

How to successfully engage industry in advanced food research?

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Matforsk – Outstanding Research for tomorrows food



Mission Statement

Matforsk shall contribute to increased value creation, innovation and competitiveness in the food industry by providing excellent research, delivering value creating services and advise to the industry within the field of food raw materials, food processing and consumer science.

Matforsk create value to our customers based on the knowledge, skills and expertise of our employees and their networks.

Matforsk shall contribute to improved supply of healthy, high quality and safe food products.

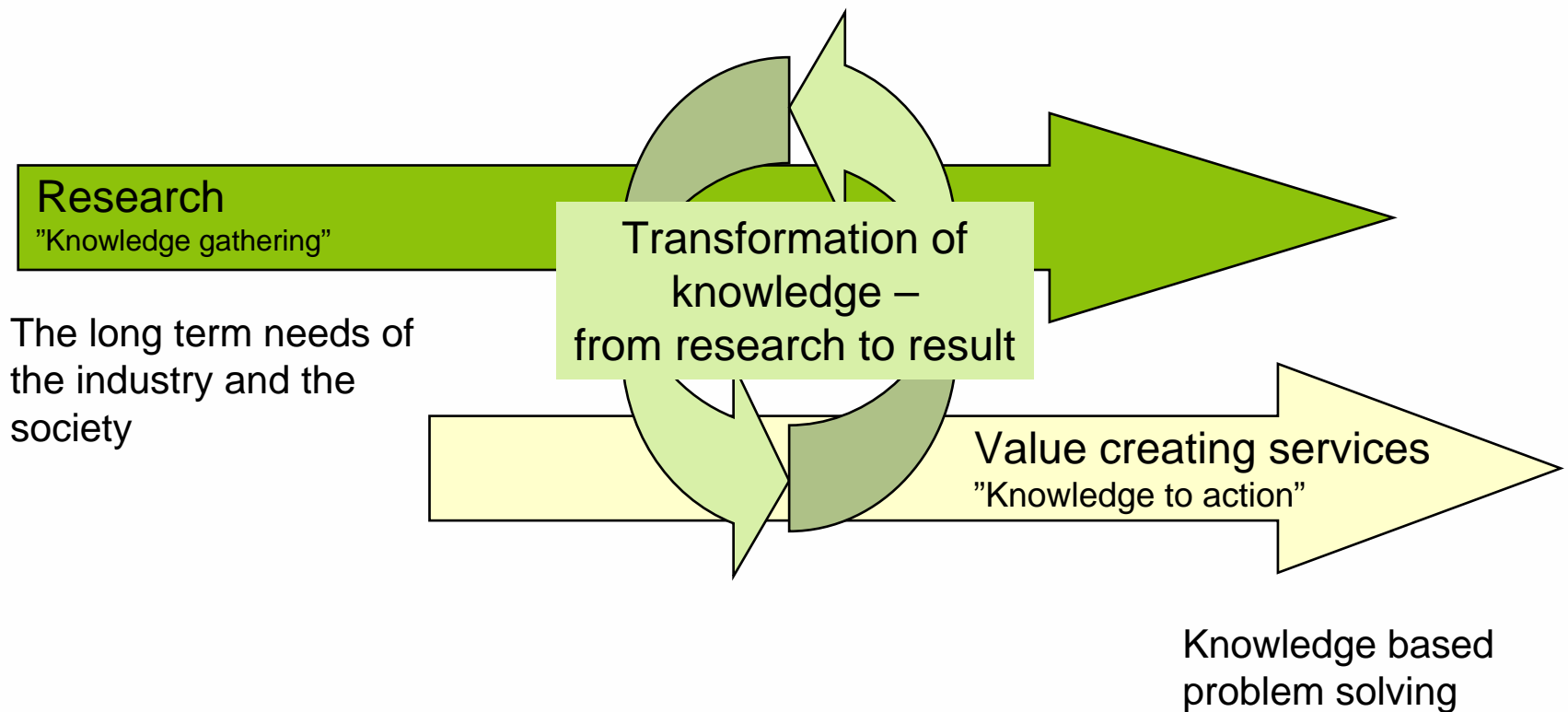
Matforsk shall base its research on a deep understanding of consumer needs, using modern technologies in creating innovative food solutions.

