

**FOOD 2030: Research & Innovation for
Tomorrow's Nutrition & Food Systems**
12-13 OCTOBER 2016 – BRUSSELS

Innovative innovation systems

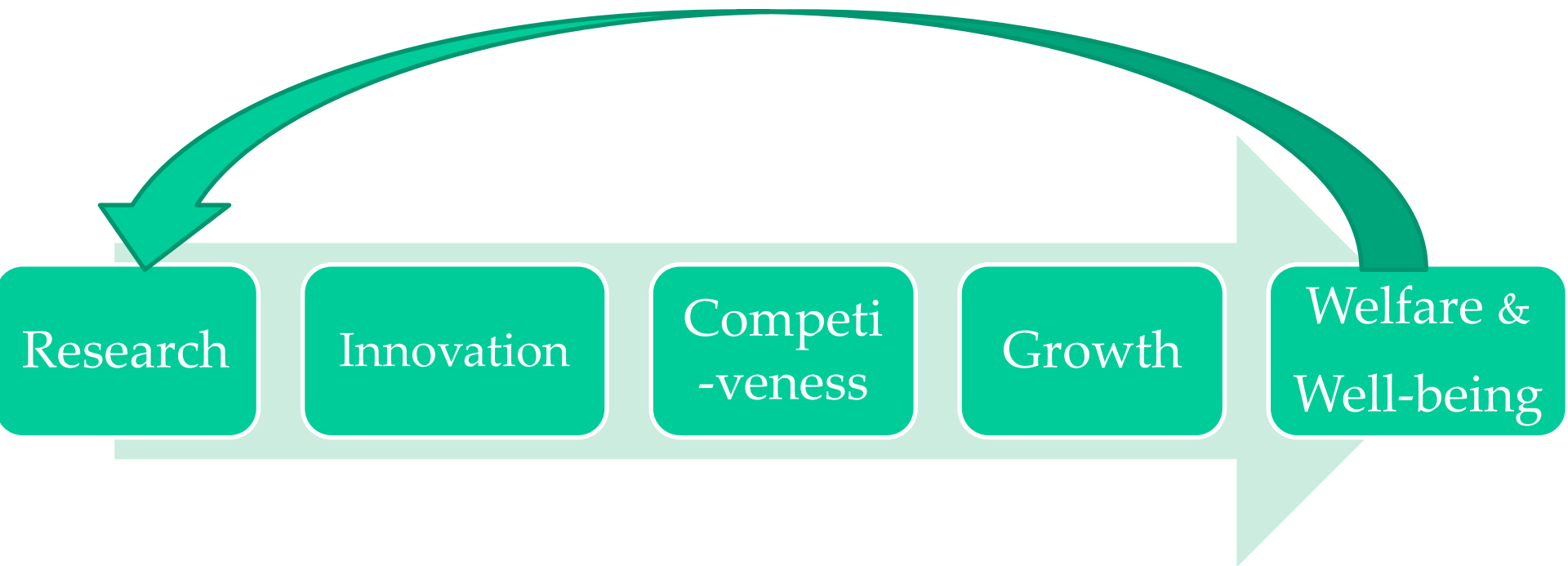
PANEL DISCUSSION 4: INVESTING IN TOMORROW'S SOLUTIONS TODAY

Xavier Gellynck, Benedikt Sas & Evelien Lambrecht
Ghent University – Food2Know

Content

- **Why Research & Innovation?**
- **Why Investing in Food?**
- **How increase impact R&I?**

Why Research & Innovation?



Why Research & Innovation?

