



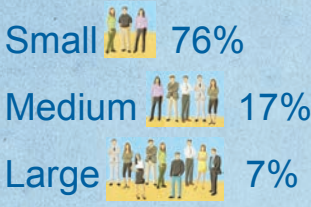
FHIS Food & Health
Innovation
Service

The vision was to support
Scottish companies with
growth aspirations



To help Scottish businesses capitalise on the
rapidly expanding UK and international food health
innovation market

FHIS engaged with over 500 companies of all sizes across the whole of Scotland



28 events

830 attendees

500 COMPANIES

Built supportive networks and communities

Organised a mix of 28 academic, industrial and workshop events with 830 attendees

and

Stimulated healthy food and drink innovation

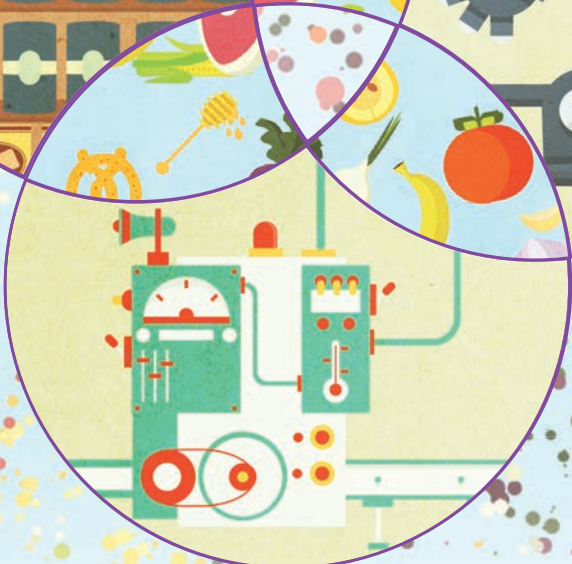
This unique project, funded by Scottish Enterprise and Highlands & Islands Enterprise, provided a seamless range of practical support measures to help Scottish companies fully realise their growth potential in the food and health marketplace

Support was available to companies across the food and drink supply chain, whether they were seeking to maximise the opportunity in naturally healthy food and drink products, develop leading edge functional foods, or reformulate existing products

Marketing



Scientific



Technical

They brought together marketing, technical and scientific experts to help support the company's innovation journey



Supported key product sectors

Campden BRI, Interface, Rowett Institute of Nutrition and Health at the University of Aberdeen and SAOS provided the marketing, technical and scientific expertise

A focus for the companies was reformulation, novel manufacturing and product innovation for target consumer groups

Case studies

An extensive online knowledge resource was developed, which included market, scientific and technology related papers, as well as video and written case studies explaining the FHIS journey and associated benefits



Pulsetta foods - used marketing expertise to refine their messaging and product positioning

Market positioning of a novel product using peas and lentils to create a gluten-free healthy bread



Hectares - used regulatory advice for nutritional and product labelling

A new business selling their own range of sweet potato crisps, addressed regulatory challenges to create a product with superior health properties



Malcolm Allan - re-designed products for a health market with expert product development support

A traditional family butcher re-developed their entire range of sausages, making them healthier, and by doing so gained a competitive advantage in the market place

See these and many more at www.foodhealthinnovation.com

The success is due to the strength of the partnership in supporting the aspirations of food and drink companies in Scotland



FHIS Food & Health Innovation Service

Insider view

Philip Richardson, Campden BRI who led the consortium

What did FHIS set out to do?

During the 5 years, the FHIS team set out to support over 500 Scottish food and drink companies in their quest to develop healthier food products.

Why FHIS?

Recognising the importance which would be placed on facilitating accessibility to healthier products, the FHIS programme was part of the support aimed at helping the Scottish food and drink industry realise growth in the sector as a whole.

Who funded the project?

This major project was supported by Scottish Enterprise and Highlands and Islands Enterprise.

www.scottish-enterprise.com

www.hie.co.uk

What has FHIS achieved over 5 years?

