: Bremerhaven, Germany

“ *The modern nutrition concept for pureed and strained food* ”



Why this is a Good Practice:

The innovative Smoothfood diet offers basal stimulation through foam food, mashed food, and drink thickening. To reduce or prevent the risk of malnutrition, particularly in the case of people with chewing and swallowing disorders. Biozoon created the Smoothfood silicone moulds to enhance the serving of the modified textured food. This ensures that it is as authentic as possible in shape, colour, smell, taste, and composition to the original. This practice leads to a greater acceptance of modified foods among the senior community especially those with swallowing disorders, dysphagia, dementia, or other illnesses and therefore reduces or eliminates the risk of malnutrition or other illnesses.

[Biozoon Silikonformen für die pürierte Kost in Form](#)

[Pürierte Kost mit Gelea Cold](#)

About:

Biozoon acts as a specialist supplier of innovative food products in Europe. Smoothfood was developed by top chefs Markus Biedermann and Herbert Thill on the basis of modern texturizers from Biozoon. From basal stimulation for persons with the severest form of dysphagia to foam food and thickening of beverages to pureed and strained food in moulded shapes. A Smoothfood meal is based on the fresh ingredients you have in your kitchen. These ingredients are pureed or strained, and their structure and texture then modified. Thanks to Biozoon texturizers, these foods can be easily produced in moulded shapes.

Furthermore, Biozoon has developed a 3D printer capable of printing meals targeted at people who have difficulties in chewing. The 3D printer uses a jetting system to extrude various Smoothfoods, which can be mixed with a solidifying agent. Each meal can be precisely tailored to match the individual's needs, both in terms of texture and nutrient content.

Success:

The concept of Smoothfood addresses the need & visual appeal of traditional food, thus creates a higher acceptance of this new form of food. By offering an identical range of meals from the regular menu, consumers are given the same level of culinary appreciation with the Smoothfood standard. The company is the leader of the PERFORMANCE project funded by the European Commission, and has launched already five brands on the market: texturePro®, cocktailPro®, partyPro®, seneoPro®, and myBiosportiv®. The brands are distributed in 18 countries around the world and Specialists acknowledge the range. Smoothfood enables all chefs and family carers to prepare fresh food quickly and easily that matches the needs of the person affected.

Challenges and transferability:

The concept requires a specialist to prepare the meals, so adequate skilled personnel can be a challenge, notably when they target both nursing homes and family carers. Biozoon offer workshops regularly to help with this. The logistic challenge of larger nursing homes limits the ability of food personalisation, and the variety of meals is limited by the range of silicone moulds. But the technology is there to simplify this challenge.

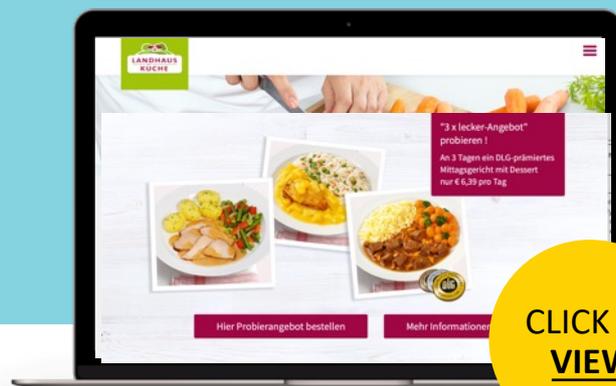
Food printing technology has great potential as a resource and the creation of moulds help preserve food appearance, thus stimulating consumers' appetite and enhancing the degree of acceptance. There is an opportunity for an IT-system, for recording & processing nutritional requirements.

Product / Service: Land-Haus Küche, Meal delivery

Region: Schwaikheim, Germany



“ *cooked with love. Brought with joy...from Apetito...* ”



Why this is a Good Practice:

The Country House Kitchen (Land-Haus Küche) is a concept that allows those who are unable to cook, go shopping or carry bags due to reduced ability & mobility, to enjoy a hot meal 365 days a year. Consumers can enjoy a convenient, online menu service with a click of the mouse. All dietary needs are catered for even a pureed food menu is available. To ensure that the dishes are delivered hot and remarkably fresh to the customers' table, some meal services use delivery vehicles with an integrated oven. The plates are gently cooking throughout the journey. Alternatively, they are transported in individual insulated boxes ensuring they are kept hot right to your table. Having this valuable service enhances the health and well-being of seniors. The online ordering makes it very convenient for relatives to cater to the needs of their loved ones but there are also options for phone ordering or direct from courier service.

