

The citrus in the Diet of consumers

ainia

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Introduction

SCIENCE AND TECHNOLOGY

INDUSTRY/DISTRIBUTION

EUROPEAN CONSUMERS

- Diet, Citrus and Health
- Nutritional Components
- Micronutrients
- Orange Polyphenols on health
- Citrus Fruits and the immune system
- Cancer and Citrus fruits
- Citrus Fruits: Mediterranean Diet and Cardiac Diseases
- Mediterranean Diet- including citrus foods- and obesity

- European Strategy for Fruit Consumption
- Fruits and vegetables in nutritional epidemiology
- Citrus Fruits and Sports
- Citrus Fruits and Childhood
- Citrus Fruits and the Elderly
- The Consumers: Diet and Health
- Citrus and Gastronomy

Who will the industry feed in the future to?
 What will the consumer eat and drink in the future?
 How will the consumer eat?
 Where will the consumer eat?
 When will the consumer eat?

Anylu Vidal, 2009. Journal San Telmo nº 35

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Introduction

EUROPEAN CONSUMER'S REQUERIMENTS (profile 25-65 years old)

Convenient

Easy to use

Health

Flavour and pleasure

Economy

FOOD SAFETY

Boccherini, 2009. Journal San Telmo nº 35

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Latest Trends

Profile of European consumers

Convenient

Microwavable



Time/speed

Porcionability

GNPD, 2010



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European consumer's requirements: Convenient

Microwaveable	Consumer type	Characteristics
<p>French, January 2010</p>  <p>Weight Watchers Poisson aux Zestes d'Agurmes & Purée Fondante (Fish with Citrus Fruit Zest & Purée). Company: Weight Watchers</p>	<p>Worker</p>	<p>This product can be prepared in the microwave in two minutes and 30 seconds</p>
<p>Greece, May 2009</p>  <p>Bofrost Ente in Orangensosse (Duck in Orange Sauce). Company: Bofrost</p> <p>GNPD, 2010</p>	<p>Worker Healthy people</p>	<p>Bofrost Ente in Orangensosse comprises sliced tender cooked duck breast in a fruity orange sauce. This product can be prepared in the microwave</p>



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European consumer's requirements: Convenient

Porcionability	Consumer type	Characteristics
<p>United Kingdoms, May 2007</p>  <p>Sommerfield Fresh Fruit Salad is ready to eat and made of melon, orange, mango kiwi fruit and seedless grapes. The new improved product is available in a 200g tray with fork included, and is high in vitamin C.</p> <p>Company: Sommerfield</p>	<p>Worker Healthy people Children</p>	<p>Sommerfield Fresh Fruit Salad is ready to eat and made of melon, orange, mango kiwi fruit and seedless grapes. The new improved product is available in a 200g tray with fork included, and is high in vitamin C.</p>
<p>Italy, March 2007</p>  <p>Tit Bit Frutta Fresca Pronto is a Fresh Fruit Mix. Company: Sipo</p> <p>GNPD, 2010</p>	<p>Worker Healthy people Children</p>	<p>It is cut, diced and ready-to-eat all natural fruit with a plastic fork included in the pack.</p>

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European consumer's requirements: Convenient

Time/Speed	Consumer type	Characteristics
<p>Sweden, February 2010</p>  <p>Isostar Lemon Sport Drink. Company: Sportdryck Scandinavia</p>	<p>Healthy people People with healthy lifestyle Sportmen</p>	<p>Isostar Lemon Sport Drink is said to be a fast method to hydration, energy and isotonic intake.</p>
<p>Finland, June 2009</p>  <p>Dittmeyer's Valensina Schuffit. Company: Almody</p> <p>GNPD, 2010</p>	<p>Children People with healthy lifestyle</p>	<p>Now available under the Almody brand is an Almond Tart with Daim & Orange with a thawing time of only 10 minutes. This limited edition gluten-free tart contains neither artificial colours nor preservatives</p>

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Latest Trends

Profile of European consumers



Ease to use

Ease to use

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European consumer's requirements: Easy use

Ease of use	Consumer type	Characteristics
<p>Spain, April 2008</p>  <p>Halcon Mandarinas Gajos en Almibar (Mandarins in Syrup) are mandarin orange pieces in syrup. Company: Halcon Food</p>	<p>Worker Healthy people</p>	<p>The product is retailed in a 312g easy-to-open can. It is gluten free and provides less than 60 calories per 100g.</p>
<p>United Kingdoms, December 2009</p>  <p>Florette has introduced a Limited Edition Christmas Salad comprising a delicious blend of baby leaves with a mix of flame raisins, cranberries, cherries and a spiced orange dressing. Company: Soleco</p>	<p>Worker Healthy people</p>	<p>This salad provides a natural source of folic acid and is washed and ready to eat.</p>

