

Support for New Zealand Food and Beverage Businesses

The High-Value Nutrition (HVN) Ko Ngā Kai Whai Painga National Science Challenge has been supporting the food and beverage (F&B) industry through the provision of funding and scientific support to increase the value of products through validation of their health benefits. Funding for HVN will end on 30 June 2024.

There is currently no clear dedicated pathway for these types of activities in the New Zealand publicly-funded system. To support businesses, HVN has compiled a list of public and private agencies and support systems that may be able to support our industry partners in the future.

This is not a comprehensive list of all agencies and funding support available in New Zealand and is a selection of those with an F&B focus that HVN has engaged with.

Disclaimer:

The information provided has been developed by the various agencies, HVN takes no responsibility for the accuracy or ongoing updating of this information.

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MBIE's purpose is to grow Aotearoa New Zealand for all. We support the science system, and fund research and innovation both directly and through other funding agencies such as Callaghan Innovation, Royal Society Te Apārangi and the Health Research Council of New Zealand.

We directly manage a set of contestable research funds including:

- [The Endeavour Fund](#), with a focus on both research excellence and a broad range of impacts.
- [Te Pūnaha Hihiko: Vision Mātauranga Capability Fund](#) invests in the development of skilled people and organisations that plan to undertake, or are undertaking, research that supports the themes and outcomes of our Vision Mātauranga policy.
- [Expanding the impact of Vision Mātauranga](#), which aims to attract and grow Māori talent in the Research, Science and Innovation sector enabling Māori to better navigate and participate in the research system, through a range of funding schemes.

It is worth noting that contestable funds are available to projects that can demonstrate broad public good outcomes – that is direct benefit beyond the organisation hosting a project or programme.

We note support for private companies through the [R&D Tax Incentive administered through IRD](#).

MBIE also funds the [Commercialisation Partner Network](#) (CPN) and the Pre-Seed Accelerator Fund (PSAF), which aims to support the transfer of concepts coming from publicly-funded research out of our CRIs and Universities and into commercially viable products. These funds are devolved to CPN organisations like KiwiNet and Return on Science to administer for internal projects (to build capability and Intellectual Property [IP]). Industry organisations can connect with these CPN organisations regarding potential research partners, and in addition, Return on Science operates investment committees which are open to providing feedback on investment cases to some external (non-research) organisations.

- [Return on Science](#)
- [Momentum](#) operated by Auckland UniServices, University of Auckland
- [KiwiNet](#)

Callaghan Innovation

[Callaghan Innovation](#) is New Zealand's innovation agency. We work with businesses to activate innovation and help them grow faster for a better New Zealand. We partner with ambitious businesses of all sizes, delivering a range of innovation and research and development (R&D) services to suit each stage of their growth.

We enable ambitious Kiwi innovators to accelerate growth through a range of targeted products and services in the following areas:

- **Connect:** We connect you into the breadth and depth of our innovation ecosystem.
- **Upskill:** We give you the skills to match your ambition.
- **Solve:** We provide world-class R&D problem solving expertise and facilities.
- **Fund:** We give you the grants, tax incentives and other financial support you need.
- **Grow:** We help you identify, unlock and maximise growth opportunities.

Please refer to our [Products on a Page](#) for an overview of our product offering or refer to our [website](#) for more detail on each.

Businesses may be interested in our commercialisation products:

- [Arohia Trailblazer Grant](#)
- [Product360](#)
- [BeyondIP Programme](#)

Should you be interested in understanding how Callaghan Innovation can support your business to grow faster through technology and innovation, please [register here](#) and one of our Customer Navigators will be in touch to discuss your needs and link you into the support available.

Ministry of Primary Industries (MPI)

The MPI Sustainable Food and Fibre Futures (SFF Futures) supports problem-solving and innovation in New Zealand's food and fibre sector by co-investing in initiatives that make a positive and lasting difference. It funds a range of projects from less than \$100,000 to multi-million-dollar, multi-year programmes.

The scope of the SFF Futures Fund is broad and is not limited to any particular part of the food and fibre sector. Proposals may cover one or more parts of the value chain – new products, technology and services, and new ways of operating, producing, marketing, handling and distributing.

You can find more information about the fund, the projects we have funded and how to apply for SFF Futures funding [on our website](#).

Members are also welcome to [download our guidelines for more information](#).

