

**Research, Innovation and Entrepreneurship**  
**in a North-South perspective**  
*The industrial viewpoint*

How industrial viewpoint on research can introduce a different perspective:

- 1 - Why not focus research and innovation on **consumer needs**
- 2 - Why not focus research and innovation on **economic issues for the whole food chain**
- 3 - Why not thinking **global chain impact vs focusing on ecological issues**
- 4 - Why not building the **food future together**
- 5 - Shall we **go beyond North-South** concept

# Focus research and innovation on consumer needs

5 main needs in terms of food and diet:

1. Healthy food
2. Tasty food: pleasure is the main food driver (vs feed)
3. Variety
4. Local
5. Easy

# Focus research and innovation on consumer needs

5 main needs in terms of food and diet:

1. Healthy food:

no risk : zero pesticide, no heavy metals, no side effects

positive effect: food as main contributor to prevent disease

1. Tasty food: refind the original taste after industrial transformation (tomato) or long term conservation

3. Variety: change from pasta/rice/potato

4. Local: valorize local production and short food chains

5. Easy: how food innovations ease life

At a reasonable price

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# Focus research and innovation on economic issues for the whole food chain

## Economic challenges:

- **Think full food value chain vs upstream**
  - Analyze the entire chain to identify drivers with higher leverages
  - Think global: e.g. durum wheat and proteins
  
- **Think competitiveness vs universal access**
  - Public knowledge and research to reinforce competitiveness of French firms vs open usage – ex: couscous
  
- **Think decision making process to make people change**  
ex: durum pn drop in France
  
- **Think creation of value vs value of creating**
  - Always assess on how an idea/project can be a source of business (startup, entrepreneurship, company development...)

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# Focus research and innovation on **agro-responsibility** : global chain impact vs ecological issues

## 1) Environment issues

- Think global environment impact of all value chains
  - Energy: from field to plate
  - Full product life cycle (e.g. packaging)
- Assess and address insidious value destruction: wastes/under valorization...
  - Ex: ash rate/industrial yields
  - Ex: moucheté/germinated

## 2) Food safe issues

## 3) Health issues: diet responsibility

## 4) Social issues



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# Build together

- Full stream projects  
Ex Plateforme Blé dur
- Upstream/downstream
- Production/transformation
- Public/private
- Multilabs
- North/South

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# Go beyond North-South concept

## Three main issues

1. South development can jeopardize North industry  
ex: semoulerie/pasta manufacturing
2. South can be in advance vs North  
ex: waste management
3. How much can we say North is a model?
  - Ecologic model?
  - Diet model?

From an industrial viewpoint research can enter a new area with a new vision:

1 - consumer needs

2 - economic issues for the whole food chain

3 - with an agro-responsibility mindscape

4 - in an open partnership with industry

5 - beyond North-South concept