

HIGH-VALUE
NUTRITION

Ko Ngā Kai
Whai Painga

NUTRITIONAL SCIENCE FUELLING INNOVATION

High-Value Nutrition NZ Conference 2017

Joanne Todd, Challenge Director

September 25th 2017

Host Institution



High Value Nutrition

- One of 11 National Science Challenges
- Funded by Ministry of Business, Innovation and Employment (\$83m NZD)
- Vision for a 10 year programme delivering translational science
- Hosted by University of Auckland – with many public/private participating parties



National
Science
Challenges

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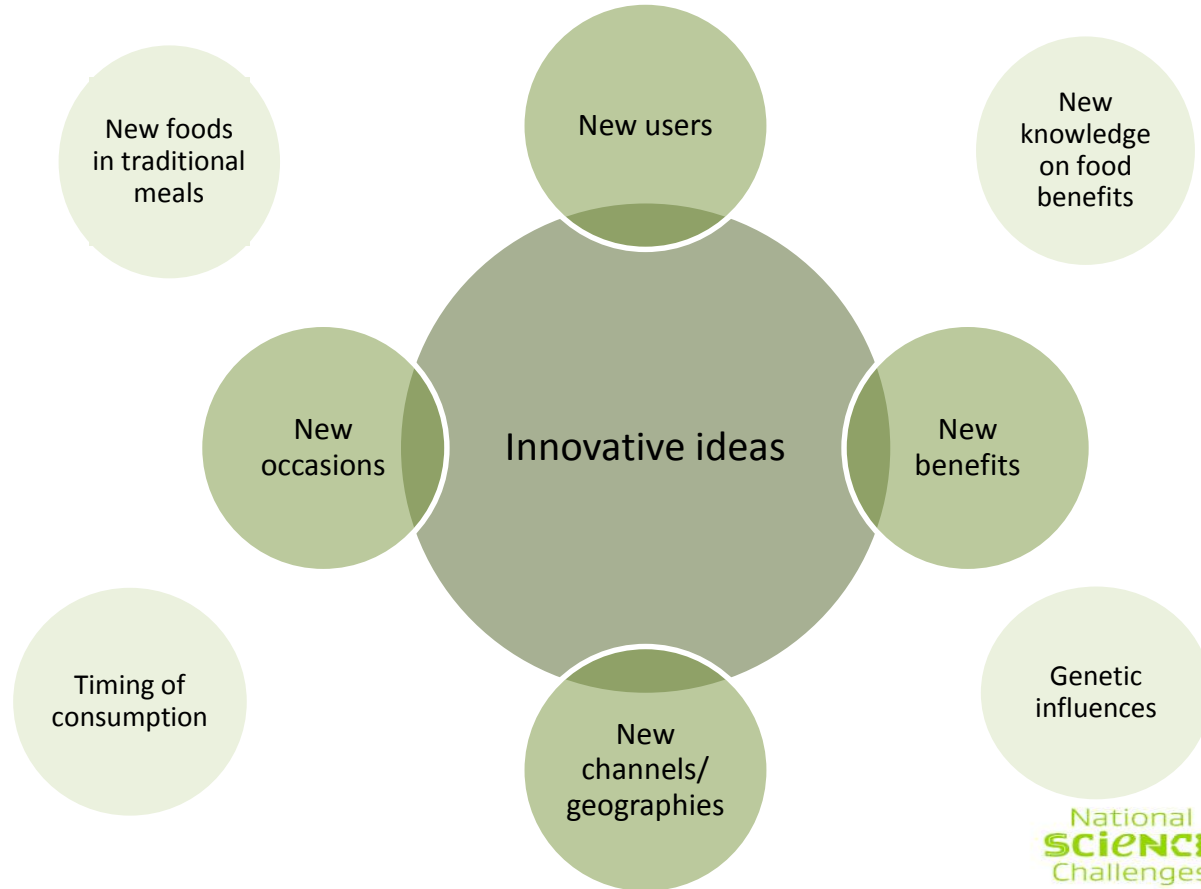
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High-Value Nutrition National Science Challenge

The High-Value Nutrition National Science Challenge builds the science excellence and knowledge New Zealand needs to create and deliver foods to the world that people choose to stay healthy and well



HVN Science can underpin an innovation pathway to success



The challenge we have

People state that they will buy for Healthfulness

BUT

Taste, Price and Appearance
drive most food & beverage purchases



How to succeed?

