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High-Value Nutrition

Business Case Response Form

*(For use by Contestable Fund and Priority Research Programme single partner interventions)*

**Submitted by: [insert your organisation name]**

**Date: [insert date of this document (e.g. 01 January 2021)]**

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| **BUSINESS CASE RESPONSE FORM** |

**Please note, some sections below have a word limit denoted in the respective headings. These are upper limits and applicants do not need to use the entire word limit.**

# **Industry Partner(s)**

## **1.1 General Details**

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| **Item** | **Detail** |
| Trading name: | [insert the name that you do business under] |
| Full legal name (if different): | [if applicable] |
| Physical address: | [if more than one office – put the address of your head office] |
| Postal address: | [e.g. P.O Box address] |
| Registered office: | [if you have a registered office insert the address here] |
| Business website: | [url address] |
| Type of entity (legal status): | [sole trader / partnership / limited liability company / other please specify] |
| Registration number: | [if your organisation has a registration number insert it here e.g. company registration number] |
| Country of residence: | [insert country where you (if you are a sole trader) or your organisation is resident for tax purposes] |
| GST registration number: | [NZ GST number / if overseas please state] |
| Number of employees: | [insert number of individuals employed by your organisation] |

## **1.2 Point of Contact**

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| **Item** | **Detail** |
| Contact person: | [name of the person responsible for communicating with HVN] |
| Position: | [job title or position] |
| Phone number: | [landline] |
| Mobile number: | [mobile] |
| Email address: | [work email] |

## **1.3 Industry Partner Profile (<500 words)**

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| ***Requirements:*** *Provide a brief overview of your organisation and operating model. Please include:*   * *Organisation purpose (vision, mission, and values)* * *Goods and services produced* * *Key source(s) of raw materials and ingredients for Food & Beverage (F&B) produced* * *Location of production and manufacturing facilities.* |
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## **1.4 Business Strategy (<500 words)**

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| ***Requirements:*** *Provide a brief overview of your corporate strategy, business unit strategy (if relevant), marketing strategy, and international strategy. This should include:*   * *Where your company competes in terms of industries and geographic areas* * *How your company competes in these markets (i.e. cost, differentiation, focus) and engages with consumers, with particular reference to high-value F&B* * *Current and proposed F&B export activity* * *Sources of competitive advantage in target markets* * *Mode of entry (i.e. exporting, alliances, joint ventures, subsidiaries).* |
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## **1.5 Research and Development Strategy (<500 words)**

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| ***Requirements:*** *Provide a brief overview of your approach to Research & Development (R&D) and current involvement with the New Zealand research ecosystem. This should include:*   * *How your R&D strategy supports your corporate and business unit strategies* * *Internal R&D capacity and capability (staff, facilities)* * *Any relevant research initiatives that are currently aligned*   *This section will provide the HVN Directorate with a better understanding of potential support your team may need to successfully complete the proposed Research Project.* |
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## **1.6 Incorporation of Research Findings (<500 words)**

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| ***Requirements:*** *Describe how the Research findings will support your business and R&D strategy. This should include a description of how the Research results will be incorporated into marketing and commercialisation strategies.* |
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## **1.7 Approach to Sustainability (<500 words)**

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| ***Requirements:*** *Provide a brief overview of your approach to sustainability with reference to the UN Sustainable Development Goals and the* [*SDG Matrix for Food, Beverage & Consumer Goods*](https://www.unglobalcompact.org/docs/issues_doc/development/SDGMatrix-ConsumerGoods.pdf)*.* |
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# **Research Collaboration**

# **Health Priority Research Programmes**

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| **Health PRPs** |
| We are seeking to collaborate with the following Health Priority Research Programmes (PRP):  Digestive Health  Metabolic Health  Immune Health  Infant Health  Not Applicable   * *Check the ‘Not Applicable’ box if you are filling out the Business Case as part of a* ***Contestable Fund*** *application and move on to the next section (indicated by a green heading).*   **NOTE: If you are applying to participate in a dietary study (such as the Synergy or He Rourou Whai Painga study), you do not need to fill out this form. Instead, please contact the HVN Directorate (**[**hvn@auckland.ac.nz**](mailto:hvn@auckland.ac.nz)**) to obtain the appropriate form.** |

# **Vision Mātauranga (<500 words)**

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| ***Requirements:*** *Describe what attempts have been made to explore opportunities to align the project to the* [*HVN Vision Mātauranga Strategy*](https://www.highvaluenutrition.co.nz/about-us/vision-matauranga/)*, and (where relevant) describe how this is reflected in the project design, skillset of the team, and relationships with key Māori stakeholders.*  *Please note, HVN recognises each project is unique; however, project teams are expected to engage with Māori stakeholders at the ideation stage wherever possible. If you have questions regarding this aspect of the project, please email* [*hvn@auckland.ac.nz*](mailto:hvn@auckland.ac.nz) *for further information.*  ***If you are filling out this Business Case as part of a Contestable Fund application, you do not need to fill in the box below and can proceed to the next section (indicated by a green heading). The corresponding grant proposal templates (Development Grant or Research Grant) will address the Vision Mātauranga request.*** |
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# **Details of Proposed Collaboration (<1,000 words)**

