

News and Analysis of  
Healthy Food and Lifestyles

**AHFES  
Business  
Training**

AVAILABLE ONLINE



**AHFES has launched free  
innovation & business  
development training to support  
SMES in the Healthy Food and  
Drink Sector**

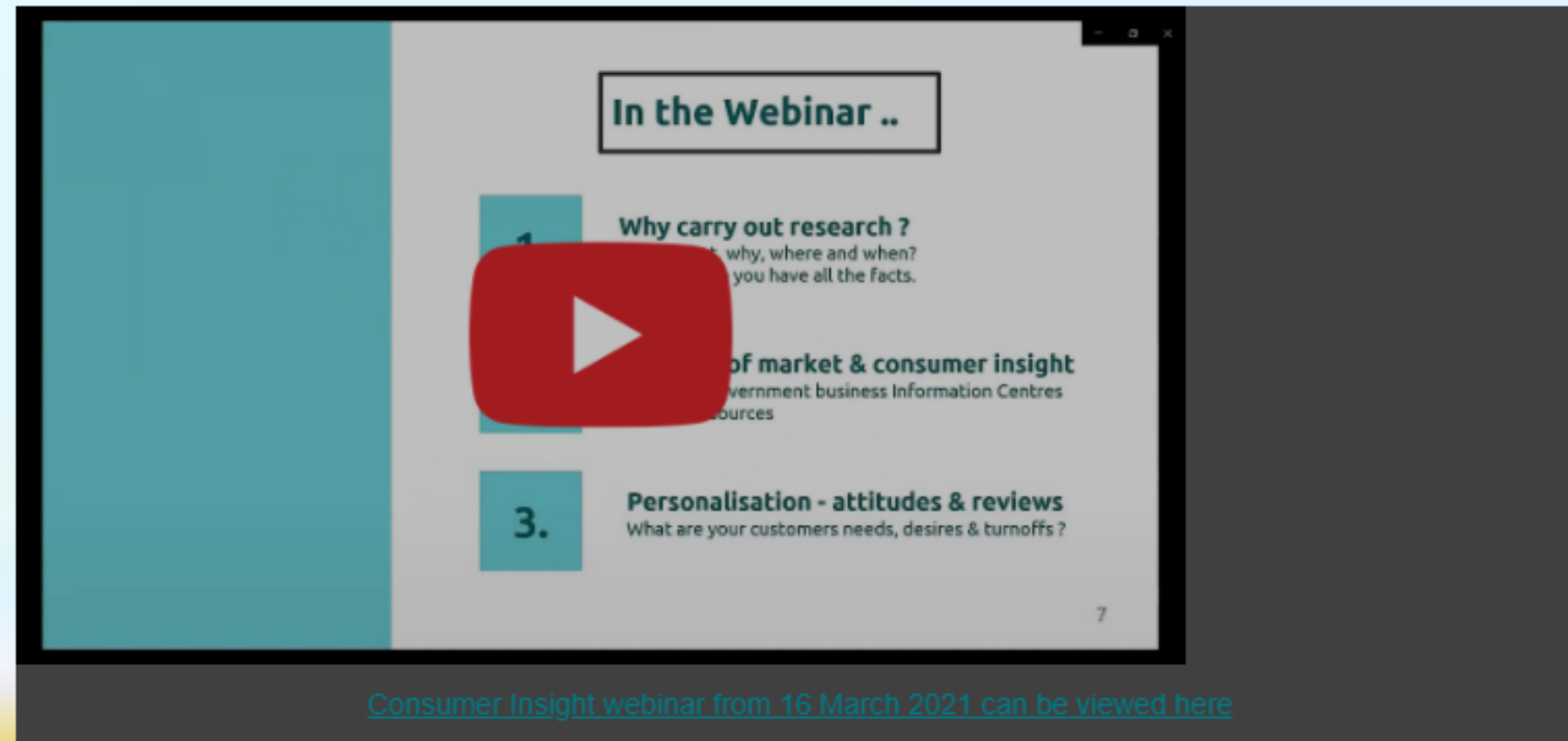
# AHFES Business Training

AVAILABLE ONLINE



## **AHFES has launched free innovation & business development training to support SMES in the Healthy Food and Drink Sector**