- Products with validated health benefits will only succeed if they:
 - Resonate – is the benefit valued by consumers?
 - Differentiate – is the product unique enough to stand out?
 - Taste (and look) good
 - Be at a price consumers are willing to pay



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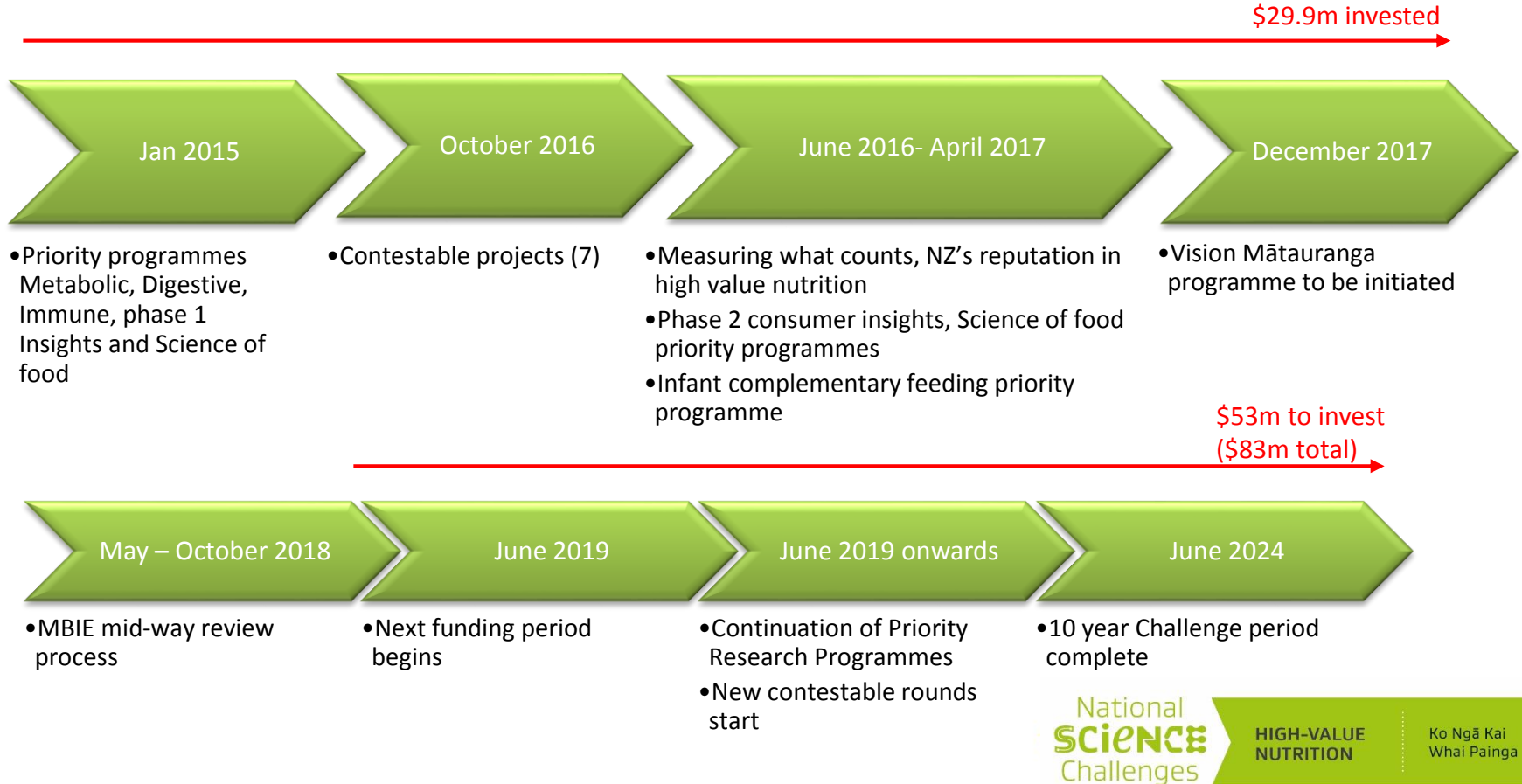


