

HIGH-VALUE
NUTRITION

Ko Ngā Kai
Whai Painga

High Value Nutrition - National Science Challenge

Ko Ngā Kai Whai Painga

International Collaboration Opportunities

John Smart - Challenge Director

HVN Objectives (set by government)

To develop high-value foods with validated health benefits to *drive* economic growth.

1. Establishment of a virtual centre to become an ***authoritative voice on food for health claims***.
2. Output must meet the requirements of the New Zealand regulatory regime for food health claims
 - FSANZ Standard 1.2.7 (Nutrition, Health & Related Claims).



Contestable Funding

Call for proposals by 31 August

Up to \$1M for up to 3 years

Two parts

1. Business-led Innovation
2. Science-led Innovation

Principles

- A. Deliverables in 2 to 3 years
- B. Capacity Building
- C. Vision Mātauranga policy intent
- D. Clear path to market

RfP focus

Seeking research proposals supporting potential added value food and beverage export revenues to New Zealand based on scientifically validated food health benefits that consumers want and need (ie consumer driven not product driven), via research on

- **Clinical application** (demonstration of a health or wellbeing benefit from a food consumed by humans);
- **Biomarkers** (defining the biomedical mechanisms and indicators for the food health relationship);
- Meeting **consumer preferences** for and motivations to purchase healthy foods;
- **Food science and technology** (ensuring the foods deliver the health benefit to consumers).

Priority Health Targets

Proposals are expected to address an opportunity within one of these broad health targets:

- **Metabolic health** (including obesity, diabetes and heart diseases);
- **Gut and immune health;**
- **Foods for improved physical activity and mobility;**
- **Weaning foods for health;**

Opportunities for International Collaboration

A central policy intent of the National Science Challenges is that they should be collaborative in nature

- To address issues that can't be readily addressed by narrowly defined and executed research

This extends to international collaborations

- “Overseas research organisations may be involved in proposals as minority research providers (receiving less than half the funds and no more than the submitting organisation)”

To find out more

Come to our National Roadshow meetings:

- Palmerston North (Massey U.) 20 July
- Wellington (Malaghan) 21 July
- Lincoln (AgResearch) 22 July
- Dunedin (Otago U.) 23 July
- Auckland (Auckland U.) 24 July

Read the Request for Proposals:

- Google “High-Value Nutrition”

Or see me at morning tea