

Introductions

Paul Sheppard and Andrew Collinson
iNet Advisors

Content

- Food & Drink iNet – Background
- The Offer and Case studies
- Why it Works
- What Next

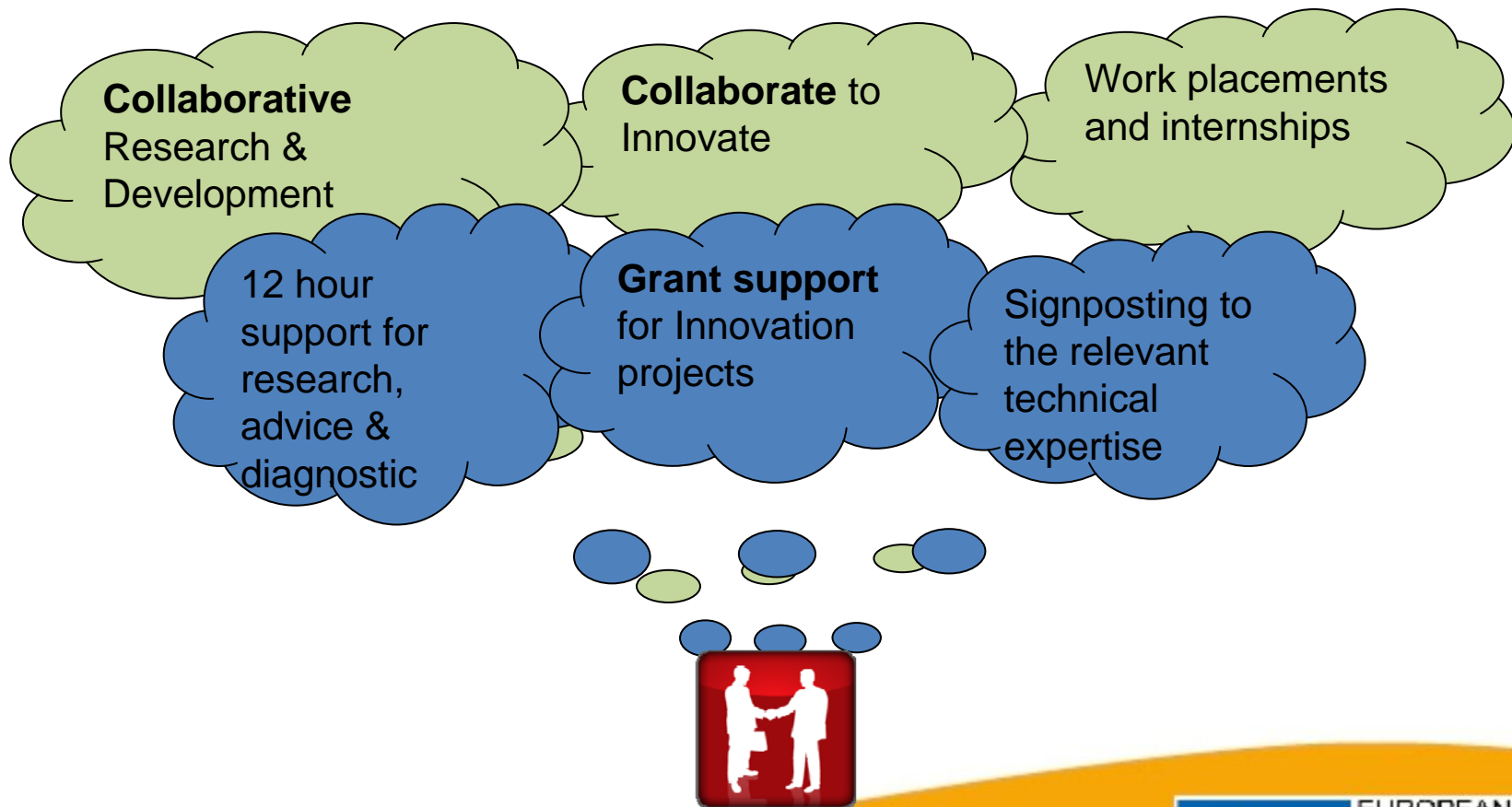
Food & Drink i-Net - Background

- A **regional** innovation network developed by the East Midlands Development Agency (*emda*) and East Midlands Innovation.
- Innovation Networks (iNets) play a key role in encouraging businesses to innovate by working with other businesses, academia and wider public support bodies
- Managed by the Food and Drink Forum Ltd in collaboration with The University of Nottingham, Nottingham Trent University and Lincoln University. The University of Northampton and The University of Leicester also support at a strategic level.