About:

A quarter of a century ago, the new "Your mobile restaurant" offer from Apetito was presented to the public. The promise from the very beginning has continued to this day: to bring a high-quality lunch for senior citizens direct to their homes. That is why the service will later also be called "Apetito zuhaus" and from 2011 onwards "Country-kitchen by Apetito". One thing has not changed in all these years: the pursuit of the highest quality through the use of high-quality ingredients, the great variety in the menu with new recipes and reliable delivery directly to the house. The chefs in the country house kitchen not only cook classics of good German cuisine but also popular Mediterranean dishes. There is something for every taste. They put great importance into the natural wealth of flavours and consistently forego all artificial additives such as flavour enhancers, seasonings, yeast extract, colourings, as well as phosphates and salts.

Their ready-cooked and frozen foods are also distributed through local partner providers and welfare associations, such as the German Red Cross, the Johannitern, Diakoniestationen, Caritas, and the Arbeiterwohlfahrt. The colourful selection creates a variety of cuisines on the lunch table and offers seniors a great dining pleasure.

Success:

This company exhibits its success through its sustainability and longevity in meeting their consumer's needs. The everyday life of these people is made easier, their independence is maintained and they have daily social contact. The exceptionally high-quality food can be proven by certifications such as DIN ISO 9001 or they regularly receive DLG's quality inspection awards.

Challenges and transferability:

It can be difficult to find the right partners but once established these partnerships can be invaluable. The IT ability of seniors to use the platform could pose a challenge but they find that family members tend to do this part. If not they have a dedicated phone line for orders or to simplify it even further senior customers can order directly via their delivery personnel. This can subsequently eliminate the need for a caregiver as a service intermediary between the company and senior citizens. The company offers non-binding trials thus gives flexibility and trust to their customers.

The concept presents how vital partnerships with delivery networks are to supply high-quality food to seniors. They focus on hot delivery food and frozen selected deliveries. The convenient approach plays a vital role in innovative food for seniors; the online platform further responds to the need for food ordering among seniors and their relatives.

Product / Service: Standards & procedures for senior catering

Region: Germany

“ *Fit in old age... Eat healthily, live better* ”



Why this is a Good Practice:

Fit im Alter is a programme under Germany's 'INFORM' initiative for healthy eating and more exercise. The aim of the initiative is to permanently improve people's eating habits and physical activity. Fit im Alter falls under the DGE quality standard for all catering with 'meal on wheels' and in institutions for the elderly. The initiative "Fit in old age - eat healthily, live better" aims to optimize the catering for older people and to update the knowledge of specialists, multipliers and older people about a balanced diet and exercise appropriate for the elderly. The aim is to meet the needs of the elderly and so to maintain the highest possible quality of life, both in facilities for the elderly, at home and during activities in senior groups.

About:

On request and in consultation with the Seniors, the programme implements the "Fit in old age, eat healthily, live better" concept with the certification of the Federal Ministry of Food & Agriculture. It creates needs-based solutions on:

- Dietetics and nutrition in old age
- Simple methods to make it easier to eat independently.
- They consider regional, seasonal, and traditional dishes as well as individual preferences.
- Close coordination with nursing management and active involvement of residents.

The aim of the "DGE quality standard for catering with 'meals on wheels' and in facilities for the elderly" is to support those responsible for catering in implementing needs-based, and at the same time sustainable catering so that customers and residents get a corresponding quality standard of service.

Success:

The programme supports the provision of high-quality meals for older adults in line with nutritional and physiological recommendations. The meals are presented attractively with carefully harmonised flavours. Fit im Alter encourages & motivates seniors to eat healthily and ensures that they are supplied with the right vitamins and nutrients. The programme also meets a wide range of requirements in terms of food and drinks for seniors, such as seniors with swallowing problems, dementia and other difficulties, through close collaboration with all stakeholders.