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| ***Requirements:*** *Describe the proposed collaboration in terms of:*   * *Objective(s)* * *Scope of research activity to be designed and completed collaborating research organisation(s)* * *F&B product to be included in collaboration* * *Activities to be completed by the collaborating research organisation(s)* * *Activities to be completed by the Industry Partner* * *Key milestones, outputs, and associated timelines (indicative only, with specific details to be agreed as part of Industry Agreement)* |
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# **Product Evaluation Criteria**

## **3.1 Food & Beverage Intervention (<750 words)**

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| ***Requirements:*** *Provide a detailed description of the food and beverage (F&B) product or ingredient proposed for inclusion in the Research Project. This should include:*   * *Name of F&B product (including prescribed name, if relevant)* * *A copy of the current New Zealand food label (if relevant)* * *Ingredients / any added substances, and nutrition information* * *Physical properties* * *Format and directions for use* * *Dosage (if known)* * *Storage conditions and shelf life* * *Treatment(s) to extend shelf life (if relevant)* * *Safety information (including any advisory statements, warning statements or declarations required under relevant legislation and codes)* * *Any seasonality aspects of the F&B product including availability*   *If applicable, please provide the same detailed description of the proposed F&B control product(s) to be used in the randomized controlled trial(s) (to the extent known).*  *Enter the NPSC category and score for the proposed F&B product (and any control products), inclusive of supporting calculations. Refer to the Food Standards Australia New Zealand website for more information on the* [*NPSC.*](http://www.foodstandards.gov.au/industry/labelling/Pages/Consumer-guide-to-NPSC.aspx)  *Please note, the information provided in this section is of critical importance to the Assessment Panel.* |
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## **3.2 Food & Beverage Production (<500 words)**

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| ***Requirements:*** *Describe how and where the product:*   * *Is currently produced (existing F&B products)* * *Will be produced for the Research* * *Will be commercially produced for target export market(s)*   *Please also state whether practices, programmes, and certifications are in place to ensure food safety.* |
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## **3.3 Regulatory Status in New Zealand (<500 words)**

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| ***Requirements:*** *Describe the regulatory status of the proposed F&B product in New Zealand and the regulatory compliance plan that is in place to obtain and maintain regulatory approvals.*  *This may include:*   * *Classification as a food, food ingredient, supplement, medicine, or other category* * *Classification of the food under Chapter 2 of the ANZ Food Standards Code* * *Whether pre-market clearance is required in New Zealand under the Food Standards Code* * *Whether the product is currently available or approved for sale in New Zealand* * *Any specific approvals or certifications that have been obtained from MPI, FSANZ or other regulatory authorities or the details of discussions with such authorities on the steps required to obtain such approvals* * *Information related to nutrition, health, or related claims (current or proposed)* * *Whether the ingredient (if applicable) is approved for use in food in New Zealand.*   *Refer to the Ministry for Primary Industries guide ‘Key regulatory considerations for HVN programmes’ (2019) on the HVN website for more information about New Zealand regulatory requirements (link here:* <https://www.highvaluenutrition.co.nz/regulatory/>)*.*  ***Note:*** *A pre-existing regulatory compliance plan can be submitted under confidentiality to support your proposal.* |
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## **3.4 Regulatory Status in Target Market(s) (<500 words)**

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| ***Requirements:*** *Describe the regulatory status of the proposed F&B product or ingredient in the Target Market(s) (to the extent known) and the regulatory compliance plan that is in place to obtain and maintain regulatory approvals.*  *This may include:*   * *Classification as a food, food ingredient, supplement, medicine, or other category* * *Whether pre-market clearance is required* * *Whether the product is currently available or approved for sale* * *Any specific approvals or certifications that have been obtained or the details of discussions with Regulatory authorities on the steps required to obtain such approvals* * *Information related to nutrition, health, or related claims* * *Whether the ingredient (if applicable) is approved for use in food in the target market(s).*   *If the regulatory status is unclear, please provide details about how the team will obtain this information.*  ***Note:*** *A regulatory compliance plan can be submitted under confidentiality to support your proposal*. |
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# **Export Market Opportunity**

## **4.1 Target Market(s) (<500 words)**

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| ***Requirements:*** *Describe the target market(s) for the F&B intervention, including segmentation analysis.* |
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## **4.2 Scale of Export Market Opportunity (<500 words)**

