

29 • 30 • 31 BRAGANÇA, Portugal
JAN 2020

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International Conference
Co Creation Processes in Higher Education

Livro de Resumos | Book of Abstracts

TÍTULO: In2CoP 2020 - Conferência Internacional em Processos de Cocriação no Ensino Superior 2020: Livro de Resumos

EDITORES: António Meireles, Cláudia S. Costa, Fernando Pereira, Inês Barbedo, João Paulo Almeida, Juliana Almeida de Souza, Paula Cabo, Pedro Rodrigues, Rui Ferreira, Vera Ferro-Lebres, Instituto Politécnico de Bragança

EDIÇÃO: Instituto Politécnico de Bragança, 5300-253 Bragança, Portugal

ISBN: ISBN: 978-972-745-275-0

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Esta publicação reúne os resumos das comunicações apresentadas na Conferência Internacional em Processos de Cocriação no Ensino Superior (In2Cop) 2020 e inclui ainda o programa do Encontro. As doutrinas expressas em cada um dos resumos são da inteira responsabilidade dos autores.

This publication presents the abstracts of the communications presented at the International Conference in Co-Creation Processes in Higher Education (In2Cop) 2020 and the program of the Meeting. The opinions expressed in each of the abstracts are the sole responsibility of the authors.

ADDING VALUE TO ENDOGENOUS RESOURCES: SPICY CHESTNUT BITS AND SALTY CHESTNUT CRACKERS... WANNA A BITE?

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Abstract

Portugal is one of the leading European and world producers of chestnut. Chestnut is deeply rooted in the Portuguese economy, gastronomy, and cultural heritage, carrying rich emotional associations. This traditional production assumes major importance for Trás-os-Montes, a low-density region of northern Portugal. The majority of Portuguese chestnut is sold to medium-sized companies, where it is prepared to be sold fresh (nationally or abroad). The consumption of chestnuts is concentrated in a short time period and closely linked to the traditional consumption of chestnuts, roasted and/or cooked.

This co-creation project is part of Demola North Portugal's challenges. Its purpose is to improve chestnut local value chain and, thus, positively impact the chestnut sector's economic value.

The solution proposed includes the development of a range of chestnut-based food products able to add value to chestnut and boost consumption, shaping the supply to changes in nuts consumption, creating new ways for chestnut intake, and exploring the potential synergies with other chestnut-based products. Two products were chosen.

- Spicy chestnut bits (illustrated in “fig. 1”). A snack of roasted chestnut to go on craving while enjoying a chestnut beer, by example.
- Salty chestnut cracker - inspired on the “marinheiras” crackers, consists of a go-to snack, a cracker in a chestnut flat shape made with chestnut flour (illustrated in “fig. 2”).

The market survey showed very interesting results for these products' flavor, shape and consumption occasion attributes.



Figure 1: Spicy chestnut bits Figure 2: Salty chestnut cracker