Library Research for BUS 4550/FOOD 4260

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Why am I here?

- Melanie Parlette-Stewart (Librarian).
Agenda

• Choosing the Best Information
• Gathering Information
  • Commodities Information
  • Business Literature
  • Newspapers
  • Market Information (Market size / share and demographics)
• Questions
• Getting Help
Research Strategy

Background Information
- Corporate Website
- News (Globe & Mail, etc.)
- Trade Magazines / Journals (Business Week, etc.)

Market Information
- Commodities
- Market Size / Share
- Demographics

Industry Research
- Current Trends
- Comparative Companies

Apply Theory
- Academic Journals
- Books
Evaluating Information Sources

How can you tell trustworthy information ("better" information) from less trustworthy information ("worse" information)?
Research Topic

Development of a smoothie product containing whole fruit.
Dr. Smoothie Organic Smoothie blends meet the FDA 100% fruit claim, giving you 5 servings of fruit in every 20 oz. beverage.

More Info

Source: http://www.drsMOOTHIE.com/

about us

THE INNOVATION LEADER
everything we do has a healthy twist

As the innovative leader in the specialty beverage category, Dr. Smoothie Brands broke new ground in 1997 with the introduction of the shelf stable fruit smoothie concentrate with no artificial ingredients.

In 2001, maintaining the company mantra that "everything we do has a healthy twist" Café Essentials introduced a frappe line with 15% to 25% less sugar and up to 50% less fat than the competition.

In 2003, we introduced 100% Crushed, a 100% fruit smoothie meeting the "Five a Day" daily fruit recommendation per 20 oz.

Innovation continued in 2009 when the entire Café Essentials frappe and hot beverage program featured NO artificial flavors, NO artificial sweeteners & NO artificial colors, while continuing with less fat and sugar.

As the public searches for "cleaner labels" and more pure products, Dr. Smoothie Brands responds in 2012 with CRUSHED ready-to-drink. Featuring natural fruit nutrition instead of synthetic vitamins. This clean label, authentic platform brings exciting tastes, textures, and aromas from around the world.

Excess calorie content is on everyone’s mind, so Dr. Smoothie Brands developed FIT-LYTE, a 35% to 55% reduced calorie smoothie with stevia, white tea, and coconut water.

Talk about healthy; in 2013 we introduced the industry’s first veggie smoothies. In 2014, we reveal trendsetting line of organic smoothies and frappes.

Get functional

and to maximize the benefits to your body. Functional beverages are what Dr. Smoothie Brands is helping consumers achieve their health objectives since 1997. But, here is the big
Jamba Juice, National Dairy Council develop new smoothie for schools
DBR Staff Writer
Published 16 July 2012

US-based Jamba Juice Company and National Dairy Council have collaborated to create new fat-free milk and whole fruit smoothie for schools with the aim to reduce childhood obesity.

Available in 8oz size, the new smoothie will deliver USDA recommended one-half serving of fat-free dairy and a full serving of whole fruit, claims the company.

The new smoothie will be sampled at Colorado Convention Center on 16 July 2012.

Founded in 1990, Jamba Juice offers whole fruit smoothies, fresh squeezed juices and juice blends, hot coffee and teas, hot oatmeal, breakfast wraps, sandwiches and mini-wraps, California Flatbreads, frozen yogurt, and a variety of baked goods and snacks.

As of 3 April 2012, the company owned 769 Jamba Juice store locations globally.

Source: http://dairy.drinks-business-review.com/
The Top Ten Food Trends

A. Elizabeth Sloan | April 2015, Volume 69, No. 4 • The Top Ten Food Trends

Culinary narratives, whole food nutrition, and meal solutions that require less cooking are among the new macro trends driving the food industry.

By traditional measures, it appears to be a great time to be in the food business. Economic consumer confidence in North America is the highest since 2007. 51% of consumers are positive about immediate spending intentions (Nielsen 2014b).