**These AHFES webinars introduced a range of  
free training resources which are designed to  
support SMEs who are active in, or interested in  
launching into, the healthy food and drink**

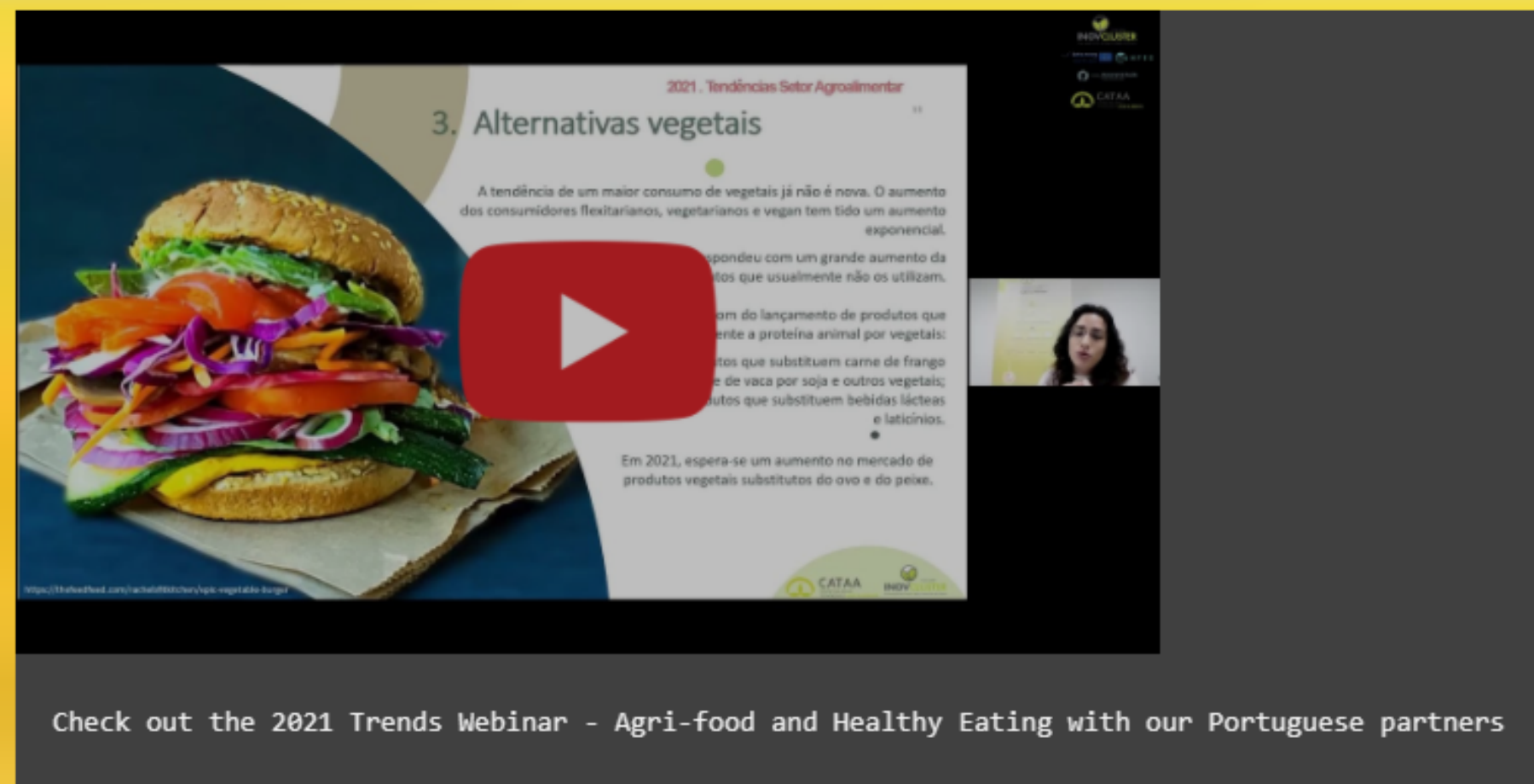


**In the Webinar ..**

1. **Why carry out research ?**  
Why, where and when?  
You have all the facts.
2. **Use of market & consumer insight**  
Government business Information Centres  
Sources
3. **Personalisation - attitudes & reviews**  
What are your customers needs, desires & turnoffs ?

