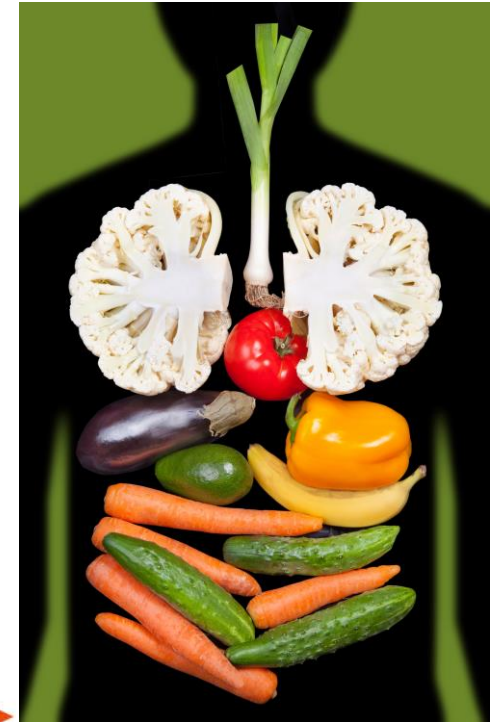


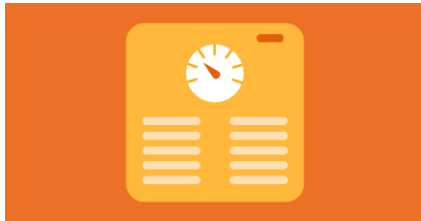
HEALTH FOOD INNOVATION MANAGEMENT



Freddy Troost

Associate professor Food Innovation & Health

Health targets for food innovation



Innovation in industry, integration of disciplines

Nutrition and Health



Consumer Understanding



Food & Business



Food Law – claims and safety



How to set up your own
start-up company
(Entrepreneurship)

**Go
the extra
mile**

Financial planning

Which words and tools to
convince consumers?

Project
Management

Create health food
product to target
consumer concern

Create business plan



**Health Food
Innovation
Management**

Scientific evidence
health effects?

Consumer understanding of
claims and labels

Ingredient interactions in whole
food?

What is needed to get a
health claim approved?

HEALTH FOOD INNOVATION MANAGEMENT

September

January

July

year 1	Health and Nutrition	Consumer Sciences	Food Technology	Skill Project Management
	Business & Innovation		Methods and Analytics	

year 2	Food Law	Skill product creation	Internship & Thesis
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Academic skills (scientific reasoning; finding, reading and interpreting literature; academic writing; presentations)
Translate scientific concepts into actual food products with business potential
Personal and professional development
Apply knowledge, translate into health food innovation

Didactic concept

Problem-Based Learning (PBL)



Food Ingredients Europe, SIAL

Madrid 2010, Paris 2011, Frankfurt 2012 & 2013, Amsterdam 2014,
Paris 2015, Frankfurt 2016&2017, Paris 2018



Job opportunities

- Food and Beverage industry
 - Contract Research Organisations: e.g. TNO, NIZO
 - Communication/advisory Agencies
 - Government: ministry, EU commission
 - NGO's: Voedingscentrum, counseling agencies, WHO, ILSI,
 - SME's: (agro)food, beverage
 - multinationals: Unilever, FrieslandCoberco, Nestle, CocaCola, Nutricia
 - Academic institutes / PhD project
- 

