

Foodplus Programme Quarterly Progress Report (November – December 2012)

The programme has now been underway for two months. To date ANZCO has invested \$0.6M in the Foodplus programme.

1. For the majority of the projects being undertaken market research is the first step in the product development process. Good information is starting to emerge from early market research; this will be used to influence the type of products that will be developed through this programme.
2. Food Products: early market research has provided insights into the variation in the food dollar spend and the influence of geographic regions and the efficiency of food outlets. Additional market research is being conducted to confirm the early findings and will then determine product development opportunities.
3. Healthcare: Some of these projects are progressing faster than expected and go/no go decisions on product development opportunities (based on market research) are expected to be made in the next quarter.
4. Indications are that the market for NZ sourced blood derived products, which are regarded as “gold standard” in terms of quality (particularly disease free status), is strong and predicted to strengthen. There are both short and long term opportunities to add significant value through new technologies or leveraging new partnerships.
5. Significantly, as the overall programme has developed, opportunities have been identified for the use of “waste streams” arising from work across the projects which have the potential to add further value by reducing loss. It is expected that the future of this work will be clarified over the next six months.