Food For Health Research Forum
Wrap Up

John Kelly
Vice President
Erie Innovation and and Commercialization
Excitement and Challenge

– History Lesson
– Academics, Government And Industry
– Look forward

– OMAFRA Contracts
– Capacity
– Opportunity
How To Eat Smarter

In a world that is raining food, making healthy choices about what and how to eat is not easy. Here are some rules to live by. Read The Cover Story.

The Secrets Of Eating Smarter

The latest research on the best ways to lose weight and live longer.
WOOFs
What the “Well-Off Older-Folks” Mean to your Food Business

2 out of 3 of all over 65s in history of earth are alive today

75% of all US wealth held by over 65s
The new face of Canadians

Immigrants are better educated, and come from Asia, Europe

BY JEFF CUTFIT
RECORD STAFF

WATERLOO REGION

Jorah and Melanie Fong had high hopes when they landed in Canada in September 2000.

He's from Taiwan, she's German. Both are university graduates.

Together they represent major streams of immigration to Waterloo Region. New immigrants are better educated than ever before. Asian immigration is soaring, yet European immigration still dominates, the 2001 census reveals.

The Fongs' plan was to start a new life in a country more tolerant of a mixed-race couple. While Jorah pursued his physiotherapy career. Unfortunately, settling in Canada has been a bigger challenge than they expected.

"Honestly, I wouldn't do it again," Melanie says. "And I wouldn't recommend it to anyone."

Many things have gone right for the young couple. The Fongs found the tolerance they were seeking and Canadians welcomed them as a couple.

They are particularly thrilled by the way people delight in their bubbly daughter.
Callaloo
Bitter Melon
Egg Plant
Indian Kaddu
Developing a new product

Simple Value Chain

Technology Provider

Grower

Aggregator

End User

Consumer
Capacity Development and Description

Van Acker

Emes

Padyani
Vineland Research and Innovation Centre and Agriculture and Agri-Food Canada

Primomo

Ramdath
Business Approach to Research

Innovative Models
Collaborative
Importance of Branding
Fair Trade
Virtual Model
Partnerships
Networked

Constellation Model

On Co-op
Ontario Co-operative Association

Renglich

local organic food co-ops

2012 International Year of Co-operatives
Business Approach to Research

Profitable…
Life Sciences
Return Based
Patient Capital
Small Return Capital Investments in Canada
Not really Food related investments

BUT – APPROACH TO BUSINESS SUCCESS
(commercialization, IP, partners, people)
Business Approach to Research

- Stagnant Aging Population
- Mosaic
- Urban, smaller families

Targets
Returns
Benefit from the University for Commercial Advantage

Donaldson
What, Why, Who, How

Stay connected

Interactions

One Stop Shop

Advocate / Facilitate

Research Tools

Leverage
Critical Success Factors

- New Market Opportunities
- Social Return
- Partnerships and WIN / WIN
- Pipeline of IP
- Exclusivity
- $$ - leveraged, sources
- Management
- PEOPLE
Challenges

- Interdisciplinary / Diversity
- Financing and funding
- Priority setting and preconceptions
- Bureaucracy
- Timing and expectations – START EARLY
- Management
Quotes

- 1 in 10 Ontarians is type II diabetes
- 70% of health care expenses go to preventable chronic disease
- “A TEAM, B TECHNOLOGY is INVESTIBLE”
- “Open for Business”
- “Great things can happen with great people and good facilities, but great things cannot happen with great facilities and good people”
- “Triple the Business”