

About the High-Value Nutrition National Science Challenge

The purpose of the High-Value Nutrition (HVN) National Science Challenge is to develop high-value foods with validated health benefits to drive economic growth. In 2018-19 the Challenge achieved a number of significant milestones, including:

- Successful completion of the mid-way review, which concluded with Science Board agreement to fund the Strategic Plan for Tranche 2 (2019 – 2024)
- Hosting over 200 science and industry delegates at the Foodomics conference 2019 to discuss the latest science and funding opportunities
- Updating the Vision Mātauranga Strategy to incorporate lessons from Tranche 1 and key focus areas for Tranche 2.

This year was a period of refresh and renewal with the recruitment of Professor Richard Mithen as Chief Scientist and the appointment of four independent members to the Governance Board. New ideas and capabilities were added through a national call for new researchers to participate in the Challenge. The \$13.7M Contestable Fund was released in May 2019, which includes a \$2M Māori Food & Beverage (F&B) Innovation Fund and a \$1M Emerging F&B Innovation Fund to increase participation by SMEs, Māori organisations and emerging sectors.

The research investment proposals for the Tranche 2 PRPs were subject to a robust scientific review by the Science Advisory Panel and industry review by the Industry Advisory Panel between December 2018 and March 2019. This timeline enabled subsequent approval by the Board and a seamless transition to Tranche 2 from 1 July 2019.

Key focus areas for 2019-20 include:

- the establishment of research partnerships in China for the Priority Research Programme clinical studies
- Further embedding the Vision Mātauranga Strategy into all aspects of the Challenge
- initiating new research projects as part of the contestable funding rounds
- developing a Data Management Strategy to ensure optimal management and dissemination of HVN data.

Additional information can be obtained on the HVN website (www.highvaluenutrition.co.nz) or by contacting the HVN team at hvn@auckland.ac.nz.



We are extremely pleased with what HVN has achieved in Tranche 1 of the Challenge. We have been working with 13 businesses (including 7 Māori organisations) on 28 products, exceeded investment KPIs from industry and are seeing indications of economic growth from high-value foods from our industry partners. We have a lot

of ambition for growth, so we expect to see these numbers rise rapidly.

We have now hit the ground running for Tranche 2 of the Challenge. Our Priority Research Programmes are underway, and we have completed assessments of the first contestable fund proposals. We are very excited to be working with new researchers and business partners on foods that will create great value for New Zealand. We recognise ideas and opportunities can come at any time, so the funds will remain open for applications until fully subscribed.

JOANNE TODD
High-Value Nutrition
National Science Challenge Director



It is a real pleasure to work in New Zealand because of the very vibrant agriculture and food research sector, and the importance of food and beverages for the New Zealand export market, of which Asia is a critical part.

What is really great about the High-Value Nutrition Challenge is that it is underpinned by long-term funding from the New Zealand government to support academic-business partnerships to do high-quality science with impact on the health of consumers and the vitality of the New Zealand Food and Beverage sector. I was attracted to the position of Chief Scientist on this programme due to the high quality of science found throughout the New Zealand academic sector and their readiness to embrace new science technologies, and also the willingness of business to invest in the science required to enhance the nutritional value of their products.

PROFESSOR RICHARD MITHEN
High-Value Nutrition
National Science Challenge Chief Scientist

HVN Publications

Go to the HVN website for a full list of our publications.
www.highvaluenutrition.co.nz/the-science/publications

National
Science
Challenges

HIGH-VALUE
NUTRITION

Ko Ngā Kai
Whai Painga

High-Value Nutrition National Science Challenge AT A GLANCE

\$23.8M
invested by High-Value Nutrition



\$2.4M invested by Food & Beverage (F&B) industry partners
in excellent, high-impact science to support the transition to high-value nutrition

16 research programmes
and projects involving **28** new and existing New Zealand F&B products



4 priority health areas

Digestive Health Metabolic Health Immune Health Infant Health

2 enabling programmes
of Consumer Insights and Science of Food



4 novel biomarkers
identified from **12** human clinical studies and a series of pre-clinical studies that can be used to assess the efficacy of New Zealand F&B for improving consumer health outcomes



2 highly-phenotyped cohorts
(i.e. COMFORT, TOFI)



1 new Food and Symptoms (FAST) diary
a world first questionnaire linking diet and gastrointestinal symptoms



3 science/industry/government conferences
attended by over **500** delegates over the three events



9 scanning the horizon reports
delivered identifying the latest issues and trends in the regulatory, IP and market landscape



Delivered by nearly

140
researchers



across **27** organisations in partnership with **13** New Zealand F&B businesses (including **7** Māori-owned businesses)*

90
publications



18
postgraduate degrees



1

patent for a novel delivery system for food bioactives

1 new FoodFort tool
to inform the development of foods containing bioactive compounds



12 consumer insights workshops

involving over **80** New Zealand F&B businesses



3,000+
Chinese consumers

surveyed on their beliefs, attitudes and perceptions regarding New Zealand foods



* As reported by HVN teams in the 2019 Annual Report.

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