

The innovative proposition

to attract investors and buyers

1. Name of innovation

THE DEVELOPMENT OF BAKERY TECHNOLOGY BY USING EXTRACTS OF WILD AND MEDICINAL PLANTS

2. Intellectual Property

Select the appropriate position, put the mark «+». Write relevant information.

- Patented Innovation countries: Ukraine
- Filed for a patent countries: _____
- License agreement or Exclusive rights. Exclusive rights
- Other (specify) _____

3. Type of innovation

Select the icon by replacing from "-" to "+"

+	Product
+	Technology

+	Result of R&D
-	Other (discussed separately)

4. Areas of innovation

Select one or more applications innovation by replacing from "-" to "+" .

-	Automobiles, transport and logistics
+	Agriculture and food technology
-	Aerial and space technology
-	Biochemical technology
-	Building
-	Military Industrial and Safety
-	Energy and Energy Saving
-	IT-technology, ICT industry and services
-	Light industry
-	Marine industry and services
-	Environment
-	Nano- and Micro Technology
-	New materials
+	Medicine and Health
-	Creative industry
-	Tourism and cultural heritage
-	Other. (Please specify below the scope)

5. Novelty

What does innovation superior (in digits or qualitatively) already existing? (The answer should be clear and concise - three main arguments in support of the use of promising innovations in domestic and/or foreign markets)

Bakery technology, that involves the use of extracts from rose hips, hawthorn, mint, lemon balm, and hops, has been developed as an effective solution for the problems and challenges of the industry. Parameters of processing wild, medicinal plants, that depend on direction of their usage in bakery technology, have been scientifically justified. We propose to use extracts as a source of bio-stimulants for the cultivation of fermentative microorganisms; as corrector of species composition and activity of microflora in the semi-finished products; for control of enzyme activity, structural and mechanical properties of the dough; for improving the quality of bakery products; for the prevention or slowing down the microbiological and oxidative spoilage.

An integrated approach allows manufacturers, using the proposed technology, to quickly adapt to volatility of the technological properties of the flour, to provide the necessary intensity of the microbiological, biochemical, and colloidal processes in the bakery semi-finished products, to adjust their structural and mechanical properties, the chemical composition and physiological properties of the product, according to modern nutrition concepts.

The proposed technology is a resource-saving, as it allows to decrease the duration of the production process, to reduce the employment of equipment and personnel, material and energy costs while increasing yields. Increasing the stability of quality during storage together with the increase of the sensory characteristics, safety, and healthiness will reduce the amount of spoiled or unsold products returned to the company. All these reasons will have a positive impact on the technical and economic indicators of the industry.

The introduction of technology does not require the introduction of additional equipment in enterprises of both large and small capacity.

There are no analogues in Ukraine. The finished product has high consumer characteristics, nutritional and biological value, increased antioxidant, radioprotective, detoxifying, and restorative properties, due to high content of vitamins, micro- and macroelements, polyphenols, pectin, and other physiologically active substances in the wild and medicinal raw materials.

Development results will be implemented in the food industry for the production of baked day-to-day goods and bakery goods of special, therapeutic, and prophylactic purpose.

Industrial testing of the experimental batch took place in "Kutsarev FS" (*Artsyz large-scale bakery*), "Lugansk-Nyva", "Odeska Palianytsia" and "Charivnyi karavai" companies.

6. Stage of Innovation

What is innovation's stage of development? Select the icon by replacing from "-" to "+"

-	The concept, proof of concept
-	The prototype, which tested and available for demonstration
+	The technologies for small-scale production
+	The technology is ready for industrial application
-	Commercialized

7. The presentation innovations

Select one or more forms by replacing badge from «-» to «+»

-	The demonstration model
+	Multimedia presentation
-	Report

8. Information about the participants, which apply innovation

	<i>If innovation is filed away</i>
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