

Cereal and Beverage Research at UCC

Prof Elke Arendt
School of Food and Nutritional Sciences
University College Cork



14th of May 2015

University College Cork

Students

18.000	Students
2.470	Postgraduate students

Staff

1.390	Staff
460	Teaching staff



Budget

117 Mio. €	Total budget
22 Mio. €	Research income

Economic impact

191 Mio. €	Economic impact
4.300	Jobs

School of Food and Nutritional Science

1920er	Dairy Science Institute	
1978	Food Science and Technology Building Food Processing Hall Department of Agriculture	
1994	Food Science and Technology Research Complex Department of Education	



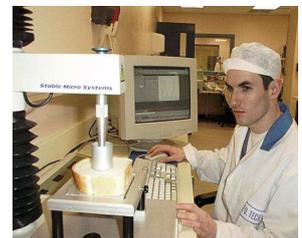
CEREAL AND BREWING SCIENCE AT THE UCC

- Prof. Elke K. Arendt
 - 3 Post Docs
 - 12 PhD students
 - 4 MSc students
 - 3 Researcher



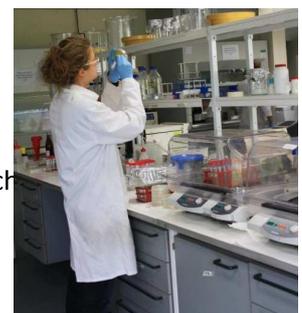
CEREAL RESEARCH

- ✓ Gluten free cereal products
- ✓ Medical foods
- ✓ Reduction of salt, fat and sugar
- ✓ Starter development (LAB and yeast)
- ✓ Improving the nutritional quality of products
- ✓ Proteins for the future
- ✓ Clean label



BEVERAGE RESEARCH

- ✓ Starter culture development for malting and brewing
- ✓ Functional beverages (wort based , cereal milks, kombuch
- ✓ Malting and brewing with alternative cereals
- ✓ Enzymes in grain processing