Challenges and transferability:

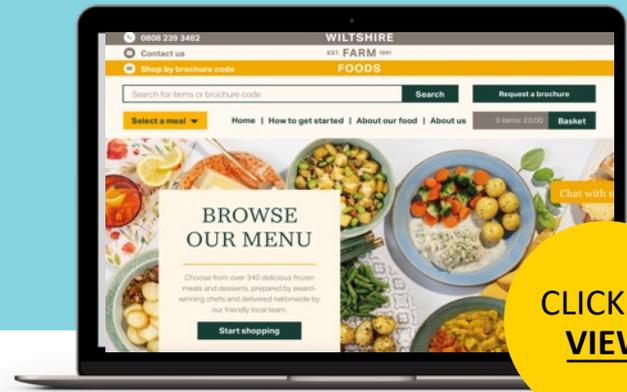
This concept requires trained and competent personnel and the constant collaboration with seniors, carers / staff / caterers in residential settings and those involved with meals-on-wheels. Dining should be seen as an experience. Focusing on the peripheral needs and external factors affecting seniors' dining process (e.g., cutlery, seasonal difference) offers new opportunities for food service and product innovation.

The programme shows exemplary use of their website in reaching all stakeholders. They offer webinars, practical examples, recipes and background information on all aspects of the programme and on the quality standard process. In doing so they are creating a standardised approach to feeding and movement promotion and thus support the health of the ageing population of Germany. This is a very easily transferable approach.

Product/Service: Wiltshire Farm Foods, Meal delivery

Region: Nottingham, UK

“ *stay safe and warm at home and let us deliver sunshine in every meal* ”



Why this is a Good Practice:

Wiltshire Farm foods company provides a meal delivery service that is aimed at the elderly market and provides ready meals that are nutritionally balanced for senior consumers across the UK and Ireland. This helps meet the demand for tasty, healthy, balanced, and convenient food products in the elderly market and contributes significantly to their overall health & wellbeing. The company now is also developing a new strategy since July 2021 in which they are initiating a new collect and recycle scheme, to allow them become more sustainable. For example, by collecting the consumers empties just like the milkman did. It's a truly trailblazing scheme and the first of its kind, anywhere in the world.

About:

Wiltshire Farm foods company was founded in 1991. Since then they have been developing great menus (with their Head chef & Dietitian) cooking the meals and delivering them frozen to the consumers doors, using their local teams. They target the senior market, selling traditional favourites for breakfast, lunch, dinner & dessert. Their offerings are nutritionally balanced, and even pureed or textured meals if required to suit all dietary needs. Their products and service benefit a lot of consumers but especially the elderly group.

They have a range of more than 300 dishes to choose from which can be ordered online, via their new App or by phone. These food products are not only delicious, but also nutritional balanced and can be conveniently cooked straight from frozen in the microwave or oven. They offer non-contact deliveries on consumers' request. The delivery is free to any address in mainland UK, as they use local drivers from local teams.

Success:

Wiltshire Farm foods company have 30 years' experience and won several awards (including two Queens's Awards for Enterprise). They provide a solution

to today's consumer needs (especially vulnerable groups, the elderly) by tracking their daily intake to monitor their diet and health. The company also successfully used local media (e.g. a Christmas magazine) to interact with their elderly market. They ran a competition for the customers to select the meal recipes that bring them 'sunshine'. The winner had their dish made by the company head chef. This idea was very successful in gaining the engagement of their target group and brought ideas to the team for developing more delicious and healthy food products. It also enhanced their high-quality service with 'joy' that they have become known for.

The company's website is easy to use and for convenience you can save your favourite meals and repeat your past orders. Orders are also accepted by phone for seniors without the ability to use Apps or computers.

Challenges and transferability:

In today's market, there is an increasing demand for tasty, convenient, healthy food products for the elderly group as an expanding market. There is still a wide gap in this market which food producers need to address so that the silver economy can have more healthy food options and services to ensure their ageing is supported in a suitable manner. It might be a challenge to get experienced chefs that can consciously & consistently create delicious and nutritious foods for targeted consumers.

In the Covid situation, it may need more contactless delivery service, therefore need more local drivers (delivery teams) to provide this high quality service. For new start up having high-quality local delivery teams might be challenge at the beginning. This model however, would be have a great potential to disseminate other regions in the world to help more elderly consumers.

