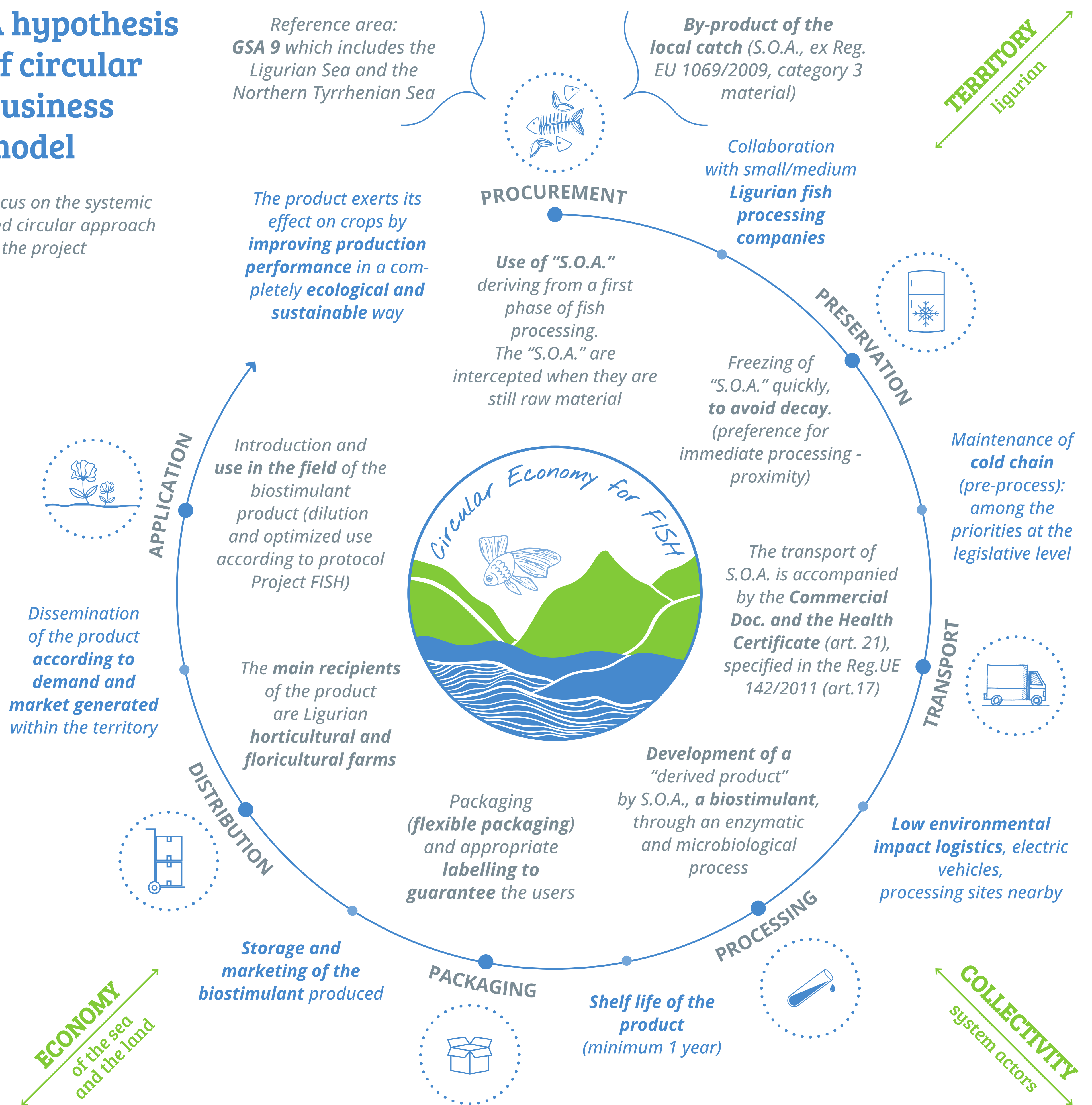


## A hypothesis of circular business model

Focus on the systemic and circular approach of the project



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**The Project**

It is aimed at the study of an innovative hydrolyzed product derived from fishery by-products and its effects on soil and plants

**Goal**

The introduction and dissemination in the main Ligurian crops of an innovative biostimulating product obtained from by-products of the local fishing chain

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## Sensory tests and Results

3 different sessions from October 2021 to July 2022. 5 horticultural crops treated with different formulations of experimental biostimulants.