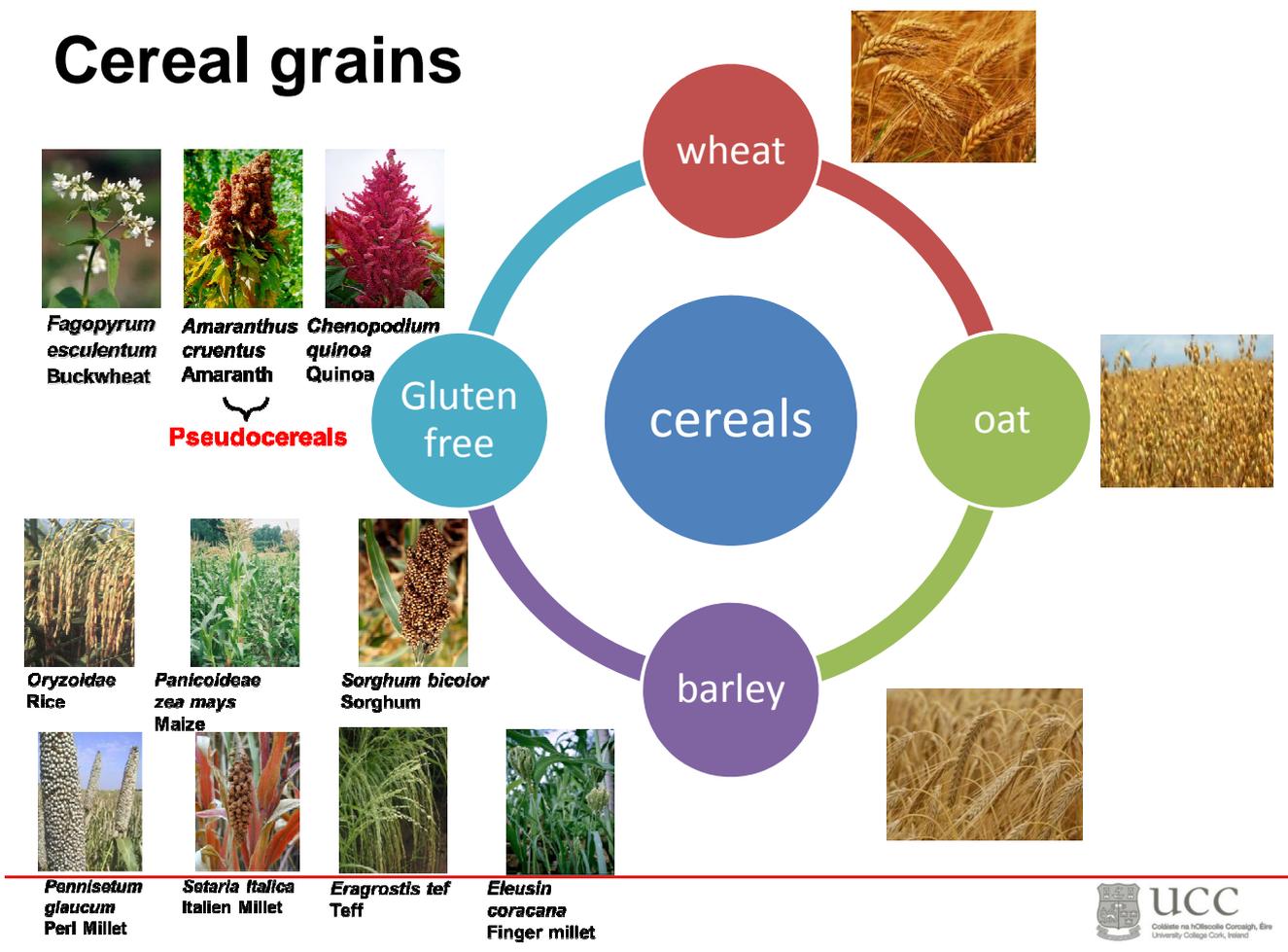
Cereal Science and Advanced Microscopy



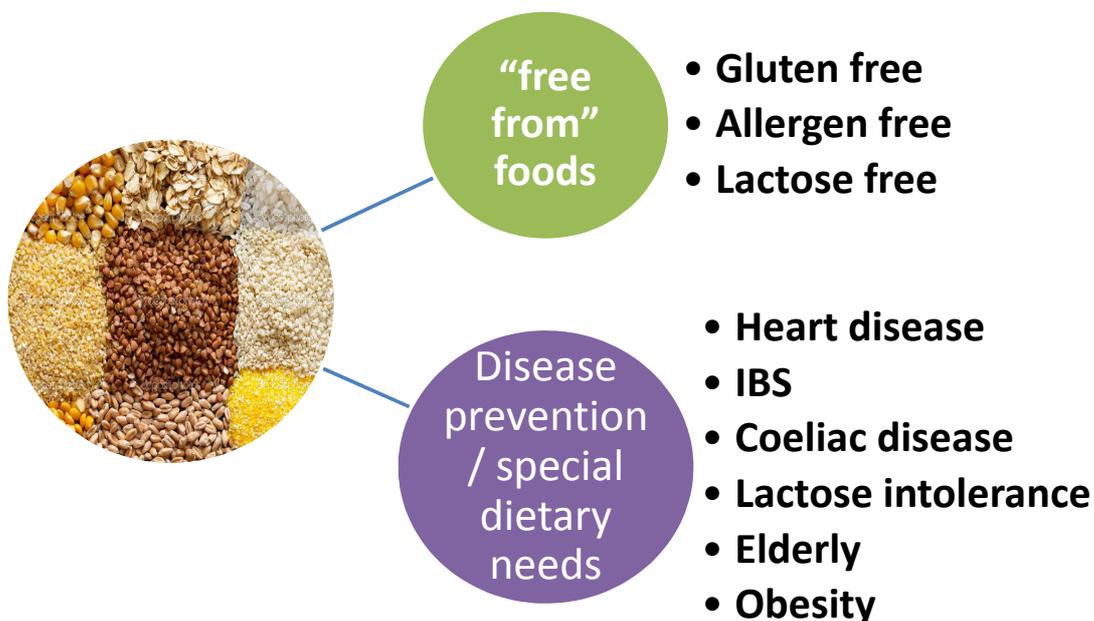
Malting and Brewing facilities

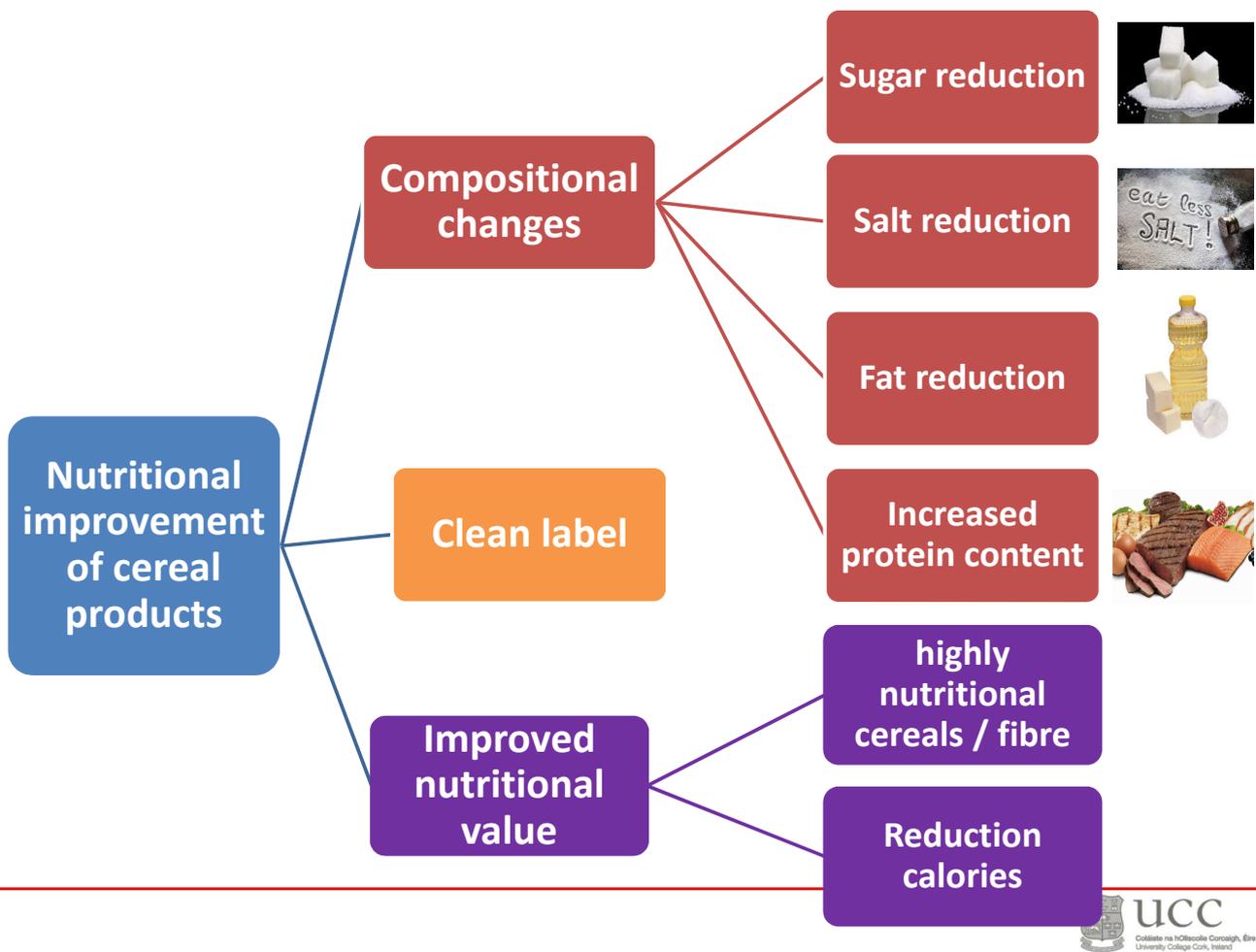


Cereal grains

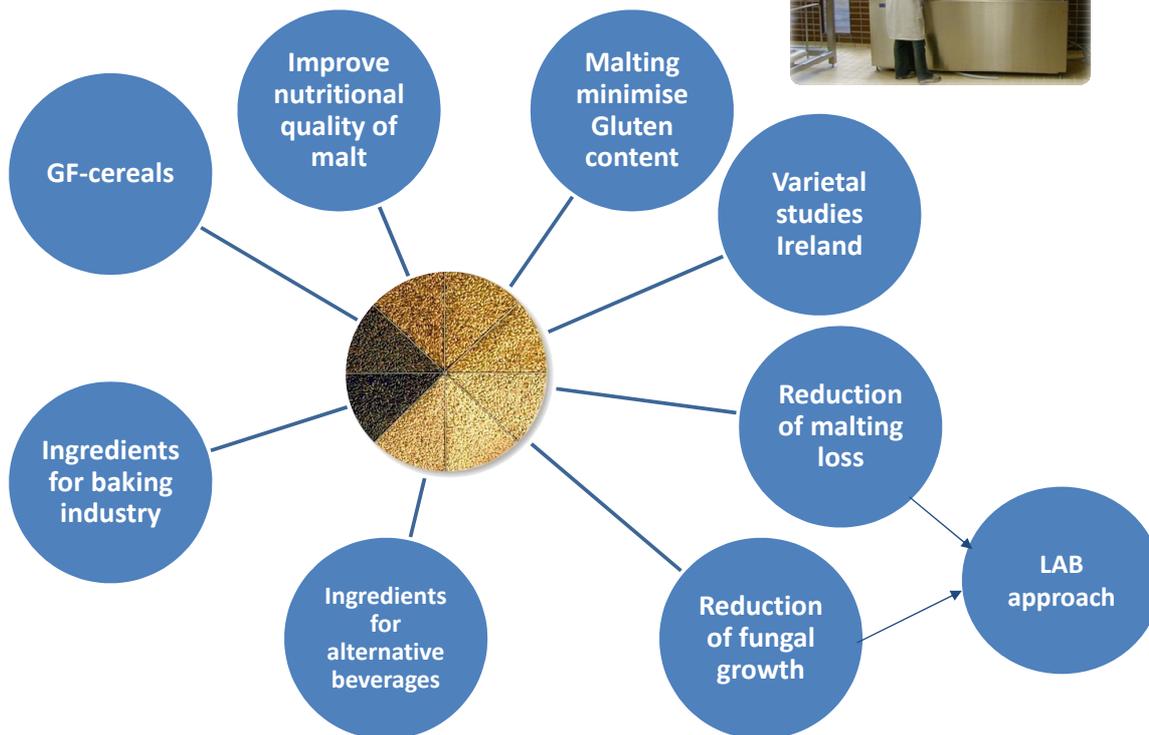


Cereal based medical foods

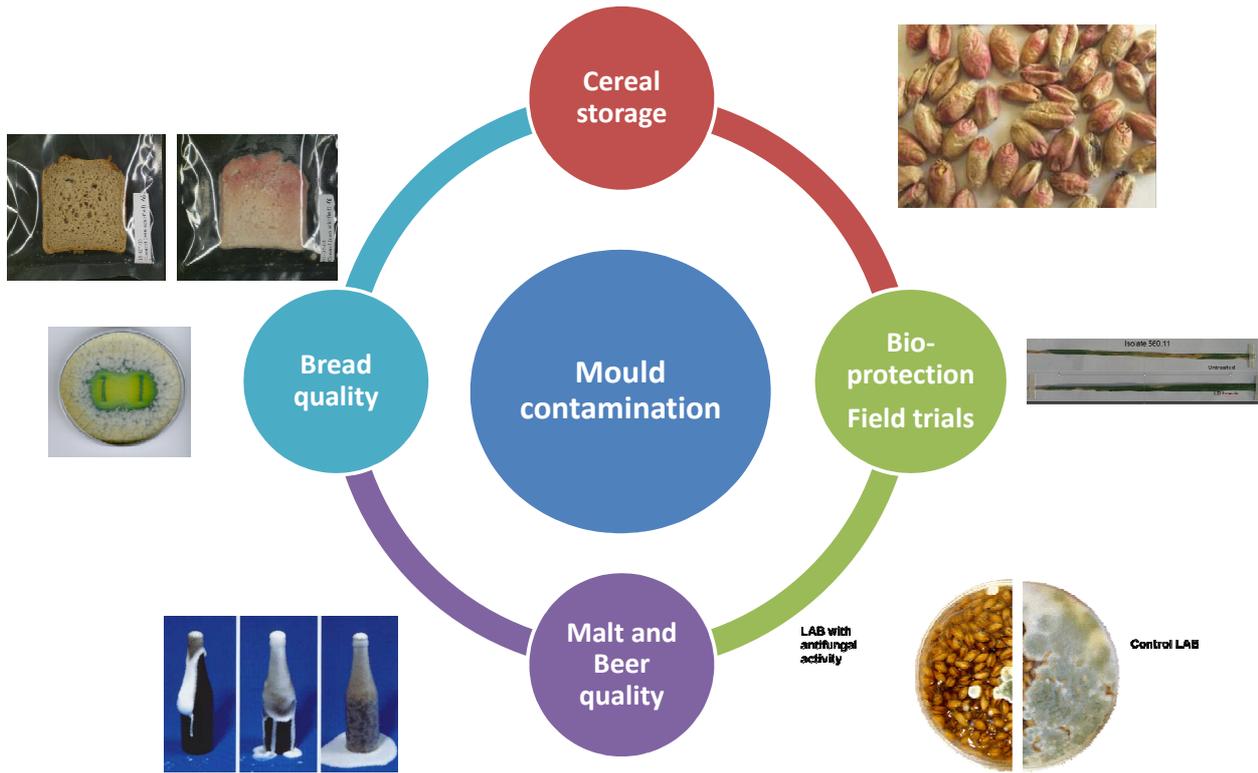




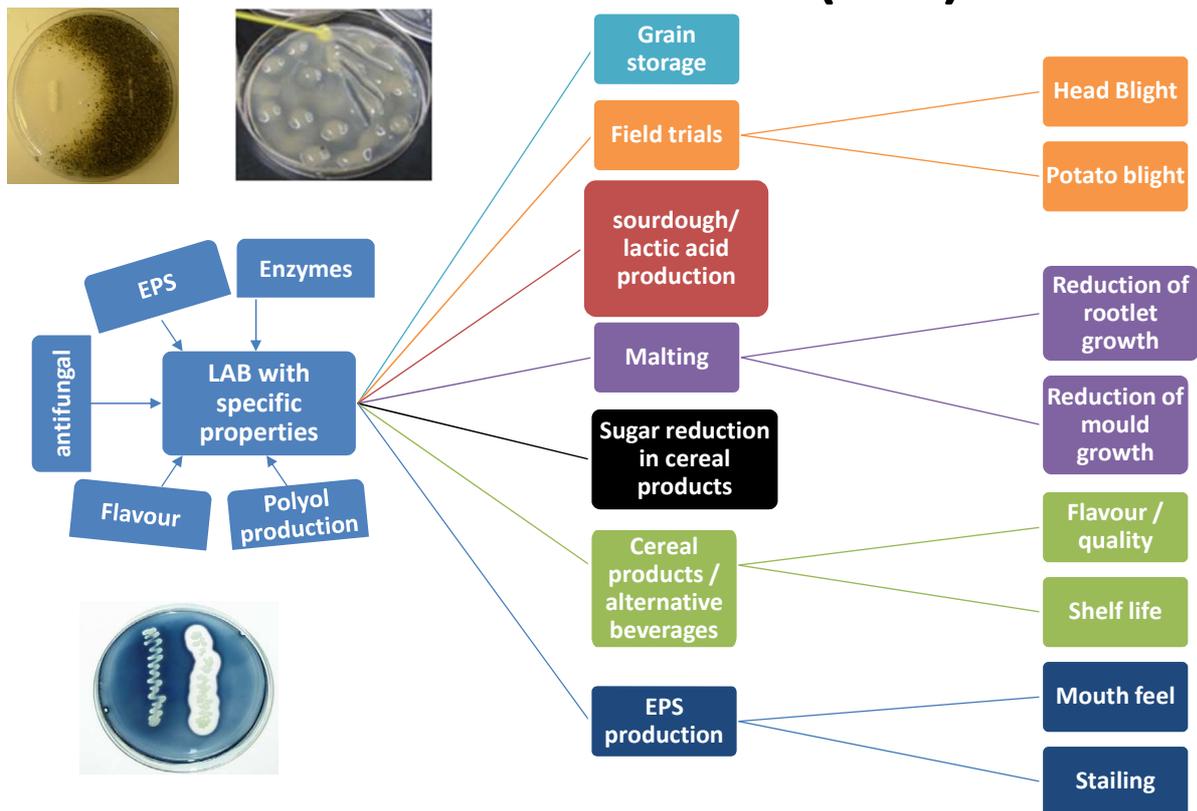
Malting research



Fungal based research



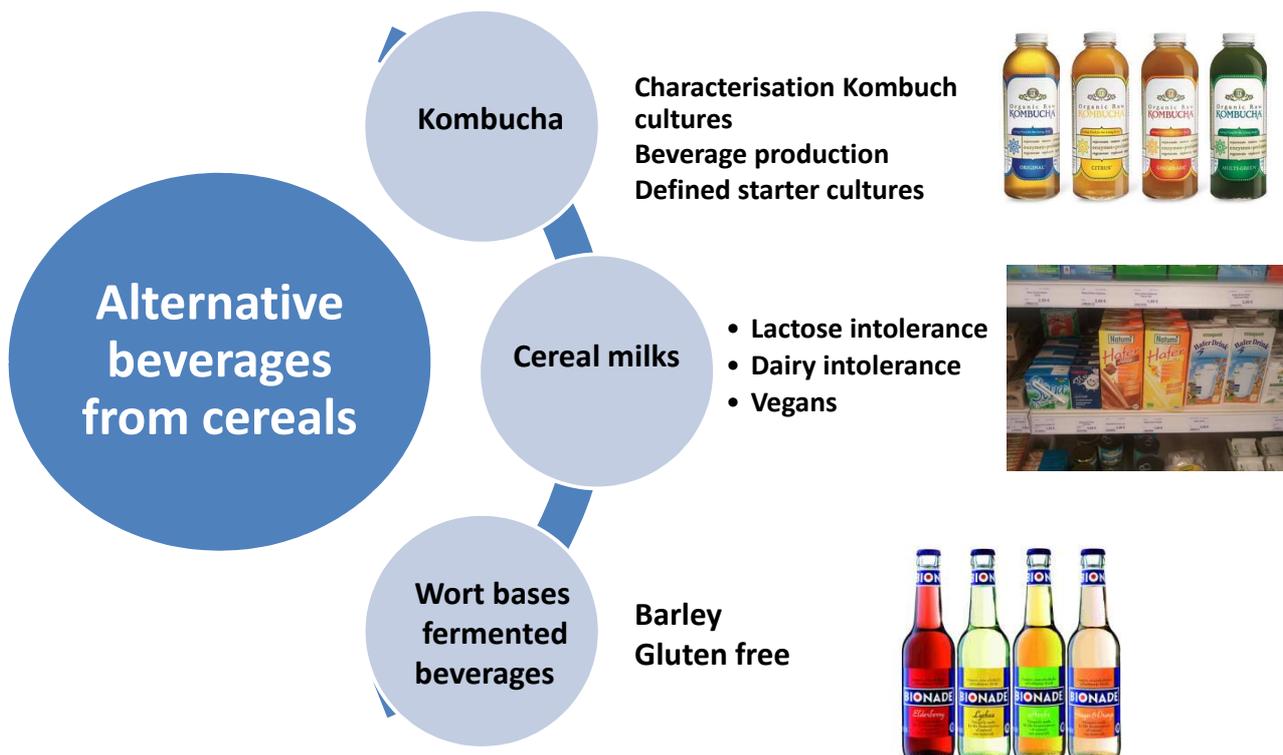
Lactic Acid Bacteria (LAB)



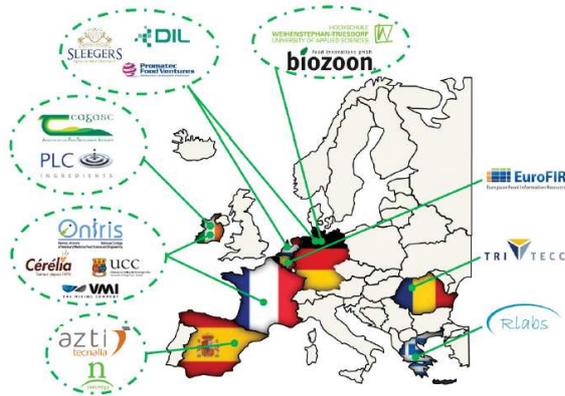
Research on Yeast - Overview



Alternative beverages



Project title: Novel Processing approaches for the development of food products Low in fAt, Salt and sUgar Reduced. "When less sugar, salt and fat brings the same taste"



A consortium of 16 partners from 8 different European countries, have joined forces, through the FP7 funded research project PLEASURE

State of the art: Fat, salt and sugar represent an important cause in the prevalence of malnutrition, their excessive consumption leading to enormous health problems.

- The PLEASURE project aims at developing **innovative processes and/or implementing novel technologies** to allow for the development and production of cheese, puff pastry, sauce and meat with **low content of fat (saturated and trans-fatty acids), as well as salt and sugar.**
- New micro structured and naturally reduced foods with similar sensory properties compared to conventional products are the key for success.

Project title: **Traditional Food Network to improve the transfer of knowledge for innovation**

State of the art: in rural areas, many **traditional food-producing SMEs** use special techniques of production using local ingredients and poorly mechanized processes which are often dependant on handcraft.

The **TRAF00N** consortium consists of **28 partners from 13 European countries**

TRAF00N means:

- a concentrated effort to **reverse the trend of losing century-old recipes and traditional food products** to preserve a diverse, healthy and tasty diet for the European citizens and to secure the income of traditional food producing SMEs.