The New Zealand Food Safety side of MPI can provide ongoing technical advice to food businesses regarding the regulations for the composition of foods and supplemented foods, as well as planning to meet the Nutrition and Health Claims Standard. We don't have a large resource at present, but we hope to build on this in the future, as we have an objective to assist in adding value to foods through the use of science to support proven claims.

Regarding claims specifically, there are some web pages [here](#) that contain useful guidance as a starting point.

There is also have a dedicated email for queries of this nature health.claims@mpi.govt.nz, so you can directly access us rather than going through the main MPI contact centre.

Our MPI Market Access teams are here to help clarify export requirements for specific offshore markets, as are our [Exporter Regulatory Advice Service \(ERAS\)](#).

New Zealand Trade and Enterprise (NZTE)

NZTE is New Zealand's international business development agency. Our job is to support New Zealand exporters in order to grow a productive, sustainable and inclusive economy. We work with all kinds of innovative businesses, including food producers, Māori land trusts and iwi, tech startups, service providers and manufacturers.

We have more than 750 employees and hundreds of private sector advisors around the world who use their knowledge and connections to add value to ambitious New Zealand businesses who want to go global, for the good of New Zealand.

To support New Zealand exporters' challenges and needs, we:

- Offer access to expertise, funding
- Connect people through events and learning experiences
- Develop channels, content and solutions to build capability in specific areas

We understand the dynamics of international markets and build influential networks within them. It's our role to use this know-how and know-who to help exporters establish themselves in markets and to grow their businesses.

We also lead activity that supports the growth of businesses through investment, and the attraction of investment into New Zealand. We tailor our support to our customers' changing needs, offering light-touch guidance to those at the beginning of their export journey and engaging more intensively with those who are further along.

The [NZTE website](#) and a [free online portal for New Zealand exporters](#) both have curated, in-depth information and guidance for New Zealand exporters.

New Zealand Food Innovation Network

The New Zealand Food Innovation Network provides open-access facilities and advice to help businesses of all sizes develop, test and commercialise new products, and trial new equipment.

There are five facilities:

- The FoodBowl, Auckland
- Food Waikato, Hamilton
- The FoodPilot, Massey University, Palmerston North
- FoodSouth, Lincoln
- Food South Otago, Otago University, Dunedin
- A satellite office is located at the Hawke's Bay Business Hub, providing business development assistance

The New Zealand Food Innovation Network website has detailed information on the services provided by the facilities, including case studies of completed projects.

- [New Zealand Food Innovation Network website](#)
- [Email: info@foodinnovationnetwork.co.nz](mailto:info@foodinnovationnetwork.co.nz)

Spruson & Ferguson

Peter Brown (at IP firm Spruson & Ferguson) has extensive experience in the F&B sector, having worked as the Research & Innovation Manager at Goodman Fielder for five years, and has been closely involved in a number of F&B start-ups.

He has provided the patent landscape reports and webinar series to the HVN community for the past nine years.

Peter is a registered patent attorney and works primarily with many NZ F&B companies and research institutes to help drive their innovation pipeline, using patent landscapes as a key tool to identify new trends and opportunities, find critical collaborators and de-risk projects. He also works closely with clients to build important IP strategies that typically include the likes of patents, trademarks, designs and closely guarded trade secrets.

Spruson & Ferguson is an IP firm that works across a wide range of industries, and has offices throughout key export markets for New Zealand companies, including Australia and Asia. We are well positioned to assist with providing IP advice and securing IP rights, and have a very strong commercialisation / litigation team to assist with negotiating and landing deals.

You can find more information about our firm on their website: [Spruson & Ferguson - Asia Pacific Intellectual Property Firm](#) or email Peter peter.brown@spruson.com.

Smart Regulatory Solutions

Michelle Cubitt is an experienced regulatory professional with experience in quality and regulatory roles in the F&B and natural health sectors. Michelle runs regulatory consultancy, Smart Regulatory Solutions.

Michelle provides advice and strategic input for businesses looking to access global export opportunities in a wide range of industries. Whether it is ingredients, labelling, claims or market entry, Michelle sees the range of opportunities and challenges facing New Zealand businesses and is passionate about assisting the continued global growth of New Zealand F&B companies.

For more information visit www.smartreg.nz or email Michelle michelle@smartreg.nz