Matforsk:

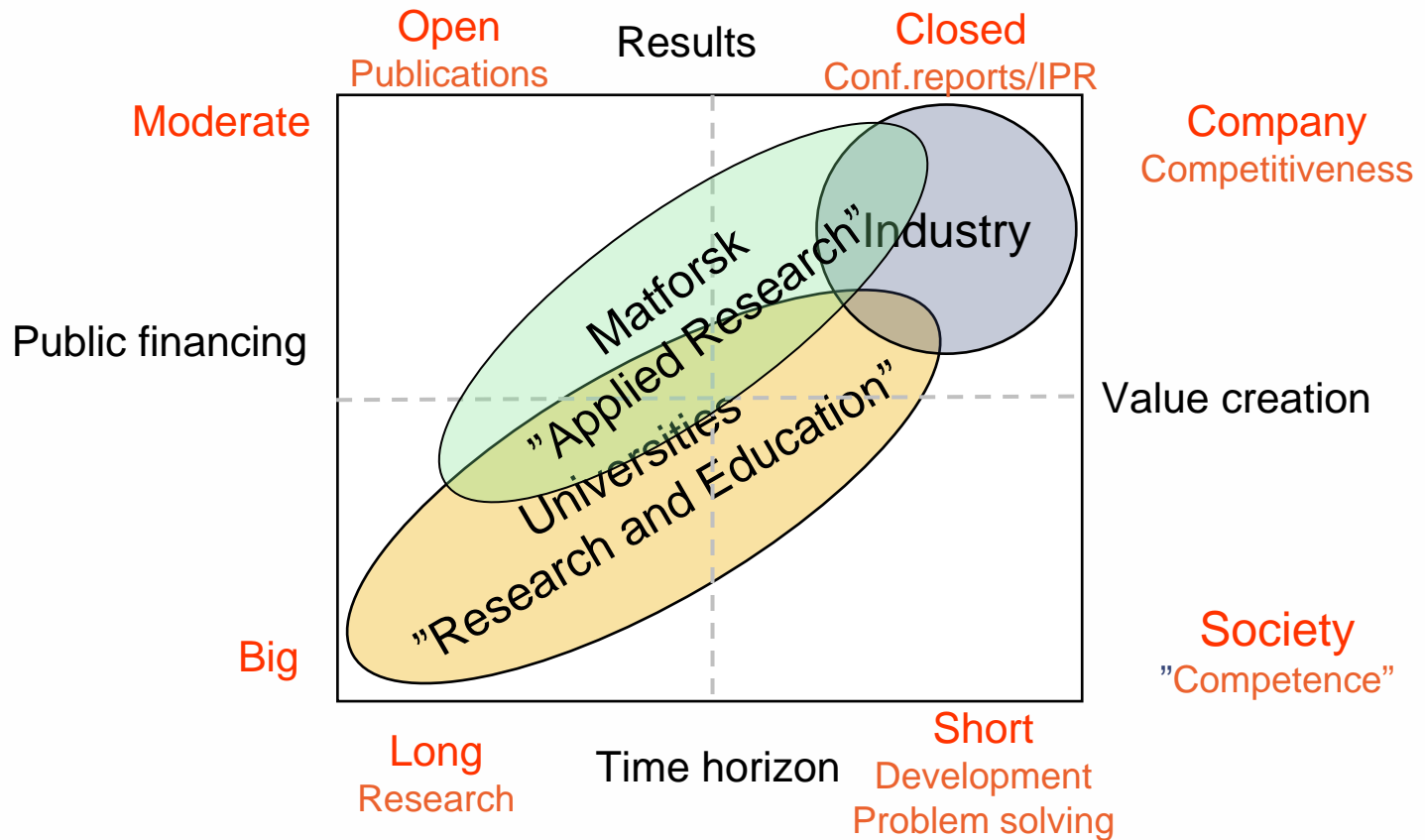


- understand the food industry and consumer trends
- is market oriented and pro-active towards the food industry as a problem solver
- Organize its core research programs as clusters around the food industry's expressed needs within the following areas:
 - Food Safety and Packaging
 - Production efficiency improvement
 - Food, Health and Consumer (Innovation)
- delivers high quality work and publishes research results in international peer review journals
- builds networks and engages complementary research groups to enhance customer satisfaction
- invests in innovative methods and technologies and has a focus on implementation of research based knowledge in the industry
- is operating with a minimum of administration and has a tight control of expenses in all projects
- has a strong focus on the employees and their need for continuous learning
- perform the research and consultancy services under strong ethical guidelines
- creates safe and healthy workplaces
- care for the society and the community

