# Project summary

The project "DEVELOPING TREASURE FROM SERBIAN TREASURE" is a multidisciplinary project focused on sustainable development of new and exploitation of traditional food products competitive on the domestic and world market. Investigations carried out within the project support the tendency to optimally exploitation of Serbia's agrarian resources but also to conduct research in accordance with systematic market analysis results taking into account final consumers’ needs. One of the main goals is to deliver project results into business entities.

Keywords: functional food, biologically active substances, nutraceuticals, dietary interventions

# Sažetak projekta

Projekat „STVORIMO BOGATSTVO IZ BOGATSTVA SRBIJE“ je multidisciplinarni projekat usmeren na održivi razvoj novih i iskorišćenje tradicionalnih prehrambenih proizvoda konkurentnih na domaćem i svetskom tržištu. Istraživanja koja se sprovode u okviru projekta podržavaju težnju da se optimalno iskoriste agrarni resursi Srbije ali i da se istraživanja usmere shodno rezultatima sistematične analize tržišta sa aspekta zahteva i potreba potrošača, ali i sa aspekta potencijala da rezultati budu plasirani korisnicima iz privrede.

Ključne reči: funkcionalna hrana, biološki aktivni sastojci, nutraceutici, dijetarne intervencije

# Selected results/Odabrani rezultati

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