

Abstract

Market expectations for fresh produce have increased dramatically in recent years, driven largely by changing life styles, diets, health concerns, and time pressures. The consumer is increasingly demanding fresh produce products of higher quality, greater convenience, and more variety. At the same time, supermarket chains, food service brokers, grocery stores, and fast food companies are fueling the continued growth of in the fresh produce market sector, while competition at the retail and food service levels intensifies. Historically, research and technology have played an important role in meeting market expectations and competition. While sound research and technology are prerequisite, extracting value from them also requires an in-depth understanding of the interrelated marketing forces that influence the pricing of the value-added product. To illustrate this concept, we present an innovative dual-functional polymeric package that extends the shelf life of fresh produce products through modified atmosphere and serve as a convenient cooking vessel.