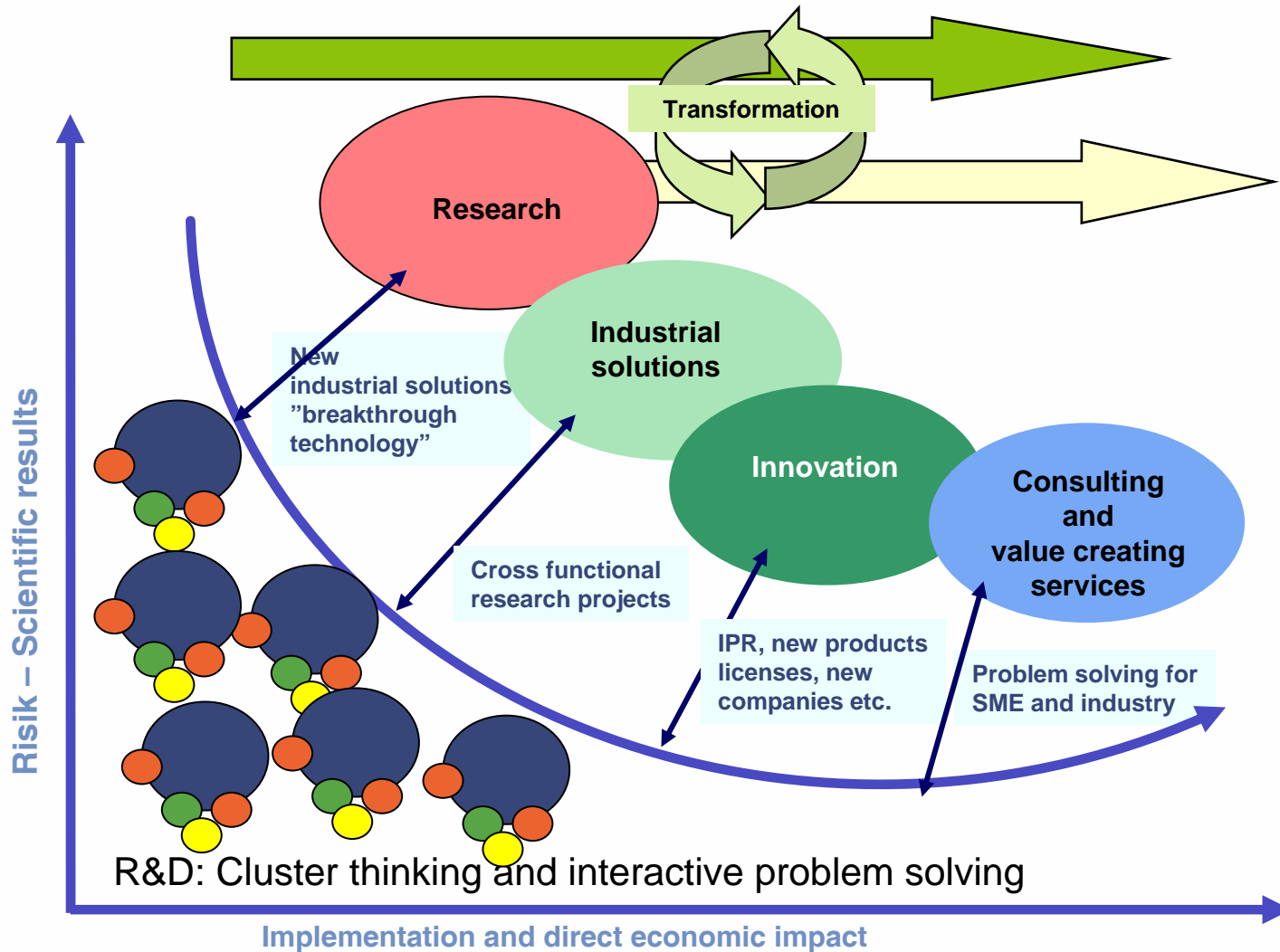
The challenge in industry related research is to secure the interaction between applied research and value creation...