Alumni careers

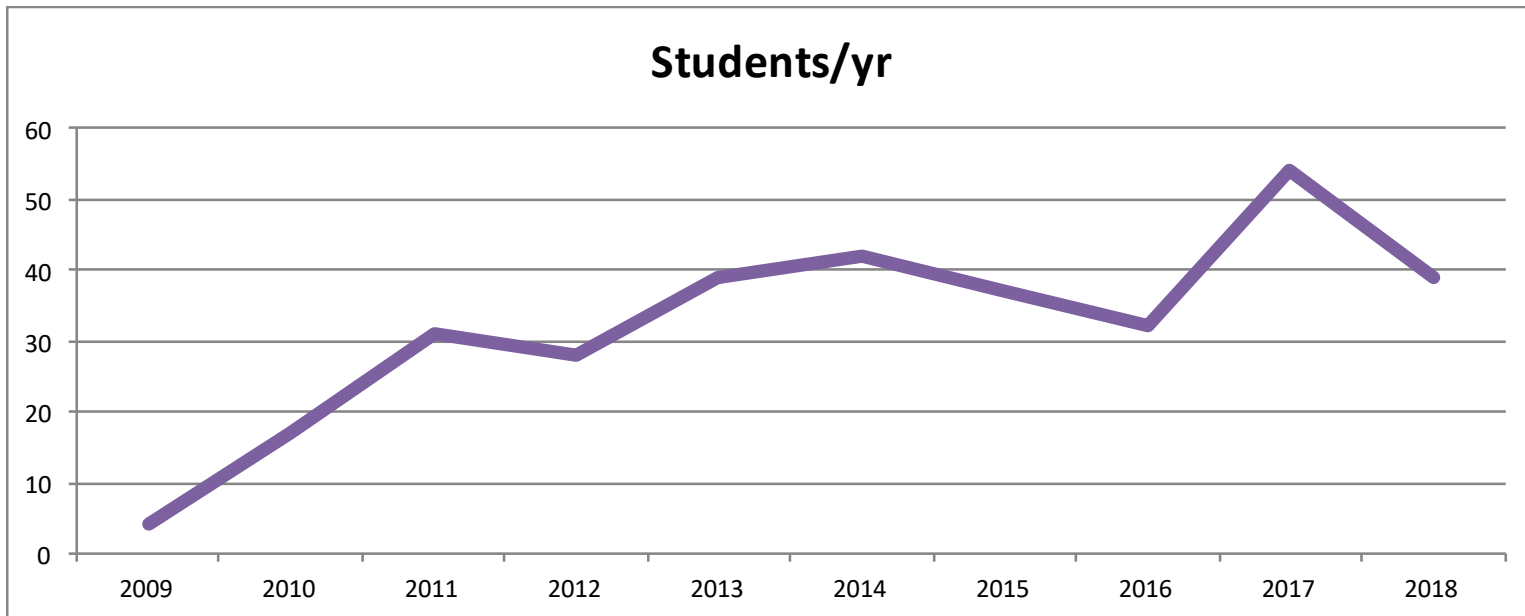
- See handout ‘Current jobs’;
- all 175 alumni found jobs in relevant domain
- 10% pursuing PhD degree

Current jobs taken by Health Food Innovation Management alumni
Commercial Manager @ NUMIDIA BV
Research Specialist @ FrieslandCampina
Quality System Manager @ Kraft Heinz
O'Brien Fine Foods @ Food Technologist
Quality Assurance Assistant @ Bayer Crop Science Vegetable Seeds
NIZO Food Research
Trouw Nutrition @ Research @ Boomer
NPD & Innovation @ Robin Food @ Utrecht
Quality Assurance Manager @ The Three Bakers Ltd
Flycatcher @ Research @ Maastricht
PepsiCo @ R&D @ Food Safety Benelux
SoFine Foods @ Product Developer
Morlife @ Market Research @ Food Technologist
Precon Food Management @ Junior Consultant
Product Manager @ Farmers Land Food GmbH
Doc Morris @ Administrator
Hago @ Project Manager Assistant
Mead Johnson @ Regulatory Scientist
Nutricia @ Medical Nutrition @ Nutritional Scientist
Clinical Research @ BioActor
Numedia BV
Riskplaza @ Food Safety Policy Officer
Bayer @ Crop Science @ Quality Assurance Specialist
Refresco Benelux @ Product Life Cycle Coordinator
Kraft Heinz @ Account Manager
The Greenery @ Supply Planner
FrieslandCampina @ Brand Junior Manager
Research @ Maxima Hospital @ Eindhoven
Oerlemans Foods @ Venlo
De Graafstroom @ Milk Products @ Junior Product Manager
Research Parental Nutrition @ Griffith University
R&D @ Newtricious BV @ FSA @ Health Claim Writing
PhD @ Maastricht University
Epos BV @ Quality Assurance
Swcheppe International @ Junior Technical Project Leader @ R&D
Banketgroep BV @ Quality Assurance @ before Brand @ Ambassadors
Food & Beverage @ Market Analyst
Product Development @ Kraft Heinz Company
Health Communicator @ Yakult @ Deutschland GmbH
Consultant @ Kellogg Company @ Belgium
Food & Beverage @ Market Analyst @ Innova @ Markets
CEO @ Papa @ Mama Bakery @ and @ Coffee
Kraft Heinz Company @ Product Technologist
Clinical Research @ Marketing @ Research Intern @ BioActor