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Latest Trends

Profile of European consumers

Health

Low/no/reduced sugar products

Low/no/reduced cholesterol products

Low/no/reduced calorie products

Products for the beauty

Functional

Organic



Free from additives or preservatives

All natural

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European consumer's requirements: Health

Low/no/reduced sugar product	Consumer type	Characteristics
<p>Portugal, Feb 2010</p>  <p>Naturplan Bolachas Integrais com Laranja (Wholegrain Orange Biscuits). Company: Coutinho&Alexandre</p>	<p>Overweight People with lactose intolerance</p>	<p>It are said to be a source of fiber and ideal for those who need to avoid saccharose. These lactose-free biscuits are made with fructose and vegetable fat dietetically balanced. They contain no egg, added salt or sugar</p>
<p>United Kingdom, January 2010</p>  <p>Parmalat Santal 100% Arancia (100% Orange Juice). Company: Bosh Food & Beverage</p>	<p>Overweight Sportsmen</p>	<p>Not contain added sugar, colourings or preservatives or and vitamin C rich</p>

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European consumer's requirements: Health

Low/no/reduced cholesterol	Consumer type	Characteristics
<p>Germany, April 2006</p>  <p>Soja & Frucht Orange Sanddorn Karotte is an orange, sea buckhorn and carrot fruit drink with soy. Company: Donath Ketelei</p>	<p>People with Lactose or gluten intolerance Overweight Hypercholesterolemia</p>	<p>Is lactose, gluten and cholesterol free. It is claimed to contain calcium, essential amino acids, natural isoflavones, and unsaturated fatty acids.</p>
<p>France, January 2006</p>  <p>A pack of orange flavoured biscuits. Company: BioCentury</p>	<p>Obesity, overweight Hypercholesterolemia</p>	<p>This product contains no OGM and no cholesterol and it is said to be rich in proteins and calcium.</p>

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European consumer's requirements: Health

Low/no/reduced calorie	Consumer type	Characteristics
<p>Italy, November 2009</p>  <p>Elixir di Rocchetta Arancia con Arancia Rossa e Biancospino (Orange Juice with Blood Orange and Hawthorn). Company: Dorosh Veltaris</p>	<p>Obesity, overweight Sportsmen</p>	<p>This drink is low in calories and free of artificial colours, flavours and preservatives</p>
<p>Spain, October 2009</p>  <p>Kasfruit Nectar de Naranja. Company: PepsiCo</p>	<p>Obesity, overweight Sportsmen</p>	<p>Kasfruit contains no added sugar and 49% less calories than Kasfruit Grand Class Naranja (Orange).</p>

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European consumer's requirements: Health

Beauty	Consumer type	Characteristics
<p>Austria, June 2009</p>  <p>Spar Vital Actiplus Drink. Company: Spar</p>	<p>Beauty Sportsmen</p>	<p>This low-fat probiotic yogurt drink is enriched with vitamins C, E and B6. The probiotic cultures help improve the intestinal flora and strengthen the immune system. Vitamin C and vitamin B6 improve the absorption of iron, while vitamin E protects from free radicals and prevents fast ageing.</p>
<p>France, May 2008</p>  <p>Fauchon Beauté Thé Vert Parfumé Arôme Orange Belle Peau. Company: Fauchon</p>	<p>Beauty Sportsmen</p>	<p>It is based on green tea and various active ingredients, which offer slimming and anti-ageing benefits, whilst increasing the beauty of the complexion with strong antioxidants that rebuild collagen, smooth wrinkles and lines, drain toxins and instantly hydrate</p>

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European consumer's requirements: Health

Functional	Consumer type	Characteristics
<p>Italy, February 2010</p>  <p>Meran Yovi Bar Breakfast Probiotic Yogurt Drink is available in a Frutta & Cereali (Fruit and Cereals) variety. Company: Lattini Sociale Merano</p>	<p>Balanced diet People with healthy lifestyle Digestive pathology</p>	<p>It is made with lactobacillus acidophilus which helps regulate the intestinal function and restore the natural balance of the intestinal flora</p>
<p>Spain, March 2008</p>  <p>Gerlinea La Linea Deliciosa now offers a Barras Naranja Chocolate (Orange Chocolate Meal Replacement Bar). Company: NutriBook Santé</p>	<p>Balanced diet People with healthy lifestyle</p>	<p>Gerlinea is high in protein and contains 128 calories per serving. It features vitamins B1, B6, E, folic acid and niacin, and provides a natural source of calcium.</p>

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European consumer's requirements: Health