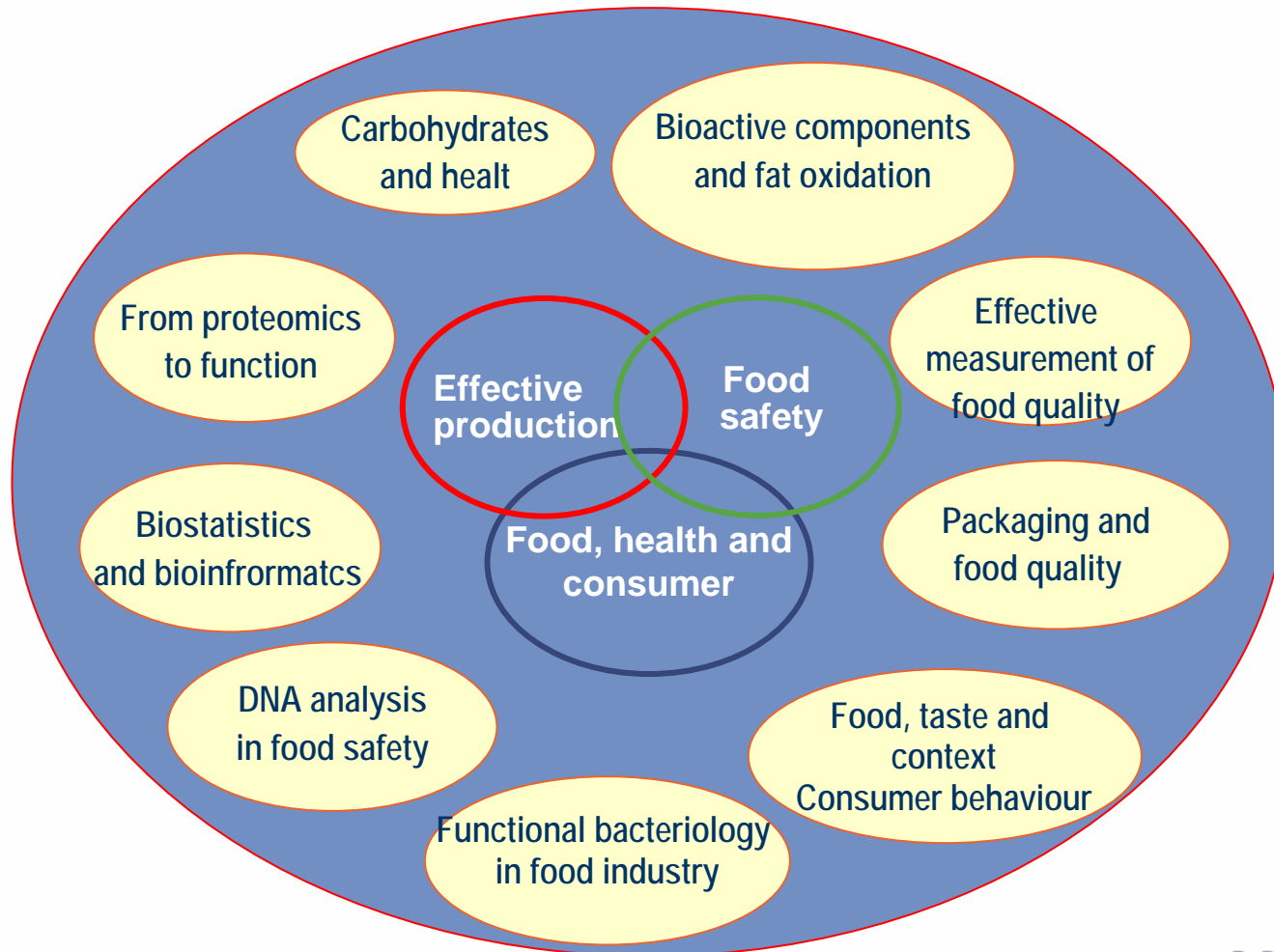
...but industry and research institutes often operates in an area of conflicting interests



