

XHoney – planning with knowledge in mind

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Revision

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Project Overview

Executive Summary

Xhoney is a new yummy flavour but there is no product that is preservative free and the process is inefficient. Using raw ingredients will improve efficiency and will not have preservative. However, how to keep that safe from pathogens is the problem to solve.

This plan summarises how to resolve that knowledge gap by engaging with a food technologist, processors and consumers. A testing regime will confirm due process. A QC system will ensure quality. A learnings process will enable continuous improvement.



Trust - On track

Energy - Needs attention

Step 1 - FORM

InnoPulse concerns - Finding time to commence collaboration

Step 1 - FORM

Problem - produce a natural RogerMhoney without the preservatives in a way that is safe for the consumer. **Need** - this is not available on the market at present and demand for organic / natural foods is high

Knowledge goal - to confirm a process to produce ginger honey safely.

Knowledge gap - is the best way to do this from a food technology view

Stakeholders - customers, suppliers, processors

Collaborators - food technologist

Communication plan - product testing, launching, operating procedure

Should take about 6 weeks

Budget will be needed to buy ingredients and test

Step 2 - CREATE

Collaboration activities

Lunch with the food technologist

Dinner and presentation with the food processor

Morning tea for consumer testing

Testing the solution - bench test should suffice; send samples to lab

Testing the new knowledge - check in sop with the food processors and consumers

Energising activities

Incentives to be part of the processing in the future

Discounts to consumer panel for first product

Step 3 - ADOPT

Expectations - launch in 6 weeks; expect to find a solution that will be safe and efficient; expect that consumers will have a demand of 10 t/ year

Roll-out plan - set up processing plant; source materials; marketing material; engage consumers and supermarkets; packaging; sell; learn from feedback

Roadblock potentials - Testing is negative - pathogens or taste; consumers are not engaged; competition

QC system needed to ensure reliability of the product for taste and pathogen; pathogen testing monthly; taste quarterly (or as needed).

Step 4 - CRITIQUE

Feedback process will be via web page manned by Roger; resources will be web page; consider thematic analysis of customer feedback

Benefits Realisation - consumers love XHoney - knowledge is documented - other products are adapted for health based outcomes

Learnings - Founder, food tech and processors will meet every 3 months to improve systems; A focus group will be engaged every 6 months.