

O-158

**Application of modelling in the food industry and its barriers**

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**ABSTRACT**

The results of an industry survey will be presented which was carried out in France, the United Kingdom and Hungary within the DREAM FP7 project. In depth interviews were carried out followed by focus group discussions to explore the current practice of the food manufacturers, their expectations, and the barriers of using realistic and computer based food models. The main aspects covered the areas where models are used, the current level of use, the factors influencing the practicality of use such as the level of necessary technical expertise, the time necessary for initial training, the time of preparation, the time necessary for getting the results, costs of specific equipment and tools, former experiences with modelling. The expected functions of the models were investigated for 4 types of models being developed within the DREAM project: filled cellular solid models (vegetables and fruits), proteinous cellular network (meat and fish), combined gelled/dispersed/aerated systems (dairy) and open solid foams (baked cereal products).

**KEY WORDS**