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# Functional food

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# Functional food

Traditional food

Functional food

Pharmaceutical



# Functional food

When you are ill,  
take a pill.....



# Functional food

Eating is a pleasure.

When a person is ill, there is no appetite.

How food can be a remedy?

To have a disease is not a pleasure.



# Functional food

Functional food – food with health effect?

Medical food? Health food?

Organic food ??? Natural food???

Special dietary food?? Diets??

GMO-food????? Nutraceutical?????

Better-for-you food???



# Functional food

## Rationals:

- support self-care of diseases
- prevent diseases such as CVD, cancer, osteoporosis
- diminish costs of medication or other expensive treatment



# Functional food

Complexity of the concept:

Combination of

- research (nutrition, medicine, food science)
- product development (taste, structure)
- production (processing, logistics)
- marketing (claims, target group)



# Functional food

How the concept is understood

- by consumer
- by health care specialists
- by food producers, trade
- by authorities



# Functional food

Problems to solve:

- More research for long term prove
- Definition for functional food globally
- Marketing message



# Functional food

Future:

Whatever your sales forecast, halve it.

Whatever your cost projections, double it.

However long you think it will take to get to profit, double that.

Then you will have a realistic commercialisation plan. (NNB:Anonymous)



# Functional food

More Innovations needed:

- Individualised nutrition (i-nutrition)  
(Personalised medication)
- Better-for-you  
(Health and Wellness)
- Home-delivery/Vending machines



# Functional food

More innovations needed:

- Glycemic index (GI)
- Mediterranean-Asian Diet Concept
- Life style-concept