

## About Q-PorkChains

Q-PorkChains is an integrated project funded by EU 6<sup>th</sup> framework programme.

### Title of Q-PorkChains:

*Improving the quality of pork and pork products for the consumer: Development of innovative, integrated, and sustainable food production chains of high quality pork products matching consumer demands.*

Q-PorkChains comprises 6 research modules; consumers, citizens and the market (I), pork production (II), product development (III), chain management (IV), molecular quality control (VI) and knowledge synthesis (VI). In addition two horizontal modules (A and B) aims at testing and implementing innovative concepts originating from Q-PorkChains and disseminating research results to stakeholders at all levels.



Please visit:

[www.qpork.org](http://www.qpork.org) and [www.q-porkchains-industry.org](http://www.q-porkchains-industry.org)

## Open Learning Platform

[www.porktraining.org](http://www.porktraining.org)

The objective behind this learning platform is to empower teachers & trainers and/or trainees within the pig & pork sector with free learning resources and offer them a structured collaborative space to share their resources. The objective is also to promote and value the “open” learning resources, which are freely and openly accessible for non commercial purposes such as teaching, learning and research.

The overall aim of the teaching and training activities in Q-PorkChains is to bring research together with teachers, trainers and learners. Hopefully these learning resources will be relevant and integrated in teaching and training activities world-wide. Furthermore, it is desired that learning resources for the pig and pork sector developed outside the project will be shared within this learning platform.

## Contact

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**Improving the quality of pork and pork products for the consumer:**  
Development of innovative, integrated, and sustainable food production chains of high quality pork products matching consumer demands



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## Strategic New Product Development

## A Learning Resource for teachers and trainers

[www.porktraining.org](http://www.porktraining.org)

## General information

Strategic new product development (NPD) is central for the survival of many companies and gives direction to future innovation activities. Based on the research in Module I, a learning resource has been developed with focus on the process from idea generation to product commercialisation. It also describes how NPD ideally combines both marketing strategy and technical development and how this process can be controlled.

Pork product quality is important for consumers. Their quality expectations are based on cues such as price, brand and information about process attributes. Taste, tenderness, healthiness and convenience, for example, are further important quality attributes that cannot be inferred before actual consumption. Today's consumer pays much attention to healthiness, convenience, sustainability and ethics. Consequently, these trends are included as case studies in the learning resource "Strategic New Product Development".

## Outline

This learning resource provides knowledge about the strategic new product development process. It is described from idea generation to commercialisation with economic, technical and practical perspectives.



### The learning resource includes

- objectives and learning goals for different target groups
- firm strategy
- introducing the NPD process
- idea generation
- concept development
- business analysis
- product development
- product testing
- launch (commercialisation)
- post-launch review (controlling and references).

## Training & demonstration events

for industrial actors

During the Q-PorkChains project period (till end of 2011) several training & demonstration events will be held in different European countries. The training events are a tool to disseminate the newest knowledge in the field of pork quality to industrial actors.

The target group consists of interested stakeholders from the industry, preferably small and medium-sized enterprises (SMEs), of different stages of the pork production chain. Depending on the target audience the trainings will be realised in the local language if possible.

Training and demonstration events contain theoretical and practical components such as lectures, new developed learning material, presentations, talks, discussions, exercises, plant visits etc.

Every trainer who is interested in using this learning resource for industrial actors is welcome to contact us. We can cooperate in organising such events during the project period (till end of 2011).

### Contact for training activities

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