Subjects were asked to rate how much they disliked/liked the sample in terms of appearance, odour, taste, texture, flavour, and overall liking on a 9-point hedonic scale (1=extremely dislike; 9=extremely like).

Liking mean values (± standard deviation) of two samples of tomatoes_Session 1	Attribute	Tomatoes		p-value	Session 1
		treated with Fish-7	not treated		
Pink beefsteak tomato treated with biostimulant FISH 7 obtained significantly higher scores for flavour and texture.	Appearance	6,9 ± 1,6	6,9 ± 1,4	1,000	Liking test on Tomatoes and Basil 89 subjects 60.7 % female 39.3 % male
	Odour	6,7 ± 1,6	6,7 ± 1,7	0,927	
	Taste	6,3 ± 1,7	5,8 ± 1,9	0,081	
	Flavour	<b>6,3 ± 1,7</b>	<b>5,7 ± 1,8</b>	<b>0,028</b>	
	Texture	<b>6,5 ± 1,9</b>	<b>5,8 ± 1,8</b>	<b>0,020</b>	
	Overall Liking	6,6 ± 1,7	6,1 ± 1,6	0,083	

Liking mean values of five samples of basil_Session 2	Attribute	Basil treated					p-value	Session 2
		not treated	with Test 1 D 6.7 ml	with Test 2 IDF 10.2 ml	with Test 3 IDB 10.2 ml	with Test 4 IDF B 5.6 ml		
Significant differences were observed for all attributes. Specifically, basil treated with biostimulant Test 2 IDF 10.2 ml obtained lower liking scores for all sensory attributes analyzed.	Appearance	6.5 <sup>a</sup>	6.3 <sup>a</sup>	5.4 <sup>b</sup>	6.1 <sup>a</sup>	6.2 <sup>a</sup>	0.0002	Liking test on Garlic and Basil 60 subjects 58.3 % female 41.7 % male
	Odour	5.8 <sup>a</sup>	5.5 <sup>ab</sup>	4.4 <sup>c</sup>	4.7 <sup>bc</sup>	4.9 <sup>abc</sup>	0.0001	
	Taste	5.4 <sup>a</sup>	5.2 <sup>ab</sup>	4.5 <sup>b</sup>	5.1 <sup>ab</sup>	4.8 <sup>ab</sup>	0.031	
	Flavour	5.4 <sup>a</sup>	5.3 <sup>ab</sup>	4.5 <sup>b</sup>	5.1 <sup>ab</sup>	4.8 <sup>ab</sup>	0.018	
	Texture	6.3 <sup>a</sup>	6.0 <sup>a</sup>	5.2 <sup>b</sup>	5.9 <sup>a</sup>	6.0 <sup>a</sup>	0.0004	
	Overall Liking	5.7 <sup>a</sup>	5.4 <sup>ab</sup>	4.8 <sup>b</sup>	5.3 <sup>ab</sup>	5.3 <sup>ab</sup>	0.030	

Basil analyzed in session 1 exhibited no significant differences ( $p > 0.05$ ). For garlic (session 2) and zucchini (session 3), the only attribute significantly affected by the treatment was appearance ( $p=0.008$ ;  $p < 0.0001$ ). Finally, tomatoes (session 3) were notably different in terms of appearance ( $p=0.0004$ ) and odour ( $p=0.002$ ).

Liking mean values (± standard deviation) of two samples of onions_Session 3	Attribute	Onion		p-value	Session 3
		treated with IF13	not treated		
Significant differences were observed in the perception of taste, flavour and overall liking. Specifically, for these sensory attributes, the onion treated with biostimulant IF 13 had lower liking scores than onion not treated with any biostimulant.	Appearance	6.5±1.5	6.5±1.6	0.845	Liking test on Tomatoes, Onions and Zucchini 48 subjects 62.5 % female 37.5 % male
	Odour	6.1±1.9	6.5±1.9	0.330	
	Taste	<b>5.1±2.1</b>	<b>6.2±1.7</b>	<b>0.006</b>	
	Flavour	<b>4.9±2.2</b>	<b>6.2±1.6</b>	<b>0.001</b>	
	Texture	5.6±1.9	6.3±1.4	0.067	
	Overall Liking	<b>5.3±2.0</b>	<b>6.4±1.6</b>	<b>0.004</b>	