- the **implementation of a successful and sustainable technology transfer** by giving **SMEs** a central role in the innovation process through a dedicated feedback mechanism

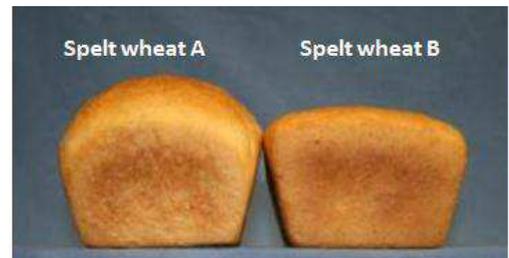


Project title: **Intelligent and easy tool to categorise and characterise flour quality for consumer-driven wheat baked goods in European SME-bakery and cereal sector "**

The FlourPlus consortium consists of 8 partners from 4 European countries

State of the art: SMEs and industrial associations have realized the non-detectable and thus incontrollable fluctuations in wheat quantity and quality due to the progressing climate change.

FlourPlus will deliver a modern / ready-to-use /resource-efficiency and smart process control system (FLOURplus system) directly connect to existing and innovative analytical tools , which enables to accurately determine the flour quality and to counterbalance varying qualities throughout the main processing steps and quality determining stages (fermentation, proofing, selection of yeast and other ingredients) in manufacturing.



PROTEIN 2 FOOD

“Horizon 2020 – the Framework Programme for Research and Innovation (2014-2020)”



Project title: **Development of high quality food protein from multi-purpose crops through optimized, sustainable production and processing methods**

The Protein2Food consortium consists of 19 partners from 12 European countries and 2 extra European countries (Uganda and Peru)

State of the art: **Meeting the globally growing demand for high quality, protein-rich food, that can satisfy the need of a growing world population while considering environmental sustainability, adapted land-use practices and food security is a special challenge**

PROTEIN2FOOD project aims to develop innovative, cost-effective and resource-efficient plant protein –rich food sources with a positive impact on human health, the environment and biodiversity by selecting highly nutritious seed crops (quinoa, amaranth and buckwheat), and legumes with high protein content (lupin, faba beans, pea, chickpea, lentil) will be significantly economically enhanced through the use of a multi-disciplinary approach.



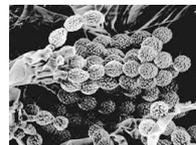


Project title: **Novel Technological Approaches for the development of low-sugar - highly consumer accepted food products**

State of the art: The challenge for industry is to reduce the concentration of conventional tastants (e.g. sugar, salt etc) in foods while maintaining both flavour and processing parameters. Sugars play several roles in foods, so when they are replaced with low calorie substitutes, more than just sweetness must be provided for by their replacement products.



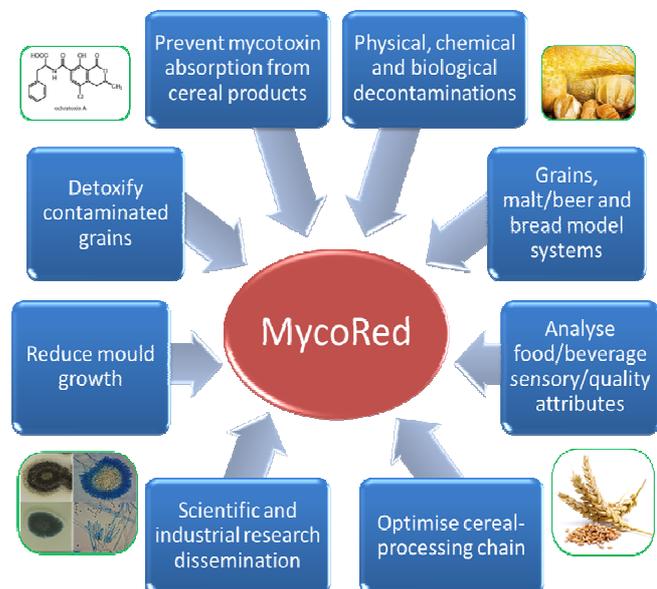
The TASTY project aims at developing innovative processes, ingredients and/or implementing novel technologies to allow the development and production of food and beverages products with low content of sugar. New micro structured and naturally reduced foods with similar sensory properties compared to conventional products are the key for success.



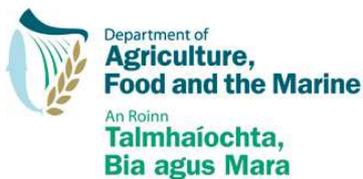
Project title: **Reducing Mycotoxin levels in plant derived foods and beverages**

A team from three research institutions (Teagasc, Queens University Belfast, University College Cork in Ireland) are working on this topic

State of the art: Fungal contamination is problematic in a wide range of food products. Fungal growth, leading to **spoilage**, is the main cause of product and concomitant **economic losses**. Furthermore, fungal **mycotoxin production** can cause serious public health hazards in foods.



Fungal based research



PeptideProtectants



Project title: **Natural peptides to enhance food quality and safety**

A team from three research institutions Teagasc Moorepark, Trinity College, University College Cork in Ireland are working on this topic.



State of the art: Food processors are facing an extraordinary dilemma as they try to address consumer demands for healthy, minimally-processed foods, while, paradoxically, being required to meet ever-increasing microbial safety standards. Antimicrobial peptides (AMPs), such as novel bacteriocins and defensins, offer viable solutions to the development of natural food biopreservatives to replace the current market leader

The overall Objective of **PeptideProtectants** is the development of novel antimicrobial combinations to control food pathogens and spoilage organisms associated with the dairy foods, meat, bread and beer

NutriCereallreland

Project title: **Exploitation of the nutritive properties of safe Irish-grown milled oat and barley varieties as functional ingredients in new healthy food formulations.**

A team from three research institutions Teagasc, UCD, UCC are working on this topic.

State of the art: The agri-food sector is a key part of Ireland's economy, and agricultural research is vital to keep our industry competitive. Ireland is excellently placed as a crop-producing nation, with our cereal yields being amongst the highest in the world. These cereal crops are now known to contain significant levels of soluble fibre (beta glucan), phenolics and essential amino acids.



The overall objective of **NutriCereallreland** is to develop new, innovative and healthy cereal-based ingredients and food products from Irish-grown barley and oats, targeting new market opportunities such as functional foods and beverages, and health-enhanced processed foods.