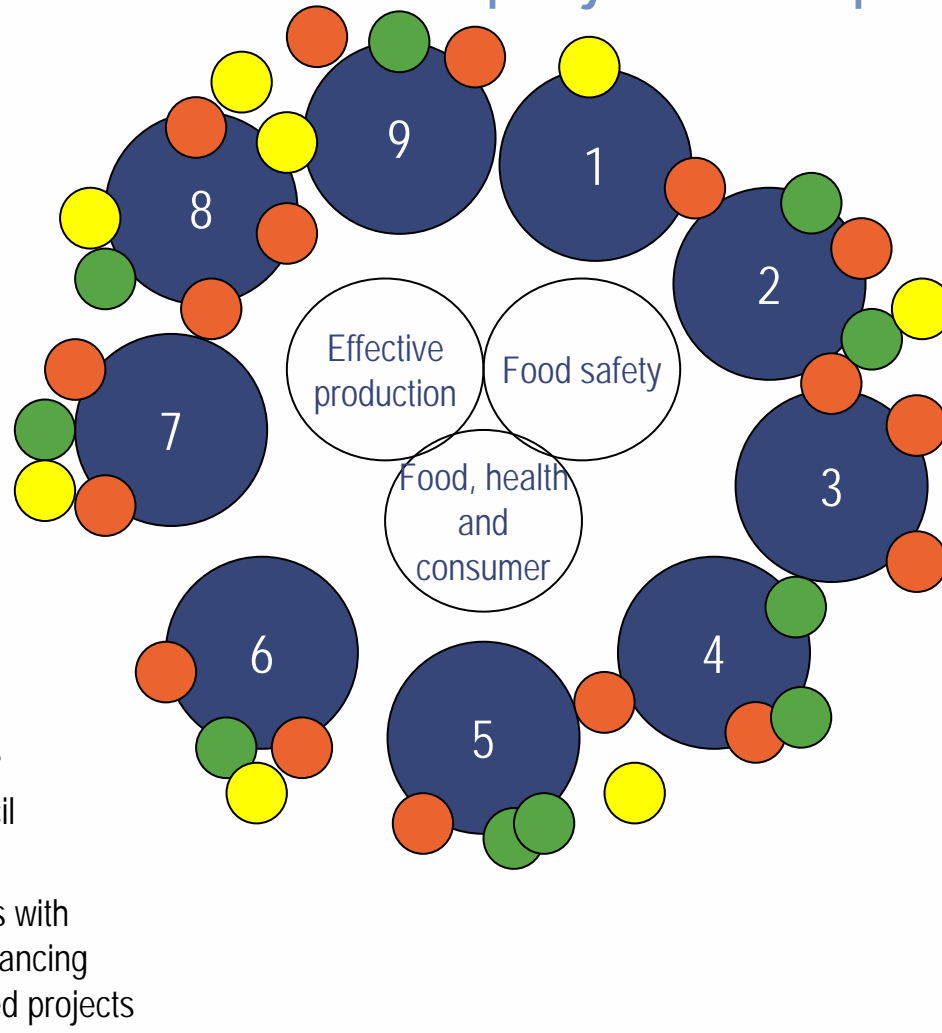
The challenge is therefore to bridge the “conflict gap”