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| ***Requirements:*** *Describe the scale of the export market opportunity in terms of total potential customers and projected sales volumes. Include relevant assumptions and reference to supporting market research and analysis.* |
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## **4.3 Entry Barriers and Risks (<500 words)**

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| ***Requirements:*** *Describe the barriers and risks to achieving the projected sales volumes described in this Business Case. Outline the steps that have or will be taken to address these barriers and risks.* |
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# **Projected Economic Impacts**

## **5.1 Initial Investment (<500 words)**

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| ***Requirements:*** *Detail the total investment in the Research collaboration in terms of:*   1. *HVN funding requested* 2. *Aligned research funding* 3. *Industry cash co-funding to be contributed* 4. *Industry in-kind co-funding to be contributed (explain in detail how the value of in-kind co-funding has been calculated)* |
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## **5.2 Counter-factual Export Revenue Projections (<750 words)**

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| ***Requirements:*** *Provide the current counter-factual export revenue projections for the F&B product for each financial year through to 30 June 2024.*  *The counter-factual projections are the export volumes and prices that are expected to occur if the research does not proceed. Provide a breakdown of projected export volumes, prices, and total gross export revenue for those target market(s) where the Research is expected to support sales. Clearly state all significant assumptions, risks, and uncertainties.* |
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## **5.3 Projections for Additional Export Revenue (<750 words)**

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| ***Requirements:*** *Provide the projections for additional export revenue from the F&B product that are expected to arise as a result of the Research.*  *Projections should be provided for each financial year through to 30 June 2024. Provide a breakdown of projected export volumes, prices, and total gross export revenue. Clearly state all significant assumptions, risks, and uncertainties.* |
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## **5.4 Additional Impacts (<500 words)**

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| **Requirements:** If applicable, provide an overview of any other direct or indirect economic, social, and environmental impacts that are expected to arise as a result of the project. Clearly state all significant assumptions, risks, and uncertainties. |
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# **Declaration**

Indicate whether the Respondent agrees or disagrees with the Declarations shown in the table below. If you disagree with any of the Declarations, provide an explanation and suggested resolution.

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| **Respondent’s declaration** | | |
| **Topic** | **Declaration** | **Respondent’s declaration** |
| **Terms and Conditions:** | I/We have read and fully understand this Request, including the Review and Assessment Process and the Terms and Conditions. I/We confirm that the Respondent/s agree to be bound by the Terms and Conditions. | **[agree / disagree]** |
| **Collection of further information from nominated referees (if any):** | The Respondent/s authorises the Challenge Contractor to:   1. collect any information about the Respondent, except commercially sensitive pricing information 2. use such information in the evaluation of this Response.   The Respondent/s agrees that all such information will be maintained in confidence in accordance with the Terms and Conditions. | **[agree / disagree/ n/a]** |
| **Requirements:** | I/We have read and fully understand the nature and extent of the Business Case Requirements and Additional Requirements. I/We confirm that the Respondent/s has the necessary capacity and capability to fully meet or exceed the Requirements. | **[agree / disagree]** |
| **Ethics:** | In submitting this Response, the Respondent/s warrants that it has not attempted to influence, or provide any form of personal inducement, reward, or benefit to any representative of the Challenge Contractor or the Assessment Panel. | **[agree / disagree]** |
| **Conflict of Interest declaration:** | The Respondent warrants that it has no actual, potential, or perceived Conflict of Interest in submitting this Response or entering into an Industry Agreement to deliver the Requirements. Where a Conflict of Interest arises during the Request process the Respondent/s will report it immediately to the Challenge Contractor’s Point of Contact. | **[agree / disagree]** |
| **Details of conflict of interest:** [if you think you may have a conflict of interest briefly describe the conflict and how you propose to manage it or write ‘not applicable’]. | | |
| **Disagreement(s) with Declarations:** [if you have declared ‘disagree’ for any of the Declarations in this Section, provide an explanation and suggested resolution]. | | |
| **DECLARATION**  **I/We declare that in submitting the Response and this declaration:**   1. **the information provided is true, accurate and complete and not misleading in any material respect** 2. **the Response does not contain intellectual property that will breach a third party’s rights** 3. **I/We have secured all appropriate authorisations to submit this Response, to make the statements and to provide the information in the Response and I/we am/are not aware of any impediments to enter into an Industry Agreement with the Challenge Member for the relevant Health PRP to deliver the Requirements.**   **I/We understand that the falsification of information, supplying misleading information or the suppression of material information in this declaration and the Response may result in the Response being eliminated from further participation in the Request process.**  **By signing this declaration, the signatory below represents, warrants, and agrees that he/she has been authorised by the Respondent/s to make this declaration on its/their behalf.** | | |
| **Signature:** |  | |
| **Full Name:** |  | |
| **Title / Position:** |  | |
| **Name of Organisation:** |  | |
| **Date:** |  | |