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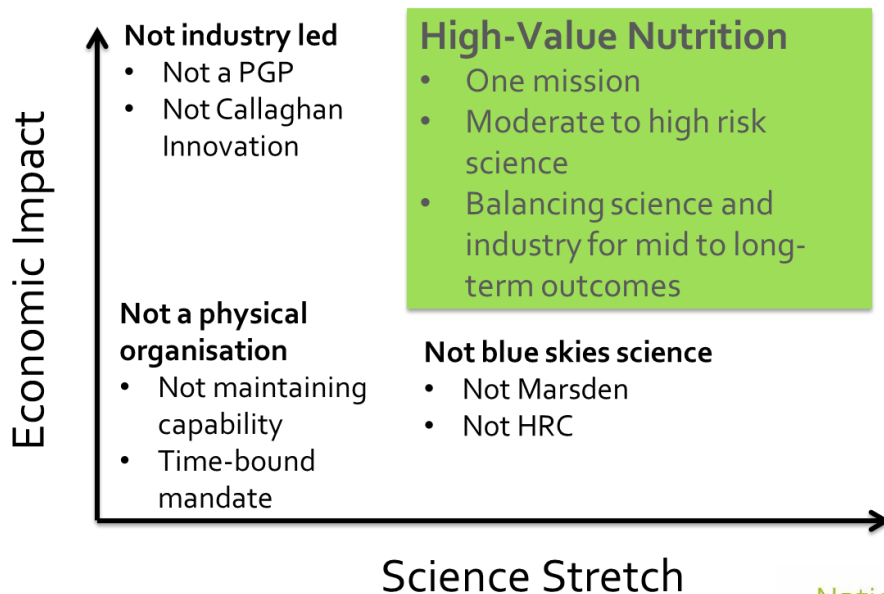
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Our 10 year journey



Positioning of the research

A different way to invest in science, complementary to current investments



HVN is gaining momentum – 2016/17 highlights

91% of programme and project objectives met on time

19 abstracts submitted to conferences, 5 journal publications, 4 submitted

Industry Forum – 120 participants, 23 companies on Industry Reference Groups

Built strong relationships to progress Vision Mātauranga

Launch of The Knowledge – making information accessible

Market and consumer insights



Welcome to the Centre for High-Value Nutrition's knowledge base.

Our job is to build the science excellence and knowledge New Zealand needs to create and deliver foods that help people here and overseas stay healthy and well. Our work supports the change required to substantially lift the country's export revenues from the food and beverage sector by 2015.

Our knowledge base is organised into the four categories that reflect our strategic research themes. Under each theme our reports reveal the status of major markets, the regulatory environment and the patent landscape.

Thank you for using our knowledge base and respecting our terms of use.

www.highvaluenutrition.co.nz

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Insight reports – for NZ businesses/institutions

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The Centre for High-Value Nutrition

Plant & Food
RESEARCH
RANGAHAU AHUMĀRA KAI



PFR SPTS No. 13673

High value nutrition: consumer insights phase 1 report

Harker FR, Jaeger SR, Lee C, Conroy DM, Zhu AQ, Kaye-Blake WH, Bremer PJ

October 2016



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SCANNING THE HORIZON

Regulatory

August 2016

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HVN METABOLIC PATENT LANDSCAPE

Scanning the Horizon
Metabolic IP Workstream Report

18 July, 2016

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The next 2 days

- You will hear about and interact with:
 - Leading edge science being undertaken within HVN
 - Consumer insights from our target market - China
 - How businesses use science across the marketing chain to increase brand value
 - What support systems are available in NZ for businesses
 - How researchers and businesses can engage further with HVN