Potato blight

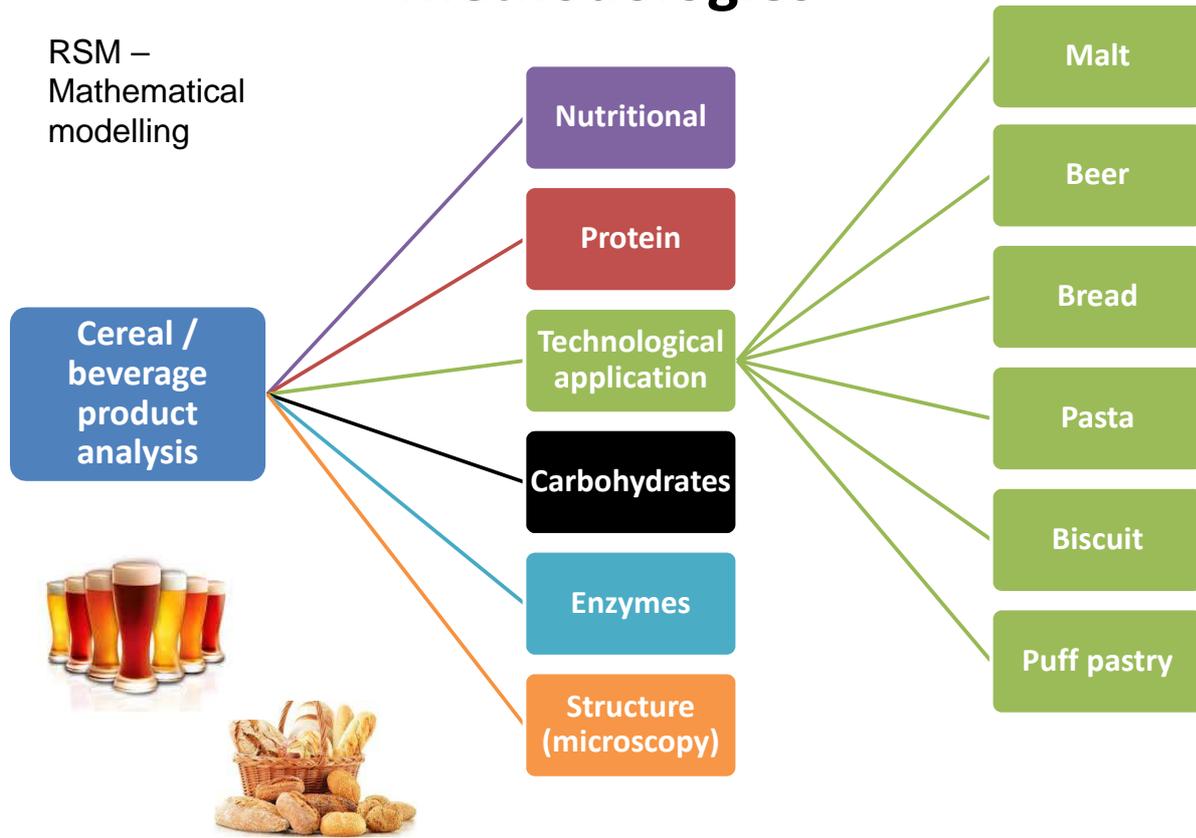
Project title: **Novel antifungal agents derived from lactic acid bacteria for the biological control of potato blight.**



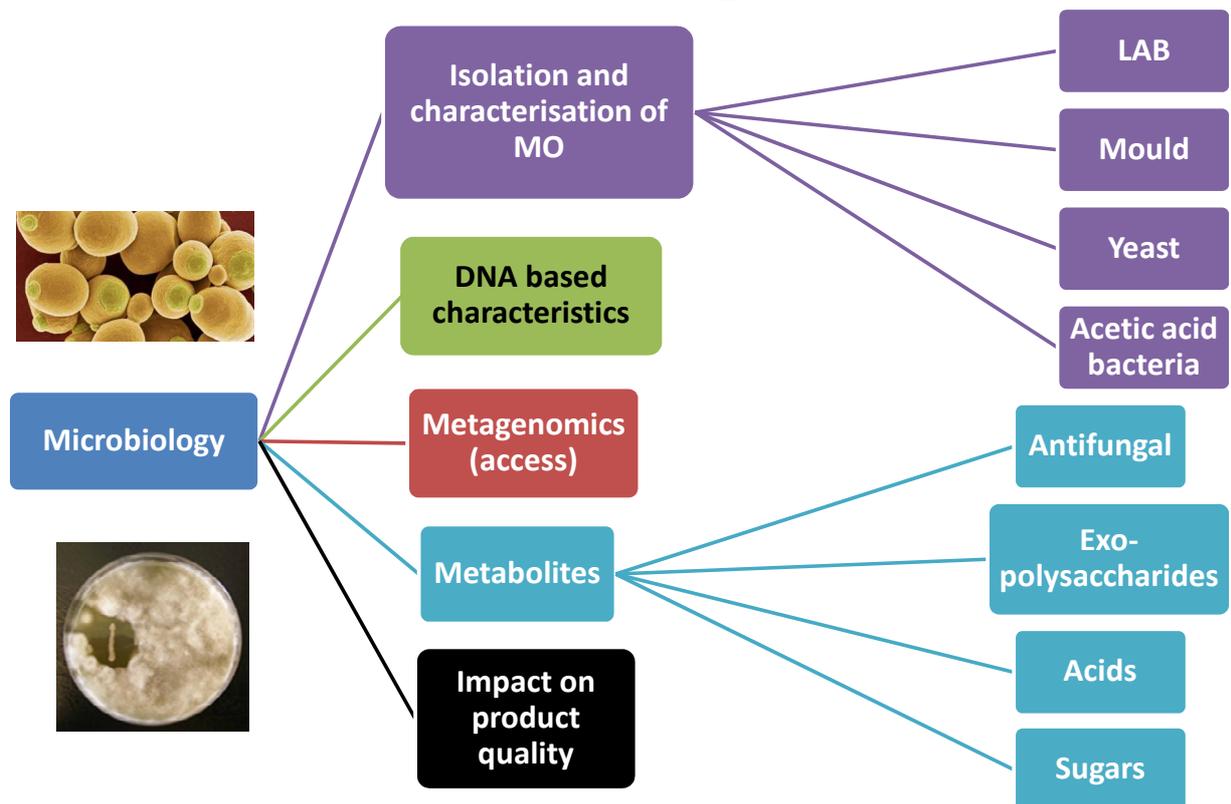
State of the art: Potato late blight caused by *Phytophthora infestans* is the most important foliar and tuber disease of potato, both in field and in storage (Figure). The plant pathogen *P. infestans* was the cause of a devastating disease on potato that led to the Irish potato famine during 1845–1847

The objective of this project is to develop fungal biocontrol agents based on lactic acid bacteria (LAB) against *Phytophthora infestans*, which causes potato late blight.