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[Consumer Insight webinar from 16 March 2021 can be viewed here](#)



2021 - Tendências Setor Agroalimentar

### 3. Alternativas vegetais

A tendência de um maior consumo de vegetais já não é nova. O aumento dos consumidores flexitarianos, vegetarianos e vegan tem tido um aumento exponencial.

Respondeu com um grande aumento da utilização de produtos que usualmente não os utilizam.

Com o lançamento de produtos que substituem a proteína animal por vegetais:

- produtos que substituem carne de frango por tofu e outros vegetais;
- produtos que substituem carne de vaca por soja e outros vegetais;
- produtos que substituem bebidas lácteas por bebidas vegetais e laticínios.

Em 2021, espera-se um aumento no mercado de produtos vegetais substitutos do ovo e do peixe.

<https://thevegfood.com/achado/alternativas-vegetais-burger/>

CATAA

Check out the 2021 Trends Webinar - Agri-food and Healthy Eating with our Portuguese partners

[Find out here](#)

Atlantic Area  
Healthy Food Eco-Systems



Consumer Insight and Market  
Understanding Training for

## HEALTHY FOOD & DRINK

### Supporting Your Business to Launch Healthy Food and Drink Products

<p><b>GATHERING CONSUMER INSIGHT</b></p> <p>Understanding your Consumer is fundamental to the success of your business so learning how to</p> <ul style="list-style-type: none"> <li>• research your customers</li> <li>• define your value proposition &amp; create customer personas</li> </ul> <p>can help you "find your fit" and achieve successful sales</p>	<p><b>USING MARKET INSIGHT</b></p> <p>What is happening in your target market place and what should you do to succeed?</p> <p style="text-align: center;">Explore</p> <ul style="list-style-type: none"> <li>• what market information to gather,</li> <li>• how to analyse market dynamics &amp; how to use your market insight</li> </ul> <p>to make informed business decisions</p>
 <p><b>PRODUCT BENCHMARKING TECHNIQUES</b></p> <p>What is product benchmarking? Where and why is it useful? Find out about</p> <ul style="list-style-type: none"> <li>• practical techniques for effective benchmarking</li> <li>• how to avoid pitfalls</li> </ul> <p>use helpful templates provided to capture your results</p> <p>Then use your results to make key decisions.</p>	<p><b>CREATIVE IDEATION</b></p> <p>Ideas are important assets of your business, and this training helps you</p> <ul style="list-style-type: none"> <li>• understand the value of ideas</li> <li>• consider ideas in practice</li> <li>• explore a wide range of stimulating ways to generate innovative ideas</li> </ul> <p>To build these assets for your healthy food and drink innovation.</p>

**AHFES continues to develop informative programmes including International Markets, New Product Development and Lifecycle Management. This training will be available during 2021 and 2022.**

If you are interested in taking part in the training and receiving more information about the services which are available through the Atlantic Area Health Food Eco-System (AHFES) project, you can register here for more information: [www.ahfesproject.com/contact/](http://www.ahfesproject.com/contact/)



**AHFES is working to create a consolidated ecosystem of companies and stakeholders across the project region.**

**A directory of people and businesses working to strengthen the strategic cooperation and to create a map of innovation across the Atlantic area.  
Click below to check out the AHFES ecosystem directory:**

[Find out here](#)

[Learn more about AHFES](#)

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## Become involved

Become involved in AHFES  
Email [hello@ahfesproject.com](mailto:hello@ahfesproject.com)



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Newsletter 2020/7

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