



turning knowledge into solutions

Squeezing out value from every berry

Working with Food Processing Faraday has helped one Scottish company to prioritise its new product development strategy and gain access to previously unknown sources of business support and assistance.

Thomas Thomson of Blairgowrie has been established for over 70 years. They produce a vast range of delicious fresh fruit to the retailers and the catering industry and their product range includes raspberries, strawberries, blueberries, redcurrants and whitecurrants. The packing season runs across the summer months supplying many of the major retailers UK-wide with fresh fruit packed and despatched close to where they are grown.

The growing fruits by their very nature are not all visually acceptable to the exacting standards of the retail customers, resulting in significant levels of nutritionally perfect fruits being surplus to requirements.

Company Director Melanie Thomson recognised the potential to develop a new product range that utilises this surplus product. Melanie also realised that she lacked the expertise to develop that product alone.

Working closely with Helen Glass, Innovation Consultant from the Faraday, Melanie has been introduced to a number of research providers and academic institutes. She has become an active member of a collaborative consortium investigating an innovative processing technology to improve shelf life of product, which included a fact finding mission to Belfast and, as a result, Melanie is exploring ways to embed an NPD strategy into her business.

Melanie said "The trip to Belfast was a really inspirational day - I came away thinking of what new products and markets there could be for my company."

Helen Glass commented "Working with Melanie has enabled us to bring cutting edge technology to her processing and will enable her to develop premium products and exploit the health benefits of her intrinsically healthy raw material. It's an example of how an innovation support service can truly make a difference to an SME."

To know more about how your company can benefit through innovation support from Food Processing Faraday contact enquiries@fparaday.com or telephone 01664 420066

For more information visit www.fparaday.com