

# Contents

Preface.....	xi
Editors.....	xiii
Contributors.....	xv

## **SECTION I Introduction**

<b>Chapter 1</b> Innovation Journey: How to Improve R&D Leverage and Speed to Market.....	3
<i>Dilip Ghosh, Shantanu Das, Debasis Bagchi, and R.B. Smarta</i>	
<b>Chapter 2</b> Innovations in Functional Food Industry for Health and Wellness .....	5
<i>Parigi Ramesh Kumar and V. Prakash</i>	
<b>Chapter 3</b> Developments and Innovations in Dietary Supplements and Functional Foods.....	13
<i>M.L. Shankaranarayana, Jayant Deshpande, and Abhijit Bhattacharya</i>	
<b>Chapter 4</b> Innovation in Food Safety and Regulation.....	43
<i>Kalpagam Polasa and B. Sesikeran</i>	
<b>Chapter 5</b> Creating and Establishing Networks for the Commercialization of Innovations .....	57
<i>Leena Aarikka-Stenroos and Birgitta Sandberg</i>	

## **SECTION II Market and Trends**

<b>Chapter 6</b> Regulation and Marketing of Nutraceuticals and Functional Foods in Europe: The Broader Impact of Nutrition and Health Claims Regulation .....	75
<i>Patrick Coppens</i>	
<b>Chapter 7</b> Market and Marketing of Functional Foods and Dietary Supplements in America .....	103
<i>Philip E. Apong</i>	
<b>Chapter 8</b> Dairy Innovations and Market Growth in India .....	113
<i>Raka Saxena, A.K. Srivastava, and A.K. Singh</i>	

- Chapter 9** Changing Global Food Consumption Patterns: An Economic Perspective..... 125  
*Srikanta Chatterjee*
- Chapter 10** Influence of Regulations on the Commercialization and Marketing of Functional Foods and Nutraceuticals in Canada and the United States ..... 141  
*Lina Paulionis, Alex Kocenas, Manki Ho, Karen Ly, Larry McGirr, and Ilana Platt*

### **SECTION III Consumer Perspective on Innovation versus Need**

- Chapter 11** Functional Food Trends in India ..... 165  
*Rekha R. Mallia*
- Chapter 12** New Approaches for Foods and Nutrition for the Bottom of the Pyramid (Gandhi's Vision)..... 169  
*Ashok Vaidya*
- Chapter 13** Consumer Reactions to Health Claims on Food Products ..... 179  
*Klaus G. Grunert and Lisa Lähteenmäki*

### **SECTION IV Technological Development on Healthy and Functional Foods**

- Chapter 14** Effect of Processing on Nutrients in Foods..... 193  
*Fanbin Kong and R. Paul Singh*
- Chapter 15** Requirements for Innovative Food Packaging ..... 215  
*Kata Galić*
- Chapter 16** Innovation in Iron Fortification: Is the Future in Iron-Binding Milk Proteins? ..... 249  
*Ashling Ellis, Vikas Mittal, and Maya Sugiarto*
- Chapter 17** Stabilization of Probiotics for Industrial Application ..... 269  
*Devastotra Poddar, Arup Nag, Shantanu Das, and Harjinder Singh*
- Chapter 18** Application of Radio Frequency for Military Group Ration Food Package ..... 305  
*K. Luechapattanaporn, Y. Wang, J. Wang, J. Tang, L.M. Hallberg, and C.P. Dunne*

<b>Chapter 19</b>	Interaction between Food Components and the Innovation Pipeline .....	319
	<i>Alistair Carr</i>	
<b>Chapter 20</b>	Innovation in Technology Development with Reference to Enzymatic Extraction of Flavonoids .....	331
	<i>Munish Puri and Madan Lal Verma</i>	
<b>Chapter 21</b>	Novel Extraction Technology for Antioxidants and Phytochemicals .....	343
	<i>Rajshri Roy, Kerrie Close, and Dilip Ghosh</i>	

## ***SECTION V Innovation in Functional Food Ingredients***

<b>Chapter 22</b>	Advances in Milk Protein Ingredients .....	363
	<i>Thom Huppertz and Hasmukh Patel</i>	
<b>Chapter 23</b>	Probiotics as Functional Food Ingredients for Augmenting Human Health.....	387
	<i>Sunita Grover, Ashwani Kumar, A.K. Srivastava, and Virender K. Batish</i>	
<b>Chapter 24</b>	Omega-3 Polyunsaturated Fatty Acids: Basic and Contemporary Research Issues .....	419
	<i>Melinda Phang, Melissa Fry, and Manohar L. Garg</i>	
<b>Chapter 25</b>	Assessment of Polyphenol-Rich Foods and Beverages on Endothelial (Vascular) Function in Healthy Humans.....	435
	<i>Mark L. Dreher</i>	
<b>Chapter 26</b>	Traditional Understanding, Modern Science, and Usage of Herbal Medicine for Diabetes .....	455
	<i>Dennis Chang, Srinivas Nammi, and Suzanne Grant</i>	

## ***SECTION VI Market to Innovative Products***

<b>Chapter 27</b>	Drivers and Barriers for Marketing Innovative Functional Food Products .....	477
	<i>Ruth D'Souza</i>	
<b>Chapter 28</b>	Marketing, PR, Advertising, and Media for Brand Building of Innovative Foods and Nutritional Products.....	485
	<i>M.G. Parameswaran</i>	

<b>Chapter 29</b> Financial Implications of Innovations.....	495
<i>Girish P. Jakhotiya</i>	
<b>Chapter 30</b> Market-Focused Innovation in Food and Nutrition.....	509
<i>R.B. Smarta</i>	
 <b>SECTION VII Future Trends</b>	
<b>Chapter 31</b> Innovation in Food Tourism and Product Distribution .....	523
<i>Timothy J. Lee, Tin-Chung Huang, and Kuan-Huei Lee</i>	
<b>Chapter 32</b> Regulations and Innovations Interphase .....	531
<i>D.B. Anantha Narayana</i>	
<b>Chapter 33</b> Nano-Functional Foods: Nanotechnology, Nutritional Engineering, and Nutritionally Reductive Food Marketing .....	547
<i>Gyorgy Scrinis and Kristen Lyons</i>	
<b>Chapter 34</b> Sustainability of Local Food Production: A Review on Energy and Environmental Perspectives .....	555
<i>Sumita Ghosh</i>	
<b>Index</b> .....	581