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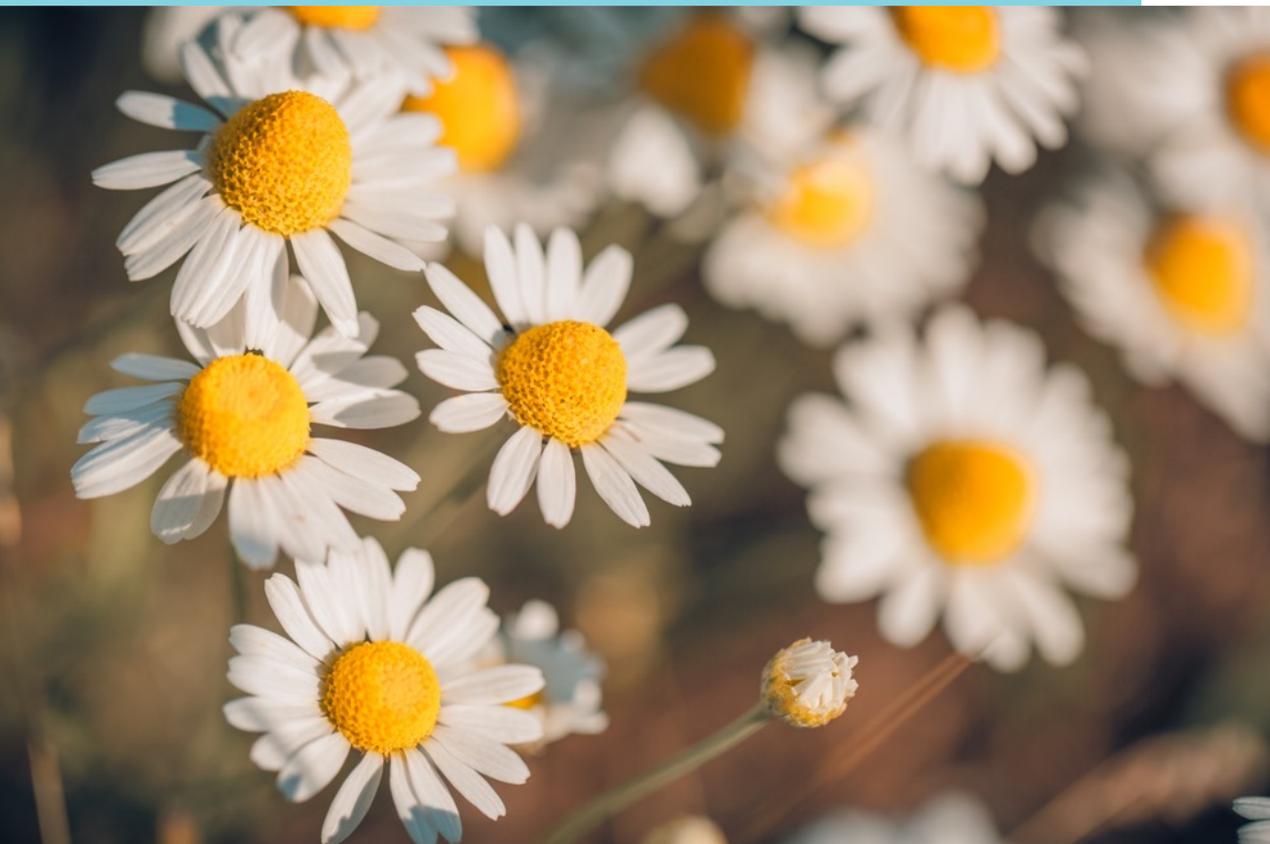
Conclusions



Conclusions

The Good Practices Guide provides in detail, information about how The Silver economy and the contemporary food market could be fostered by innovations in project partner regions. From the good practices collected, it can be seen that the food market for seniors is highly multidimensional, ranging from innovative food supplements, food development for people with specific health problems to food delivery services and food preparation courses.

As a result, 20 different GPs were identified, which indicates how important the food market for silver economy sector is. Good practices are one of the key principles to share experience among project regions. By analysing what other regions have and do in order to foster development of the food market for seniors, VET in project regions will be able to use these examples as an inspiration to understand how their local issues and gaps in food market ecosystem could be solved.



**innovating
food** for seniors