RESEARCH

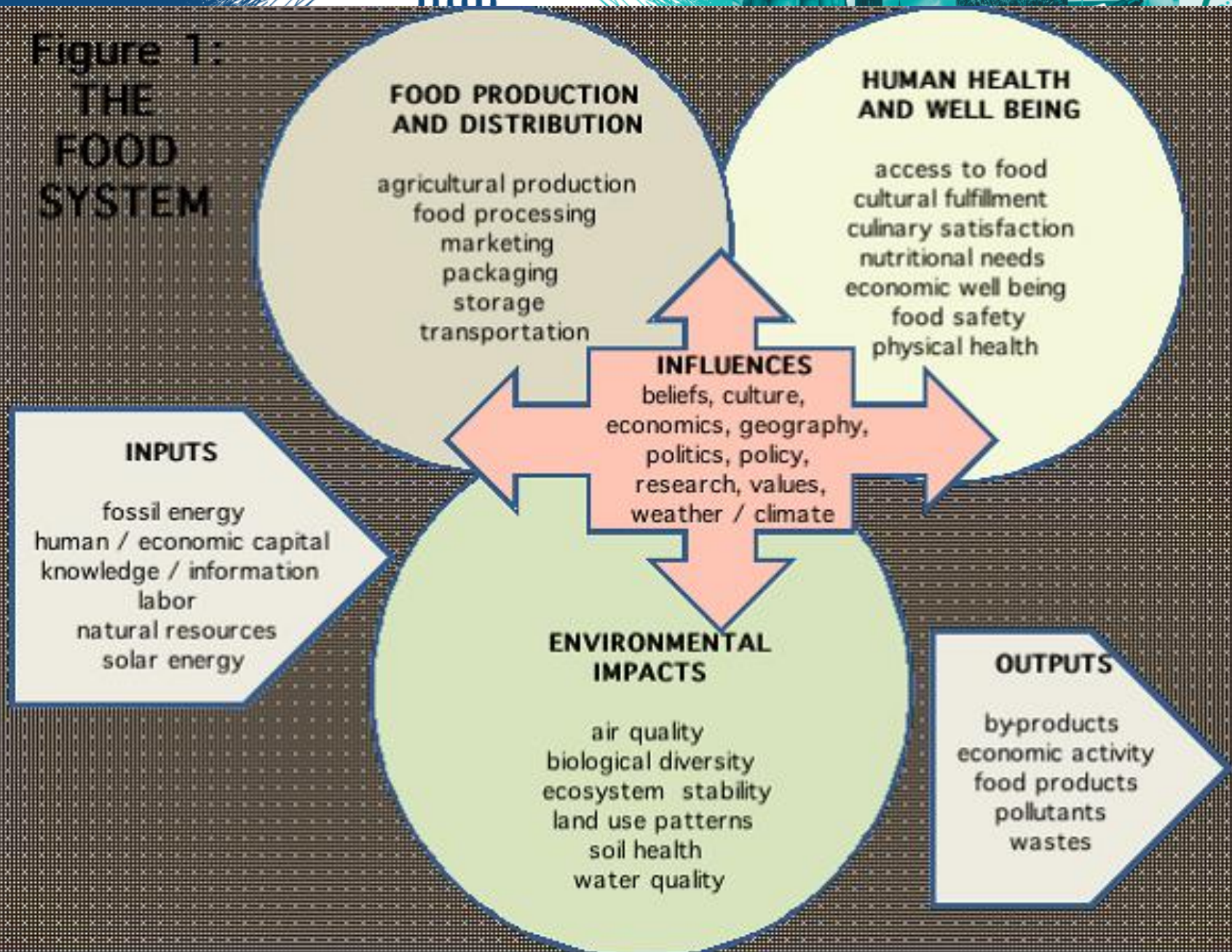


INNOVATION

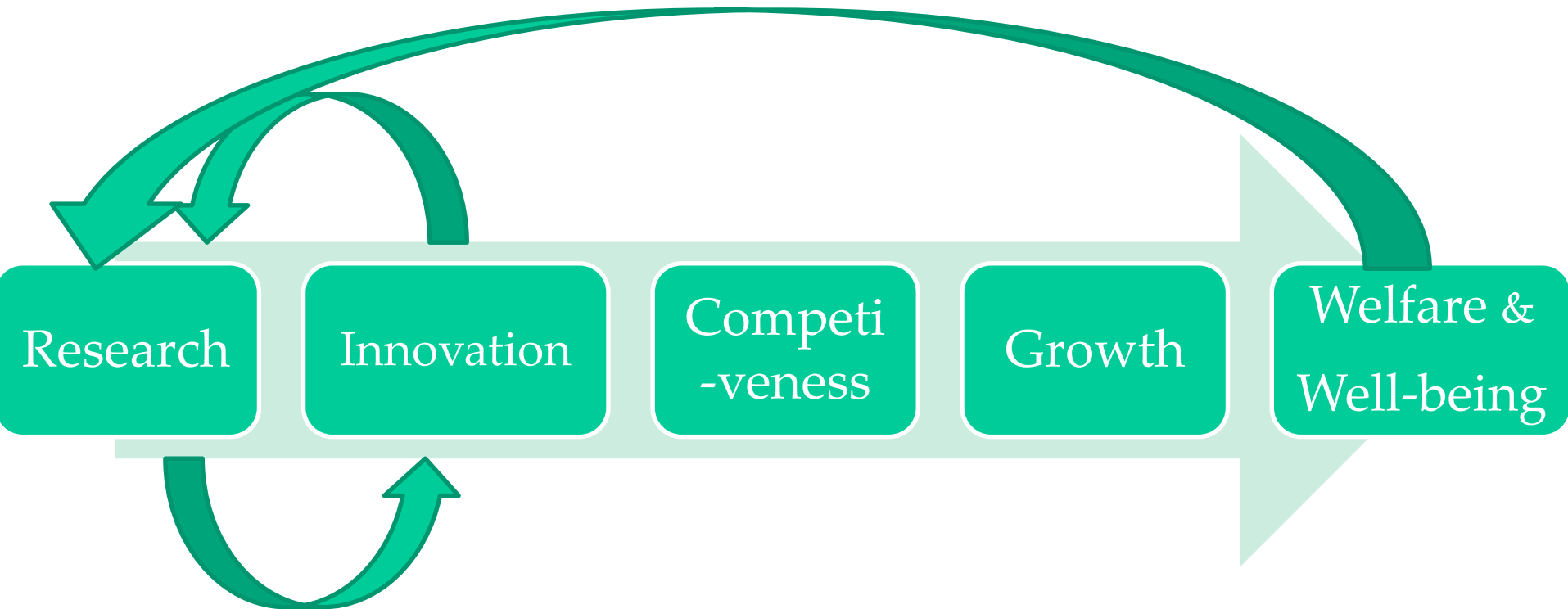




**Figure 1:
THE
FOOD
SYSTEM**



How increase impact R&I?

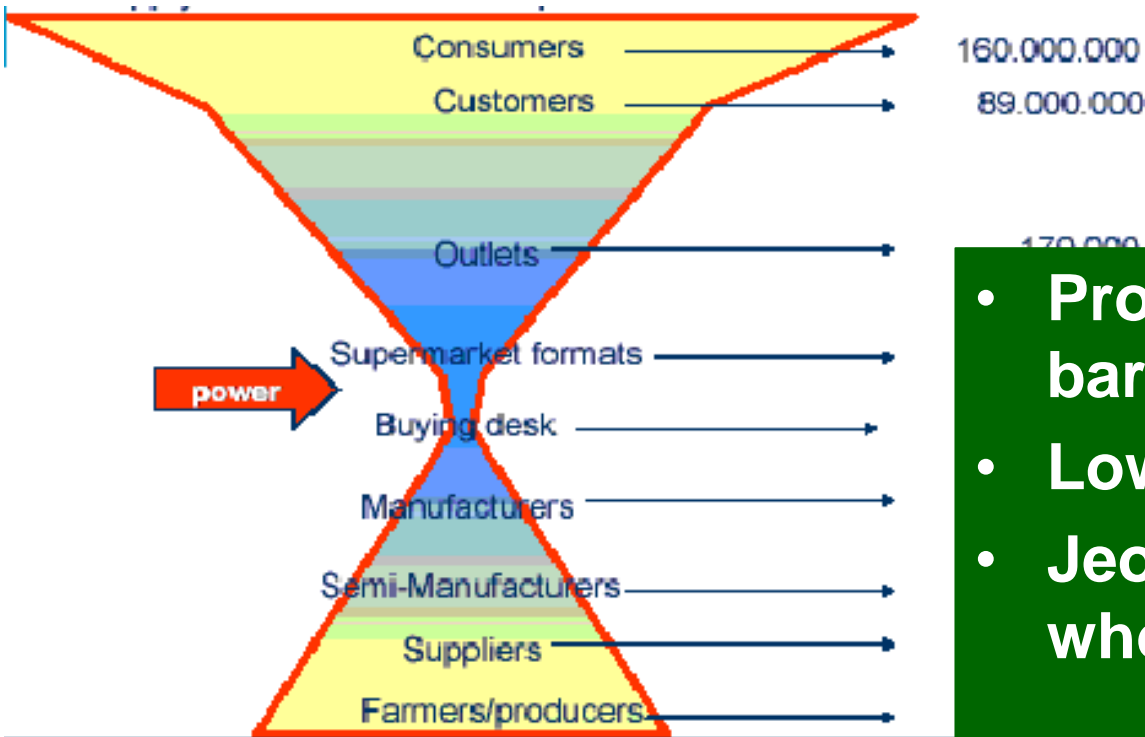


Interaction research & business community

- **Understand the business!!**
- **Facilitate matchmaking R&I**
- **Generalists out of specialists**
- **Applied scientists: part time (20%) in food industry**



Value chain structural imbalance



- Profits generated through bargaining power
- Lower interest in R&I
- Jeopardizes innovation in whole food system

=> urgent need for rethinking

Based on Ingenbleek et al., 2004

THANK YOU FOR YOUR ATTENTION



... a step towards understanding successful innovation in the food system...