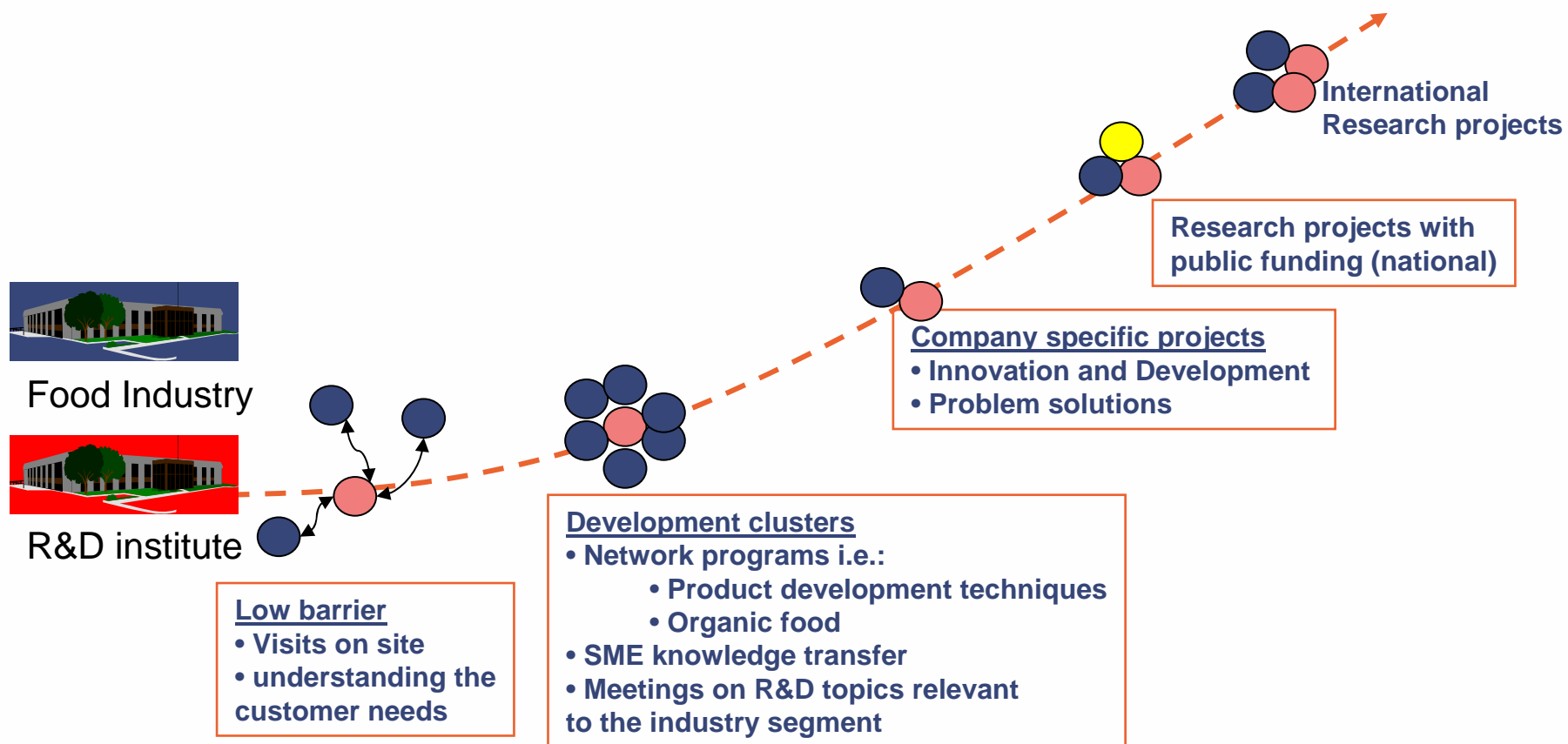
Matforsk's long term research programmes are centered around three core areas – with nine long term topics



