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What's NEXT?-Trends and insights shaping the natural products industry

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According to forecasts, US consumer sales of natural, organic and healthy products are expected to expand 64% from \$153 B in 2013 to \$252 billion by 2019. Despite decades of heavy investment in innovation by companies, failure rates for new products are over 50%. In addition, successful natural product innovation and the adoption cycle time is rapidly compressing (currently 1-2 years). To maximize return on innovation, businesses need to identify emerging trends at the front-end of innovation as well as have an understanding of the unique natural product innovation success factors and tipping point indicators. What's next in natural (organic, non GMO, functional) foods and beverages? How can you identify the trends that may become the next big thing? Attendees will learn about the macro forces and trends shaping the natural products industry and a multi-dimensional model that uses a range of inputs and indicators to evaluate and prioritize market opportunities.

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Functional food intake to enhance exercise and recovery

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Regular intake of multi-ingredient functional foods is known to provide health benefits. Within functional foods, it may be the anthocyanin content that contributes to the health benefits due to its known anti-inflammatory and anti-oxidant activity. Such activity may also be beneficial for the recovery of exercise. Several studies have now shown the effects of functional food intake on the recovery of exercise. However, the research justifying the intake of functional foods to enhance the recovery from exercise is in its infancy but promising. In addition, the effects of functional food intake on exercise remain largely unexplored. We recently showed effects of New Zealand blackcurrant on the shift of the lactate curve, substrate oxidation and performance in repeated high-intensity running sprints and endurance cycling. Future research on intake of specific high-anthocyanin supplements may provide justification for nutritional strategies used by athletes to enhance performance and aid recovery but also promises broader implications within sport and exercise sciences. High-anthocyanin containing functional foods and products may become a new direction in sports nutrition research.

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