FHIS brought together key elements of product innovation. Partners were available to support companies in addressing market need and potential, legal requirements, the academic science base (food and non-food) alongside access to technologists who focused on the practical application of science in food processing.

FHIS has been key in building a community of companies keen to work in this area. In excess of 800 people attended FHIS events during the project lifetime and over 1,000 people receive the regular e-zine material.

How did it work?

Companies in the areas of health promoting and healthier foods who contacted FHIS were offered a 1 to 1 scoping meeting with the FHIS team who helped them articulate their product aspiration. Following the meeting an Innovation Action Plan was developed, setting out key steps the company should take to realise their ambition.

How were the companies supported?

A FHIS partner was appointed as Guardian who took the lead and became the single point of contact for the company as they went on their journey with FHIS.

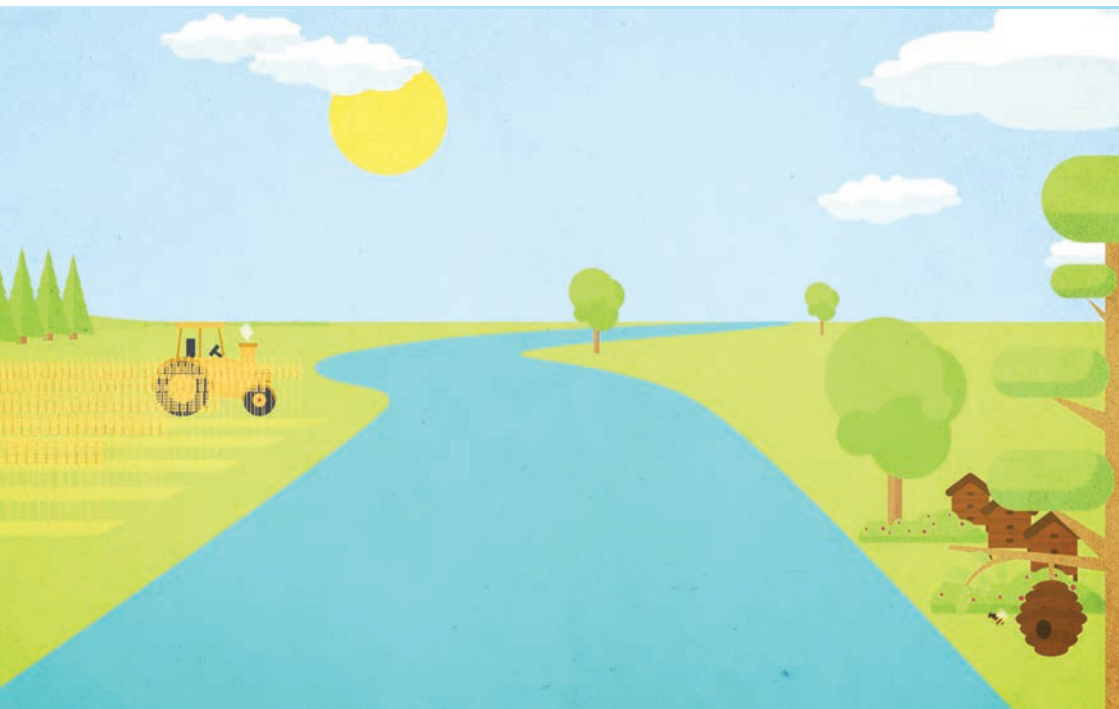
What type of support was offered within the project?

Companies were offered a mix of onward support. Sometimes signposting to other sources of support was appropriate. Generally an Innovation Action Plan was developed that offered intensive support on marketing, technical or scientific aspects from global experts and links to academic providers for longer term work. Signposting to other innovation support mechanisms and account manager networks with SE or HIE or beyond is available.

Where could companies access information?

www.foodhealthinnovation.com

Over 500 companies are now thriving following the engagement with global experts from within the FHIS partnership



www.foodhealthinnovation.com



FHIS has created
a legacy that will live on ...