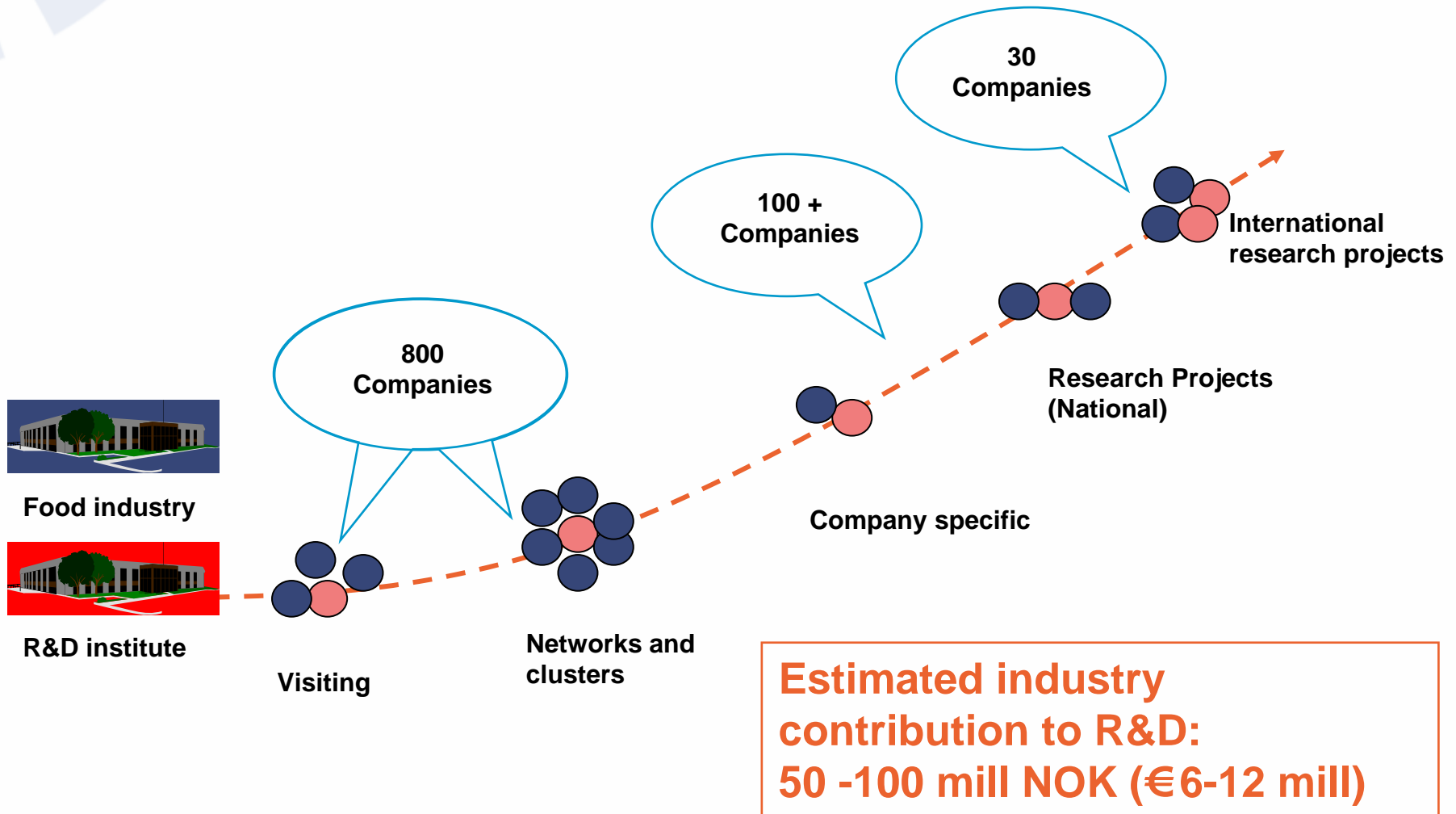
The core projects form the basis for additional industry related research project and programmes



Interaction and involvement is the key to successful industry – institute based R&D collaboration



From problem solving to research - numbers that counts...



Example on research based value creation in the Norwegian fruit and vegetable industry

- Research Program Period 2000-2005
- Number of R&D projects: 20
- Number of participating producers: 260
- Research Investment (total): 50 mNOK (€ 6.2 mill)
- External financing sources:
 - Gartnerhallen (Growers)
 - BAMA (Import & Distribution)
 - Innovation Norway (Industrial development)
 - Norwegian Research Council
- Research entities:
 - Matforsk
 - Bioforsk
 - University of Life Sciences
- Estimated value creation in 5 years: 342 mNOK (€ 42.0 mill)
- Additional Contribution Margin to Growers 120 mNOK (€ 14.7 mill)



Source: Gartnerhallen Annual Report 2005

1 € = 8.15 NOK

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I will be happy to answer your questions!



Odelia – rapeseed oil is a product with great commercial success - developed in close collaboration with Matforsk