

TECHNOLOGICAL INNOVATION IN THE OFFER OF SAFETY AND HEALTHY FOOD

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ABSTRACT – Technological innovation in the offer of safety and healthy food

In food processing industry, additives and other ingredients, are used during the technological process of production-and scarcely, almost nil, in process of preparation and sale-slaughtering of cattle, primary processing, cooling, ready made, packing, transport or storage. Harmful additives need to be substituted by natural additives. To most consumers, there is a demand that food is safe to eat. A number of consumers look for healthy food. The creation of modern business philosophy has been focused on quality and consumer satisfaction. Consumers' wish to be able to use various types of goods of pleasant taste, look and aroma, regardless of the season and geographic origin, has led to an increased use of chemical substances. Pollution and degradation of environmental have very unfavorable effects upon the human, his health and his living surroundings. As a consumer, the human has become concerned for his health due to an increased use of chemical substances, present in additives for food production and in medicines. In order to reduce health risk, the human has attached particular attention to informing on the possibilities of replacing chemical substances by natural, herbal product. In the realization of this innovation, connections and cooperation are necessary. New technologies should be designed by scientific and technical knowledge and to accomplish the task to reduce the consumption of harmful additives. The production of food with natural additives is done according to the cooperation. The technological innovation, reduce the inputs and maximize outputs of subjects having different competences necessary for the creation of value. One of many motivations for creating of the new product is to get high quality products. In later years we have seen a tendency for some groups of customers paying more for food of certain origin, taste and design.

Open innovation is becoming a basement model for development and creating of a new product and collaboration. The effects of open innovation model' implementation upon human and nature are visible; reduction of harmful effect on health, safety, environment, strengthening of companies' social responsibility. Through social responsibility and the sustainable development of all participants of cooperative innovation development it is possible to fulfill consumer demands.

Key words: open innovation, consumer, medical herbs, healthy and safety food

Ključne reči : otvorena inovacija, potrošač, lekovito bilje,zdrava i bezbedna hrana