



## GRIC Industry Brief Template

This template is designed to help researchers and innovators present their findings in a clear, concise, and industry-relevant format. The goal is to promote visibility, practical application, and commercialisation of research outcomes via the GRIC platform (<https://gricghana.org>) and other channels.

The industry brief is the first step toward participating in GRIC's monthly industry brief sessions; a curated sessions that connect researchers with businesses, industry leaders, potential investors, and policymakers. These sessions spotlight high-potential research and innovation in accessible, business-friendly formats to:

- promote awareness and adoption of research outputs
- encourage practical application across relevant industries or sectors
- attract financing and partnerships for scaling innovative solutions

By following this template, researchers can effectively position their work for industry engagement and potential uptake.

### A. Abstract

- What is the research or innovation about in simple terms?

### B. Key Takeaways

- What are the most important findings or results?

### C. Gap Addressed

- What problem or industry gap does this work respond to?

### D. Sector/Industry Focus

- Which industry or sector can benefit most?

### E. Potential Uptake or Practical Application

- How can this be applied or used in practice?

### F. Customer Point of View

- Who are the likely users or customers?
- What need or demand does this respond to?
- What market trends make this relevant?

### H. Key Recommendations

- What are the suggested next steps for the industry or stakeholders?

### I. Online Link

- Provide any online reference

## SAMPLE

### Enhancing Breakfast Nutrition with Sprouted Finger Millet-Maize Composite Flour

*Original Title: Physicochemical and sensory characteristics of a breakfast cereal made from sprouted finger millet-maize composite flour*

**Author(s):** Reuben Acheampong, Crossby Osei Tutu, Joris Gerald Niilante Amissah, Angelina Opoku Danquah and Firibu Kwesi Saalia. **Year: 2024**

**Abstract (Translated):** This study examines the development of a nutritious breakfast cereal using sprouted finger millet and maize composite flour. The research evaluates the physicochemical properties, functional characteristics, and sensory acceptability of the cereal. Different proportions of sprouted finger millet were incorporated to assess their impact on the cereal's quality. The findings indicate that cereals with 40% and 50% sprouted finger millet flour received the highest sensory scores, making this formulation a promising option for nutritious breakfast foods.

#### Key Takeaways:

- **Nutritional enhancement with sprouted finger millet:** Incorporating sprouted finger millet into maize-based cereals boosts nutritional content, particularly increasing ash and fiber while reducing carbohydrates and moisture levels
- **Optimal Formulation for Sensory Acceptability:** The most sensory-acceptable formulation contains 40% to 50% sprouted finger millet flour, balancing nutritional benefits with consumer preferences
- **Improved Functional Properties:** Cereals with sprouted finger millet show enhanced functional properties, such as increased water and oil absorption capacity, making them versatile for various food applications

**Gap Addressed:** This research addresses the need for nutrient-rich, affordable breakfast options in the food industry, promoting the use of underutilised crops like finger millet to enhance food security and nutrition.

**Sector/Industry Focus:** The findings are relevant to the food and beverage industry, particularly in the production of healthy, ready-to-eat breakfast cereals. It appeals to consumers looking for nutritious and functional breakfast options. It also benefits agricultural sectors promoting the cultivation of finger millet.

**Potential Uptake or Practical Application:** Food manufacturers can adopt the use of sprouted finger millet in cereals to create health-focused breakfast options that cater to consumers looking for nutritious and functional alternatives.

#### Customer Point of View:

- a. User:** Breakfast cereal manufacturers, health-conscious consumers, and nutrition-focused institutions
- b. Need:** Innovative, nutritious, and sustainable cereal products

- c. **Market insight:** Growing consumer demand for functional foods and the use of underutilised crops as sustainable ingredients drives the need for new cereal formulations

#### **Key recommendations**

- **Development and marketing of composite cereals:** Promote the development and marketing of sprouted finger millet-maize composite cereals to enhance nutritional content and diversify product offerings
- **Integration into Diverse Food Products:** Encourage the integration of sprouted finger millet into various food products, broadening the range of nutritious options available to consumers
- **Consumer Studies and Scalability Research:** Conduct further consumer studies and research on scalability to optimise formulations and expand the market reach of sprouted finger millet cereals
- **Health-Focused Marketing Strategies:** Develop marketing strategies that emphasise the health benefits and sustainable aspects of sprouted finger millet cereals, appealing to health-conscious consumers

#### **Online Link**

<https://www.tandfonline.com/doi/full/10.1080/23311932.2024.2363003>