Methodologies



Methodologies



Bread Dough Analysis

- Rheofermentometer



→ Dough fermentation
Recording of dough's height and gas production during fermentation

- Texture Analyser

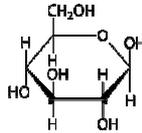
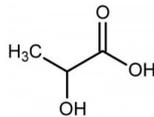


→ Resistance to its extensibility and its stickiness

- Composition



→ HPLC-UV/DAD and RID for sugar and acid analysis

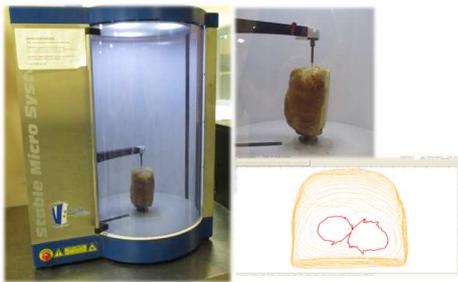


- Rheology

→ Fundamental Anton Paar Rheometer
→ Empirical Farinograph Extensiograph Glutopeak



- Vol-scan profiler



→ Measures the height, length and weight and calculates the specific Volume

- Colorimeter CR-400



→ Crust and crumb colour (L*, a*, and b* referred to CIE standard illuminant D65)



Bread Analysis

- Shelf life

→ challenge test against environmental moulds, monitoring over 14 days



- Texture Analyser



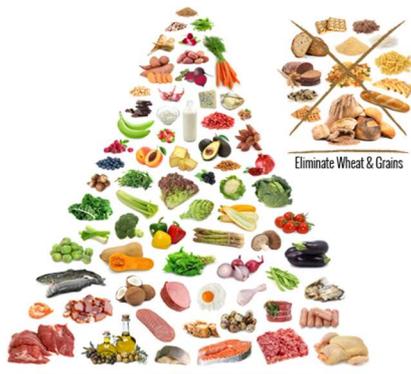
→ Bread staling hardness, springiness and chewiness over time; day 0 (the baking day), storage day 2 and 5

- C-Cell Analyser



→ Dedicated image analysis of size, Shape and cell structure of sample

Bread under Threat, Why ?



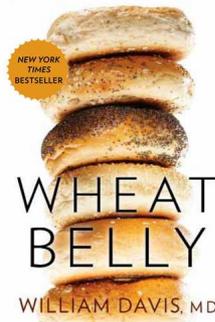
The Wheat Belly Food Pyramid for Total Health

In the Wheat Belly lifestyle, we reject all foods made with high-yield, semidwarf wheat — the worst crop ever created in a laboratory.

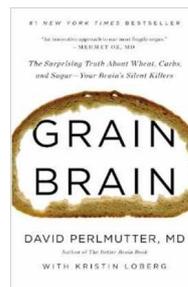
To craft a lifestyle for ideal health, however, we also eliminate *all* grains, as they share characteristics with wheat.

The Wheat Belly Food Pyramid for Total Health shows the wonderful variety and range of foods that remain in a grain-free lifestyle.

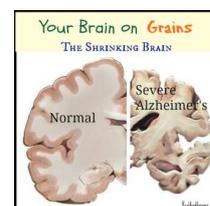
LOSE THE WHEAT. LOSE THE WEIGHT. AND FIND YOUR PATH BACK TO HEALTH



Davis says that all modern wheat, which he refers to as "Frankenwheat", is as toxic and as addictive as many drugs and makes people want to eat more food, especially junk foods.



The Surprising Truth about Wheat, Carbs, and Sugar—Your Brain's Silent Killers



New York Times Bestseller and No 1 Best seller in Germany



Bread – Not a healthy option ?



- Packaged bread is eaten most frequently, with 53% of adults eating it at least daily
- Bought by 70% of users, white bread is by far the most common type of packaged bread
- 50 % wholemeal bread
- 40 % granary/multigrain
- Eating occasions beyond lunch and breakfast remain niche
- 63% of users report to eat bread for lunch at home
- Snack remains rare (22% in the evening)
- Intense competition from alternative breakfast foods such as breakfast cereals, cereal bars and yogurts
- 51% of users eat bread for breakfast during the week, and 47% at the weekend.
- **44% of users thinking that other breakfast options (eg cereals, breakfast bars) are healthier than bread/baked goods.**



Is bread less healthy than breakfast cereal ?



INGREDIENTS			
Rice, Sugar, Wheat (Wholewheat, Wheat Flour), Wheat Gluten, Freeze Dried Fruits (5%)(Raspberry, Strawberry, Cherry), Skimmed Milk Powder, Defatted Wheatgerm, Salt, Barley Malt Flavouring, Vitamin C, Niacin, Iron, Vitamin B ₆ , Riboflavin (B ₂), Thiamin (B ₁), Folic Acid, Vitamin D, Vitamin B ₁₂ .			
ALLERGY INFORMATION			
Contains Milk, Wheat and Barley.			
NUTRITION INFORMATION			
○ Typical value per 100g ● 30g serving with 125ml of semi skimmed milk			
ENERGY	1610 kJ	380 kcal	734 kJ* 173 kcal
PROTEIN	13 g		8 g
CARBOHYDRATE	77 g	29 g	
of which sugars	23 g	13 g	
starch	54 g	16 g	
FAT	1.5 g	2.5 g*	
of which saturates	0.5 g	1.5 g	
FIBRE	3 g	0.9 g	
SODIUM	0.4 g	0.2 g	
SALT	1g	0.45 g	
VITAMINS:	(% RDA)	(% RDA)	(% RDA)
VITAMIN D	7.5 µg (149)	2.3 µg (45)	
VITAMIN C	89 mg (149)	28 mg (47)	
THIAMIN (B ₁)	2.1 mg (149)	0.7 mg (48)	
RIBOFLAVIN (B ₂)	2.4 mg (149)	1 mg (64)	
NIACIN	26.8 mg (149)	8.1 mg (45)	
VITAMIN B ₆	3 mg (149)	1 mg (49)	
FOLIC ACID	298 µg (149)	98 µg (49)	
VITAMIN B ₁₂	1.49 µg (149)	0.96 µg (96)	
MINERALS:			
IRON	10.4 mg (74)	3.1 mg (22)	

There are 4.2 g of sugar in a teaspoon

100 g of breakfast cereal contains equivalent of **5.5 teaspoons of sugar**



McVitie's Breakfast Porridge Oats

Nutritional Information	
Typical values per 100g of dry product	
Energy	1902kJ/ 452 kcal
Protein	9.5g
Carbohydrates	70 g
Of which sugar	23.6g
Fat	13.8g
Of which saturates	3.8 g
Fibre	5.1g
Sodium	0.4g
Salt equivalent	1.0g



There are 4.2 g of sugar in a teaspoon

100 g / 4 biscuits of breakfast biscuits contain

5.6 teaspoons of sugar

5 g of butter in a teaspoon



Nearly 3 spoons of butter in 100g or 4 biscuits

50 g per two biscuits

Claims: source of B vitamins, Vitamin D and Iron; Source of Fibre

Special K Cereal Bars Red Berry

Nutritional Information	
Typical values per 100g of dry product	
Energy	1643kJ/ 388kcal
Protein	4.9 g
Carbohydrates of which sugar	80 g 36 g
Fat of which saturates	5.2 g 3 g
Fibre	2.6 g
Sodium	0.23g
Salt equivalent	0.58

