

## Innovation Needs for OI Forum Members as targets for “Pitching Event” on 14 October 2013

Group	Sub-group	Examples of Specific Needs
1. Consumer experience	1.1 Digital Consumer interaction	Innovative applications of mobile technology to drive impulse purchase Reaching social media savvy younger generations Devices/systems to allow the consumer to monitor benefits of exercise and manage their nutritional supplements accordingly
	1.2 Interactive packaging	Packaging interacting with consumer
	1.3 Point-of-sale	Strategy for more effective shelf ready packaging
2. Ingredients, Health & Nutrition	2.1 Better for you	Reduce sugar in beverages and food Reduce fat / SAFA Fibre fortifications ingredients that are very easy to use and well tolerated Lowering salt in products Solutions in calorie reduction Non-caloric ingredients Beta glucan oats and oats fractions
	2.2 Cost & waste reduction	Cheap bulk ingredients (for food) Reduced food waste through full utilisation of natural products New sources of Protein Synthetic biology & GMO ingredients Improved sources of feed for livestock
	2.3 Food safety	Control of contamination in Food Processing (eg campylobacter)
	2.4 Health & Wellbeing	Ingredients which allow you to exercise harder, for longer Ingredients that have cognitive health claims Nutriceuticals - eg Stem-cells & targeted anti-virals therapies Ingredients/products with established health claims Ingredients that aid muscle recovery An effective way of suspending stable omega 3 in a beverage Novel technology / ingredients and nutritional interventions that can deliver childhood growth Nutrition interventions that enable normal cognitive development in pre-school and school age children. Cognitive assessment methodology for children and safe objective testing methods Nutrition interventions to help modulate immune response amongst school age children. Methodology that enables quantitative measurement of functional/ clinical immune response, Natural food ingredients/actives with clinical evidence that enable muscle recovery after illness
	2.5 Improved experience	New mouth-feel sensation Keeping taste and managing cost
	2.6 Natural	Preserve colour of natural ingredients Natural / Clean Label Ingredients (esp colours)
	2.7 Novel ingredients & food systems	Novel speciality food ingredients Novel Sweeteners Speciality food systems
	2.8 Shelf life & freshness	Extended Shelf life
3. IT / electronics	3.1 Tracking & ID	Unique pack tracking technology and systems High print quality coding technologies for packaging Anti-counterfeit technology Traceability solutions Anti-theft tags which work on metal
	3.2 Big Data	E-science / managing large data sets
4. Manufacturing & Processes	4.1 Printing	Printing on food extrusion product Industrial digital printing capability: wood/card/plastic/paper/textiles etc
	4.2 Processes	Industrial process optimizations "Soft" deposit of breaded product (so crumb not lost) Reduced fat for fried crumb Fresh microwavable crumb (that delivers oven baked experience) New ways of producing alcohol (alternatives to distillation / alternative sources) Technology to enable the production of a high quality evenly weighted product with a soft core Method of incorporating particulate inclusions within an aerated product Separation technology for micron particles (dry and/or wet) Batch-of-one / Flexible manufacturing Food oil spray technology

5. Packaging and Materials	5.1 Closures & Dispensing	Multi-fluid / component dispensing Novel opening, closing, sharing and portioning technologies for enhanced consumer packaging interaction Invertible liquid spray pump, injection dispenser Reclosing technology for metal cans (beverage)
	5.2 Hygiene & safety	Delivery of hard surface hygiene Treatment to reduce skin aging Effective hard surface cleaning Deliver effective hand hygiene
	5.3 Materials for Packaging	Renewable materials for packaging Sustainably-sourced raw materials Compostable packaging Inks or ink components for flexible plastics Fast dry, water based ink technology Substrates or primers for digital print Low viscosity white colorants for inks Food grade packaging materials Coatings & Barriers for packaging Cheap UV protection for transparent glass bottles Touch and feel design of paper and board (softer, abrasive etc)
	5.4 Packaging	Bacteria control / life extension in Packaging Packaging to facilitate food safe on-the-go hot eating Odour control Self cooling container Sealing solution to reduce moisture immigration within a composite system "Packaging free" products Dispensing for high particulate containing formulas Child Resistant dispensing Food state sensing packs / inks Easy open / Convenient packaging (eg for elderly / impaired) Novel packaging for powders/energy bars/functional beverages
6. Sustainability, Energy & Water	6.1 Energy	Low energy laundry washing Solutions for fossil free energy Energy recovery solutions from low grade heat Low energy methods for producing fine powder mixtures
	6.2 Low water	Low water washing for clothes Low cost water treatment - 1c/litre Reduce water for showering