

High-Value Nutrition The Story So Far

Joanne Todd, Challenge Director

Challenge Host



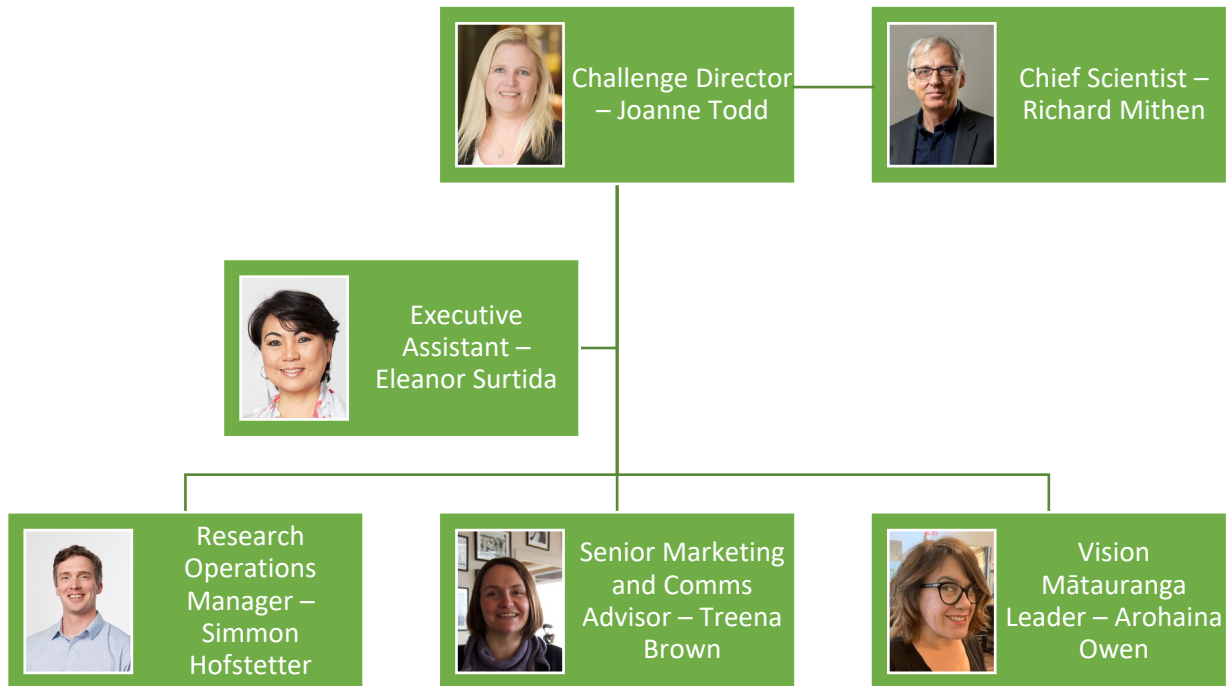
Challenge Collaborating Parties



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 Directorate



Goals

- Increase export revenue of high-value foods with validated health benefits
- Support the development of new high-value foods
- Increase business investment in Research and Development
- Increase NZ's reputation as a producer of high-value foods and as a science leader in food-health relationships
- Support businesses with the evidence required for health claim applications