23 g per Bar
Claims: 89 calories per bar



There are 4.2 g of sugar in a teaspoon
100 g cereal bars (4 bars)
8.6 teaspoons of sugar
1 bar contains approx. 2 spoons of sugar



5 g of butter in a teaspoon

1 spoons of butter in 100g

Typical Sliced White Bread



Nutritional Information	
Typical values per 100 g of dry product	
Energy	1032kJ/ 244 kcal
Protein	10.5g
Carbohydrates Of which sugar	45.8g 2.3g
Fat Of which saturates	1.2g 0.4g
Fibre	2.7g
Sodium	0.43g
Salt equivalent	1.1g

There are 4.2 g of sugar in a teaspoon



There is only
½ a spoon of sugar in 100g of bread



There is only
1/5 of a spoon of fat in 100g of bread

Everyday Solutions Under Threat

41%

Buying a wider variety of baked goods overall,
while also actively reducing white bread consumption.



55 %

of the consumers feel guilty about eating white bread

More than 6 out of 10
consumers can't recall any innovation in baked good category

Bread
is one of the first products removed when a consumer
tries to lose weight

**Health is the main driver for the future of the
category of baked goods**

What is important for the consumer?



- **60% of buyers: freshness** is by far the most important factor when buying bread and baked goods.
- **Low price** plays a relatively **small role** in the market.
- Price is slightly more important to bread shoppers (41%) than baked goods shoppers (38%), reflecting the treat positioning of the latter.
- **High fibre** is considered the most important for bread (30%), suggesting that the market's continuous efforts to promote bread as a good source of fibre
- **'low salt' and 'low calorie'** on a par (12%), suggesting that the concerns about salt levels by various bodies are not widely shared by consumers
- **'Free from' baked goods** are becoming increasingly interesting because these products, normally aimed at consumers with food intolerances, are increasingly demanded **by people with no intolerances**, but who consider gluten-free products as being easier to digest and as such more suitable for their active lifestyles.



The Lost Art of Bread in Everyday

- **Bread traditionally synonymous with artisan, quality, purity and provenance.** The purity and honesty of bread (mass produced) has been diluted in the category.
- Driven by **poor PR of white** (the mainstay of the category psychologically for most) and lack of reinforcement/re-owning of the provenance messages for newer “healthier” varieties.
- **The values and art of traditional bread which delivers many emotions, tones of nostalgia and theatre/experience are being lost** – artisan bakers and producers are the exception, but mass produced health varieties becoming more about nutritional values rather than the core values of



There is a danger that over time bread loses the connection to its provenance and natural hooks as health and functional food solutions emerge.

The industry needs to protect the art of bread across all varieties



Category Education is Urgently Needed



- There is a strong need and appetite **for education in category**. Shoppers have key issues top of mind which bring many questions.
- They have a **health challenge** to the category which they are looking for assistance in solving.
- Currently **poor information and poor understanding** leads to weak choices in category, where shoppers do not feel empowered and have doubt over whether they have made, and continue to make, the right choice for them.

56%

Interested in learning more about the actual health benefits of some of the ingredients added to bread



Lack of Information

- Despite the volume and frequency of bread consumption and the discussions around the health impact of bread, there is a notable dearth of real understanding about bread.....
- How much bread is ok to eat each day?
- How much bread is it recommended that I eat each day?
- What are the positive nutritional benefits of bread?
- What are the negative nutritional drawbacks of bread?
- How does the nutritional value of different breads vary?

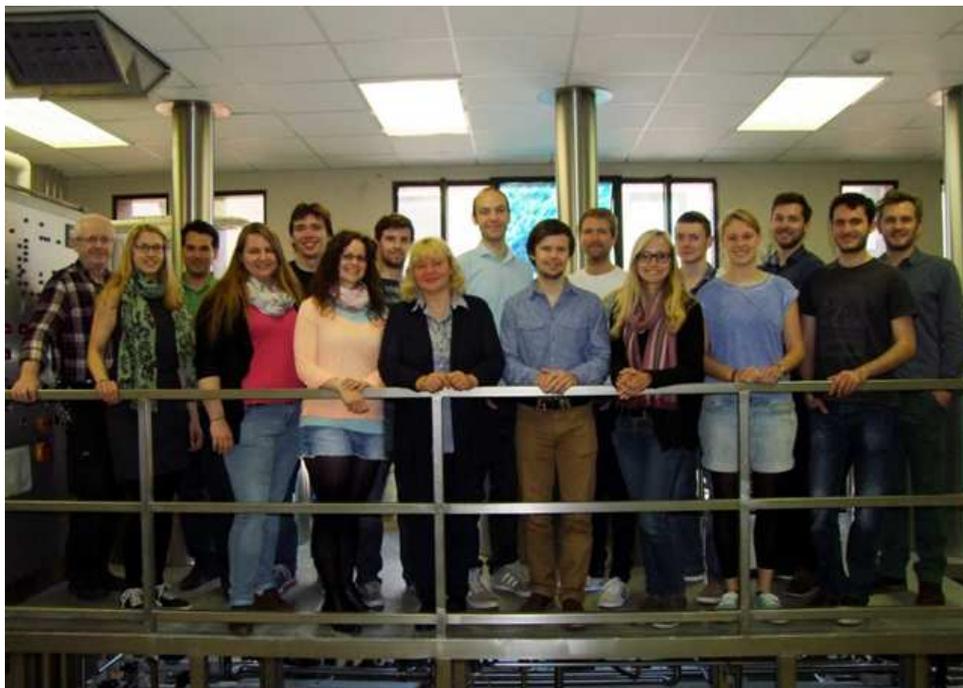
42 % Feel confused about the health benefits of different types of bread

Importance of bread as a staple food in the Irish Diet

- **Bread was consumed by over 98%** of the population in the recent NANS study.
- **Bread is healthy:** low in fat (particularly saturated), low in sugar, source or high in fibre.
- **Macronutrients:** Bread accounts for (14%) total energy intake, (24%) of total carbohydrate intake, (5%) of total fat intake and (12%) of total protein daily intake.
- **Micronutrients:** Bread contributes to (14%) of folate, (20%) of calcium, (19%) of iron, (22%) of salt and (26%) of fibre daily intake.



Bread is good for you!



Cereal and Beverage research group at UCC



School of Food and Nutritional Sciences,
University College Cork, Ireland



**Thank you very much
for your attention!**