Food and Drink iNet

east midlands **innovation**

The Offer to Businesses



Areas to innovate - examples

- New product development
- Process and production
- Product reformulation
- Packaging materials and design
- Ecommerce
- Market research
- Marketing and branding strategies
- Waste & recycling
- Analytical testing
- Taste and sensory testing
- Local sourcing
- Salt and sugar reduction
- Robotics and automation reviews
- Engineering production solutions
- Routes to market

Butt Foods (Innovation Grant)

The need

New innovative bakery products, routes to market research and brand development

The support (ISG)

iNet grants were matched with investment by the firm to define new market and brand opportunities, which led to the development of five flavours in its new Big Softy sub-roll and Italian bread ranges .

The result

40% sales growth in 6 months!





Eminate (Innovation Grant)

The need

Developed a new “low-salt” product (SODA-LO®) to cut salt amounts in manufactured products . It needed to conduct extensive trials to check if this product would be suitable in food manufacturing.

The support (ISG)

iNet match funded grant to access the facilities and technical expertise of Nottingham Trent University.

The results

Opened the doors to major UK bread manufacturers. In October 2011, Tate & Lyle signed an exclusive, worldwide license agreement with Eminate Ltd to assume responsibility for commercialising SODA-LO® on a global basis.

Route to Exporting Beer to China

Stage 1: brewers are guided by University of Nottingham experts to produce beer of export quality (Collaborate to Innovate)



Stage 2: iNet & UKTi support market research using Nottingham students at the Ningbo campus in China



Result – a new company is formed (British Craft Beers Ltd) to exploit market potential. Craft beer from the UK is now being exported to China.



Reducing food waste and killing bugs

Collaborative R&D project between Nottingham Trent University's School of Science and Technology and The University of Lincoln to research the possibility of using nanotechnology previously developed for other industries by NTU in the food and drink sector.

The project developed an exciting world-beating new packaging that kills bugs, extends shelf-life and reduces food and drink waste.

(Collaborative R&D)

Why it Works

- **Simply approach to innovation:**

A good idea that adds value to businesses!

- It is not:
 - Blue sky thinking
 - New scientific research
 - Financially demanding
 - A cost to your business



Why it Works

- Meeting SME needs by providing grant assistance and helping them up the innovation escalator - 98% ISG success rate.
- The iNet has created strong business relationships
 - More of the same from D2N2 strategy

Why it Works

- Direct and practical assistance has helped SMEs foster a culture of innovation
- Encouraged academia and business to collaborate whilst hiding the wiring
- Signposting to other bodies to maximise support
- Pushing (CRD) and pulling (ISG / CtoI) innovation
- All contracts over achieved on outputs – currently ahead to target – inc job – it works

Why it Works

- 3 phases of contracts
- All over achieved on outputs
 - Business Assists
 - Knowledgebase Collaborations
 - Jobs Created / Safeguarded
 - Business Created
 - GVA increased
- Current contract ahead of target
- IT WORKS

What Next

- Potential to build new regional innovation programme based on existing iNet success but flexing scope to meet LEP priorities
- Opportunity to improve manufacturing efficiency and reduce waste to become more competitive in a global market and maintain food prices for UK consumers
- Include capital expenditure in enable SMEs to carry out innovations
- Collaborative R&D projects could cover health and wellbeing objectives, such as around reducing sugar and salt

Food and Drink iNet

east midlands **innovation**

Any questions?



info@foodanddrink-inet.org.uk