



OAT PRODUCT DEVELOPMENT: WHAT CONSUMERS WANT, WHAT'S BEING TESTED, AND THE POSSIBILITIES AND CHALLENGES AHEAD

Annual General Meeting
December 1, 2021
Maynard Kolskog & Dana Gibson

A LEADING POLYTECHNIC COMMITTED TO YOUR SUCCESS



NAIT CENTRE FOR CULINARY INNOVATION

WHAT WE DO

Work with clients to solve problems:

- Food Product Development
- Ingredient Validation
- Attribute Reformulations
- Taste Panels
- Video Reports
- Applied Research
- Student Researchers



TEAM

- Maynard Kolskog
 - Certified Research Chef, 40 years Culinary Experience
- Dana Gibson
 - MSc. Food Science, 20 years working with the Food Industry
- Mariana Lamas
 - Research Associate, Culinary Arts 2017
- Joshua Ward
 - Research Assistant, Culinary Arts 2010
- Student Researchers



WHAT
CONSUMERS
WANT...

Top five attributes of clean label



38% No artificial ingredients

35% Fresh ingredients

31% Short ingredient list

28% Ingredient origin

26% Minimally processed

FREE FROM



GLUTEN



PEANUTS



TREE NUTS



CELERY



MUSTARD



EGGS



MILK



SESAME



FISH



CRUSTACEANS



MOLLUSCS



SOYA



SULPHITES



LUPIN



MORE OAT INGREDIENTS



WHAT'S BEING TESTED...

- Soft Ice Cream
- High Protein Ice Cream
- Oat Cream Liqueur
- Oat Yogurt
- Fermented Oat Blue Cheese and Gouda
- Fermented Oat Cream Cheese and Slices
- Oat Miso
- Oat and Chick-pea Tofu

FERMENTED OAT BLUE CHEESE



MELTABLE OAT CHEESE



SOFT SERVE OAT ICE CREAM



HIGH PROTEIN OAT ICE CREAM



OAT MISO



FERMENTED OAT YOGURT



POSSIBILITIES AND CHALLENGES AHEAD