On average, 5.1 evening meals per week are cooked at home and involve a diversity of product options (FMI 2012). In a typical week, 3.1 dinner dishes are prepared at home using fresh ingredients: 1.4 dinners.
Invited review

The development of fruit-based functional foods targeting the health and wellness market: a review

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Summary Functional foods and their health benefits beyond individual nutrients present challenges to the traditional ‘nutrition’ approach to foods. Epidemiological studies suggest that regular or increased consumption of fruits may promote general health and well-being as well as reduce the risk of chronic diseases. Therefore, a broad range of research amongst academic, industry and government institutes has been stimulated in attempts to add the goodness of fruits into popular consumer foods. This article provides a brief overview of the research opportunities in the emerging functional foods area, with an emphasis on fruit-derived products. Based on recent research in the fruit-based functional food area, a structured approach for designing and developing functional food products is presented. Included are the technical challenges and their associated solutions during food design, formulation, processing and storage. A consumer-oriented food product development process is highlighted. Controlling the interactions among the targeted bioactive components and other food components during food processing, handling and storage is the key to ensure that a stable and appealing functional food is produced. Manipulating the beneficial synergies among food ingredients, and among food formulation and processing methods, has the potential to lead to substantial food innovations.

Keywords Consumer perception, food innovation, fruit bioactive enhanced extracts, fruit materials, health-promoting, sensory issues, stability.

Introduction

The dietary concerns of both today’s ageing population and people with fast paced lifestyles have moved from foods that prevent nutritional deficiency and associated diseases to foods that offer long-term prevention of chronic diseases. Countries are currently faced with health challenges arising from changing population demographics (e.g., an ageing population) and increases in lifestyle-related diseases. Consumers are becoming more aware of the relationships between diet and disease. Changing views and perceptions about the effects of dietary compounds can profoundly influence the consumption of foods.

Foods with therapeutic benefits for human health have had a long history in different cultures for over 2500 years (Shi et al., 2005a,b). Since the White House Conference in 1960 on Food, Nutrition and Health (http://www.nih.gov/1969/conference.htm), the “Functional Food” concept has evolved with the shift of public health concerns from ‘nutrient deficiencies’ or ‘undernutrition’ to ‘overnutrition’ (Grummer-Strawn et al., 2000; Kennedy, 2003). The term ‘Functional Foods’ was first introduced in Japan in the mid-1980s as ‘processed foods containing components that provide specific body functions’, while the Japanese Ministry of Health & Welfare was hoping to improve the health of the Japanese ageing population and reduce escalating health-care costs (Arai, 1996). Globally, "Functional Food" is not a legal term and there are various ways to define it. In Japan, "Functional Food" are known as Foods for Specified Health Use (FOSHU), and are regarded as influencing human body structure and/or function by regulating particular human health conditions (Ohama et al., 2000). Health Canada defines a ‘Functional Food’ as “similar in appearance to a conventional food, consumed as part of the usual diet, with demonstrated physiological benefits, and/or reduce the risk of chronic disease beyond basic nutritional functions” (Health Canada website http://hc-sc.gc.ca). In Korea, “Functional Foods” are referred to supplements to the normal diet with measurable doses (Kim et al., 2006). In the United States, “Functional Foods”
Choosing the best info

How can you tell the what information is “better”?

Choose the Best Info: Why Evaluate? (VIDEO)
The timeliness of the information.
Relevance

Does the information relate to your topic or answer your question?

Who is the intended audience?

Is the information at an appropriate level?

Have you looked at a variety of sources to make sure this is the best one?

Are you confident and comfortable using this source for an academic assignment?

CRAAP TEST

Importance to your needs.
Authority

Who is the author? (publisher, source, sponsor)

What are the author’s credentials or the source’s reputation?

What makes them qualified to write on the topic?

Can you get in touch with the author? (contact information / email)

CRAAP TEST

The source of the information.
Accuracy

- Where does the information come from?
- What evidence do they use to back up their claims / statements?
- Has the information been reviewed or refereed?
- Can you verify it with another source?

CRAAP TEST

Reliability, truthfulness and correctness.
The reason the information exists.

**Purpose**

- What is the purpose of the information?
- Is it fact? Opinion? Propaganda?
- Is it objective and impartial?
- Consider the bias!
  - Political, ideological, cultural, religious, institutional, etc.

CRAAP TEST
Finding Information
Your Course Guide

Course Guide: Go to http://guides.lib.uoguelph.ca/MGMT4020
Research Tips

- Explore trade journals and magazines
- Be open-minded and prepared to evolve your search strategy.
- Be skeptical. Fact check.
- Be aware of bias.
- Good information can lead to more good information.
- Document every source you use so that you can cite your sources.
- Use a variety of terms (i.e. Rivalry: marketplace or compet* or market share* or market size* or segment*)
- Connect Google Scholar when off-campus
- Don’t forget to sign in to “Off Campus SignOn”
Sign up for a Qualtrics Account
Questions ?
Survey

Help at the library

Library Website: lib.uoguelph.ca

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More help at the library

RESEARCH

WRITING

LEARNING

Get more help.