

Functional Foods

Developing a product from a standing start.

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Definitions of functional foods

- Food that provides health benefits beyond energy and nutrients
- Foods or dietary components that may provide a health benefit beyond basic nutrition.
- Functional food or medicinal food is any healthy or fictional food claimed to have health promoting or disease-preventing property beyond the basic function of supplying nutrients.
- Food or food ingredients that has been shown to affect specific functions or systems in the body. Functional foods play an important role in disease prevention

Definition of **Super fruit**

- A fruit which combines:
Exceptional nutrient richness
Antioxidant quality
Appealing taste
that can stimulate and retain loyalty for
consumer products.

Launch point – Aston Business School 2008

Indigenous Plants available for exploitation.

- Sea buckthorn
- Dr M. Schiele
- A biochemical plant
- Multi-functional uses
- Little known in UK
- Ancient recognition
- Medical research
- Industrial interest



Is functional food taken seriously?

- Cancer research UK:

“You should not rely on Super-foods to reduce the risk of cancer. They cannot substitute for a healthy balanced diet.”

Summary of market position.

- UK health crisis derived from poor diet:
 - UK obesity cost £7 billion
 - UK diabetes cost £9b (£1m/hr)
- Economic crisis: less disposable income
- Functional foods have exceptional nutrient offering but tend to be at a premium price.

Why am I here?

- 50% of farm may go to sea.
- EU CAP reform threatens viability
- 285 ht too small to be viable for arable commodity enterprise.
- Adapt or sell.



A future with a functional food

The Positives

- Native to UK – it will grow
- Farmed in 40 countries
- Diverse products available
- International investment
- Extensive medical research
- Six species/12 subspecies
 - Little UK competition
 - Range of opportunity
 - Added value potential

High Risk

- Will foreign varieties grow?
- Six years to come to peak yield
- What will berry quality be?
- What are UK pests and diseases?
- Will harvesting costs be viable?
- What will processing costs be?
 - Will the taste be acceptable?
 - Will the market pay?
- What of foreign competition?

So- What has Incrops done for me

Joint Trials

Seminar at Aston 2008
Sea buckthorn trial designer 09
InCrops SBT seminar 09
Attend Siberian Conference
Russian plant supply agreement
Design trials for 2010
Attend Farmers meeting

Business Development

Provide product designer contact
Provide tea manufacturer contact
Support meeting with EEDA
Overview business plan
Support harvester trials
Provide development advice

Where now?



湖北國運化工

www.hebeismart.com



Thank you

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