Unique features

- Multidisciplinary programme in Health Food Innovation, with focus on jobs in industry
- Job oriented; apply knowledge
- Problem Based Learning
- Internationally focused program
- Industry involvement in teaching and networking
- Close interaction students/staff
- Social activities and business trips (ISA-Umami)

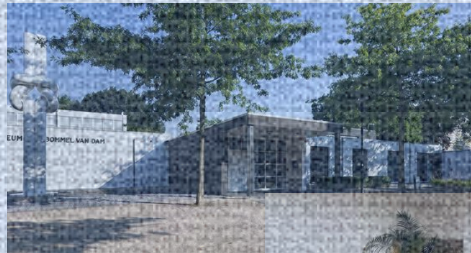
HFIM students enrollment



Facilities Maastricht University campus Venlo



Current facilities



2019



Admission Requirements

Relevant domains University	Relevant domains University of Applied Sciences
Biomedical Sciences or Health Sciences incl. Human Health & Nutrition	Dietetics
Human Nutrition	Food Technology <u>incl. Human Health and Nutrition</u>
Food Science / Food Technology incl. Human Health & Nutrition	Nutrition
Life Sciences incl. Human Health & Nutrition	Oecotrophology
Molecular Life Sciences incl. Human Health & Nutrition	
Other related domain (Medicine, Biology, University College etc)	

Admission Requirements

Direct admission:

- UM Health Sciences – track Biology and Health
- UM Biomedical Sciences

All others will be evaluated by Board of Admission:

- CV+motivation letter
- Interview
- GRE for non-EU residents
- Details on website

Additional admission requirements University of Applied Sciences (HBO/Hochschule)

- ❖ you have completed a thesis and have obtained at least 15 ECTS in the context of a minor in the field of science, and successfully completed a course on statistics *or*
- ❖ you have completed a thesis and have obtained at least 15 ECTS in academic writing and successfully completed a course on statistics

More information...

Campus Venlo Open Day

- April 14, 2019

Experience day HFIM

- April 24, 2019

Student for a day

- any time

OPEN DOOR POLICY

(Deken van Oppensingel 23, Venlo)

Go
the **extra**
mile



REGISTRATION: STUDIELINK.NL

Contact



+31 43 388 3177



Health-Food-Innovation-Management-
Master-Program-Maastricht-University

Admission:

hfim-admissions@maastrichtuniversity.nl

Student for a day:

www.HFIM.nl



Curious to know how it feels like to be a student of our Master Health Food Innovation Management? Louise is one of our current students and an enthusiastic ambassador, eager to help you discover more about it. Sign up today to be a Student for a Day!! <https://t.co/Wl1caM8ZJS>
<https://t.co/Wa3ktQg6BW>

Hi, my name is Roxana from Venezuela
Health Food Innovation Management
master's student

Follow me on Facebook and find out
about my progress and experience
during the master

www.facebook.com/MasterChallengeRoxana/





isa-

mami









**Will you join us next year?
Save the date: 6 – 8 September 2019**



Questions → isa-umami@maastrichtuniversity.nl

Experience day 24th April → REGISTER: www.maastrichtuniversity.nl/events/hfim-experience-day-2019

HEALTH FOOD INNOVATION MANAGEMENT

Campus Venlo