All natural	Consumer type	Characteristics
<p>Finland, October 2009</p>  <p>Chocolate Valor. Company: Valor Brands</p>	<p>Healthy lifestyle</p>	<p>Valor range has been extended with an all natural Tummasukkaa 70% Appelsinilla (Dark Chocolate with Orange), which contains 70% cocoa. This product is rich in antioxidants.</p>
<p>Netherlands, December 2009</p>  <p>Ah Albert Heijn 2 Stuks Fruit (Fruit Juice). Company: Albert Heijn</p>	<p>Healthy lifestyle Children</p>	<p>Ah Albert Heijn 2 Stuks Fruit (Fruit Juice) is made with 100% all natural freshly pressed chilled fruit juice with mango pieces. It is claimed that one bottle provides the equivalent of two portions of fruit. This product is rich in vitamin C and contains less salt, sugar and saturated fats</p>

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European consumer's requirements: Health

Free from additives/preservatives	Consumer type	Characteristics
Spain, October 2009  Pulco Granizado de Naranja (Orange Drink) contains 12% juice. Company: Schweppes	Healthy lifestyle	It can be drunk chilled or iced by placing it in the freezer for two hours and then shaking. This drink contains no preservatives or artificial colours
United Kingdoms , February 2010  Florette Fresh Fruit Medley is a delicious selection of fresh fruits. Company: Solisco	Healthy lifestyle	Florette Fresh Fruit Medley that contains no additives or preservatives. This product is a natural source of vitamin C that is a powerful antioxidant which helps fight free radicals.

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European consumer's requirements: Health

Organic	Consumer type	Characteristics
Sweden, January 2010  Ekologisk Fruktostmarmelad (Organic Breakfast Jam). Company: Morsöls Ekologiska Produkter	Healthy lifestyle	Ekologisk Fruktostmarmelad (Organic Breakfast Jam) contains natural carotene and is carrot, orange and lemon flavoured.
Italy, February 2010  Mielizia Bio Gelatine aglio Agrumi. Company: Mielizia Bio	Healthy lifestyle	Organic Citrus Fruit Jelly Candy with Honey is made with orange honey

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Latest Trends

Profile of European consumers

Flavour and pleasure

Premium

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European consumer's requirements: Flavour and pleasure

Premium	Consumer type	Characteristics
Germany, January 2010  Freihofor Gourmet introduces Premium Rahm-Sauce (Premium Cream-Sauce) to its product range. Company: Aidi	People with high economic level Healthy lifestyle	The ready-prepared sauce is free from preservatives, can be heated in the microwave or on the hob and retails in a 300ml pack. Also available are the varieties: Sauce à l'Orange (Orange Sauce)
Spain, March 2010  Don Simon Gran Selección Zumo de Naranja Exprimida (Pure Squeezed Orange Juice). Company: JCG	People with high economic level Healthy lifestyle	Don Simon Gran Selección that is said to contain the juice of 22 oranges. The premium product is made directly from oranges and not from concentrate. This 100% pure orange juice with its natural pulp is rich in vitamin C and gluten-free.

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Latest Trends

Profile of European consumers
Economy

Cheap products

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European consumer's requirements: Economy

Economy	Consumer type	Characteristics
<p>Italy, November 2009</p> <p>Uno ACE Multivitaminine (Multivitamin Fruit Drink) contains minimum 30% fruit and vegetable juice. Company: La Doria</p>	<p>People with medium-low economic level</p>	<p>This nectar drink is made from concentrated juices of orange, apple, carrot, peach and lemon. This product is enriched with vitamins C, A and E and is said to be economical.</p>
<p>France, August 2009</p> <p>Carrefour Discount Boisson aux Fruits Multifruits (Multi Fruit Juice Drink). Company: Carrefour</p>	<p>People with low economic level</p>	<p>Carrefour Discount Boisson aux Fruits Multifruits (Multi Fruit Juice Drink) is made from concentrated fruit juices and purées. The product features a formula with 20% juice content, which is enriched with vitamins A, C, B5, B9 and E.</p>

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European consumer's requirements: Economy

High prominence in the gastronomy: to accompany multiple dishes, cakes, fruit salads, ice creams, salads, cocktails, ...

Fresh orange

Orange juice

Bark of orange is employed frosted or sweetened

- High organoleptic characteristics and nutritional value
- Suitable size for its individual consumption
- High commercial life
- Facility to transport and to store
- They can be carried to any part
- They can be consumed at any moment of the day: breakfast, lunch, afternoon snack, diner, ...

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Conclusions

- Healthy eating will remain a key driver in the food sector.
- The industry/distribution move the healthy properties of the citrus to the consumers.
- The citrus products are in the European market in different formats.
- These formats are adapted to the most frequent needs of the consumers.
- The proximity of the production provides fresh product consumption with the maximum guarantees of Food Safety.

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