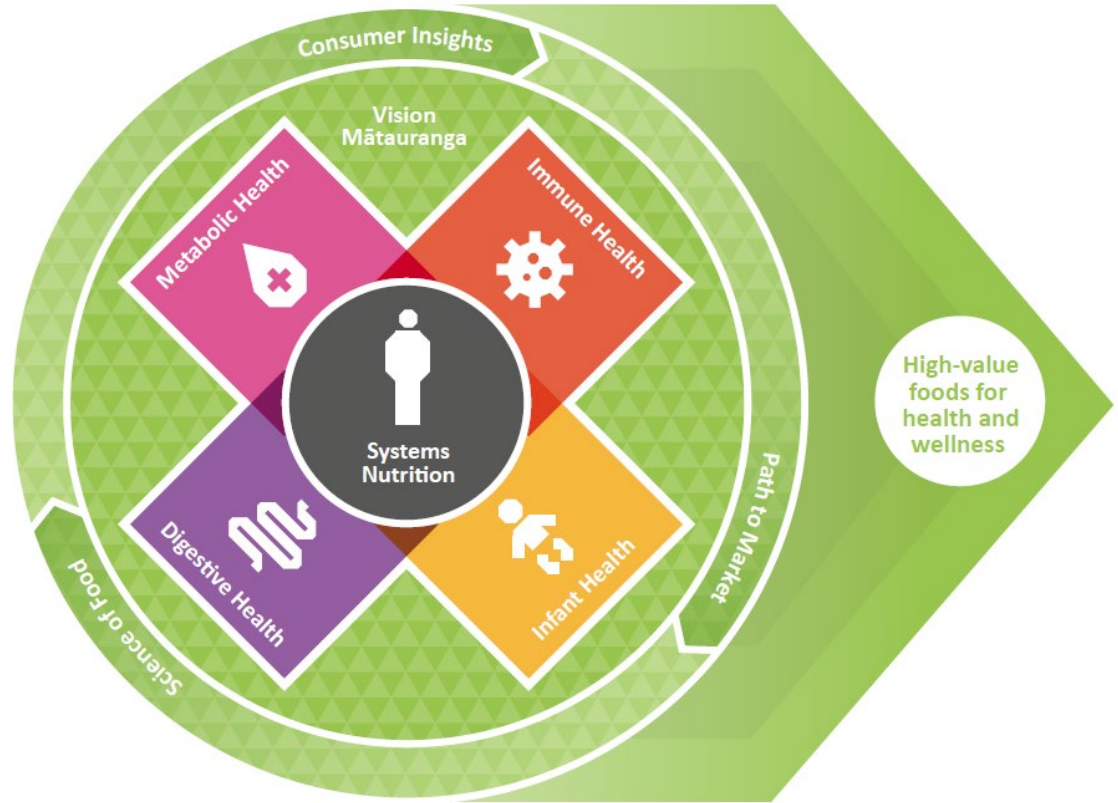
High-Value Nutrition has four

Health Themes:

- **Metabolic,**
- **Immune,**
- **Infant, and**
- **Digestive Health.**

Consumer Insights and **Science of Food** are supporting programmes.

Our research shares a **Systems Nutrition** approach and is guided by the **Vision Mātauranga** framework.





Te Ao Māori Strategy

- Ngā uara: a focus on values
- Industry Engagement
- Capacity/ Capability Building

Highlights

28

Number of biomarkers/
fingerprints identified

\$7.7m
(\$2.7m)

Co-funding investments
(from Māori owned)

56
(16)

Number of businesses
using HVN capabilities
(Māori owned)

>250

Number of funded/
aligned publications

118
(40)

Number of products in
research (from Māori
businesses)

2

Patents on a novel
bioactive delivery system
(Plus 2 submitted)



AgriSea NZ Seaweed Ltd



Ārepa



Ārepa and the gut-brain axis



Ārepa nootropic powder



Greenshell™ mussel for osteoarthritis



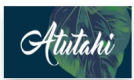
IDP®



IDP® Gut Barrier



Kaitahi Smoothy Drops



Atutahi



Blackfoot pāua



BerriQi®



CherriGlobal



Kakariki Kiwi



Karengo



Kiwifruit and sleep quality



Kopakopa



Collagen



Damson plums



Greenshell™ mussel 2.0



Greenshell™ Mussel with Fucoidan



Mānuka Honey for Digestive Health



Mamaku Whakaora



Monofloral native honeys



Movers in hemp innovation (MIHI)



NIG Nutritional Goat Milk



Pāmu deer milk



Pasture-Raised Advantage



Pic's Peanut Butter



Rongoā Infusions



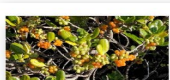
SeaDragon



Torere Macadamias



Tūhauora Kawakawa



Zoffee - Native New Zealand coffee alternative

<https://www.highvaluenutrition.co.nz/the-science/contestables/>

Impact

INDUSTRY OUTCOMES



SCIENCE of food and consumer insights underpin all activities

RESEARCH OUTCOMES



IMPACTS



TIME (progress from outcomes to impacts)

National
Challenges

Ko Ngā Kai
Whai Painga

Impact findings

INDUSTRY OUTCOMES

HVN is funding research (and related activities) that isn't and wouldn't be funded otherwise

Ability to make scientifically validated health claims (including funding hard to access expertise e.g., around regulatory advice)

Considerably lowered the risk associated with investing in expensive and high-risk trials

Reputation of their brand strengthened (because research is being done by independent researchers, via a government backed fund)

Industry/partners more willing to invest in R&D and have a better understanding of how R&D often requires a long-term strategy

Supported gaining access to new markets (e.g., Australia) or those that are hard to access (e.g., China)

Ability to access other support e.g., Arepa and Kaitahi As One winning awards

Economic outcomes for industry partners (more profile due to increased sales and/or price premium)

RESEARCH OUTCOMES

Were able to develop clearly targeted research around **clear priority areas**

Doing more or different science (than they could under the status quo)

More novel combinations of science (techniques and disciplines)

Connections with other researchers they wouldn't have met or connected with that is leading to spin-off opportunities (e.g., discussions on other collaborations)

Research in new or novel combinations of skills creates new knowledge



HE
ROUROU
WHAI
PAINGA

Thank you