

# A Case Study: From Academic Research to Practical Commercialization

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## **ABSTRACT:**

At present, consumers are thinking carefully about the health benefits of the foods they consume. Future food trend is another factor forcing food manufacturers to adapt and transform their products to innovative food products in order to satisfy customer needs. The partnerships between educational institutions and food industry are importance to transfer research knowledge into new commercial goods. Each community in Thailand often has its own distinctive local product. “Nan Golden Orange” or “Som Si Thong Nan” is one of Geographical Indications (GI) products in Nan province, Thailand. Functional processed cheese cube fortified with Nan golden orange juice is a case study product proves how academic research has helped a local company to understand trend, consumer need, commercial production, food safety, marketing, and branding. From this collaboration, local food processing company can produce an innovative product from homegrown raw material and improve sustainable local business.