

SUPPORTING INNOVATION IN

FUNCTIONAL FOOD

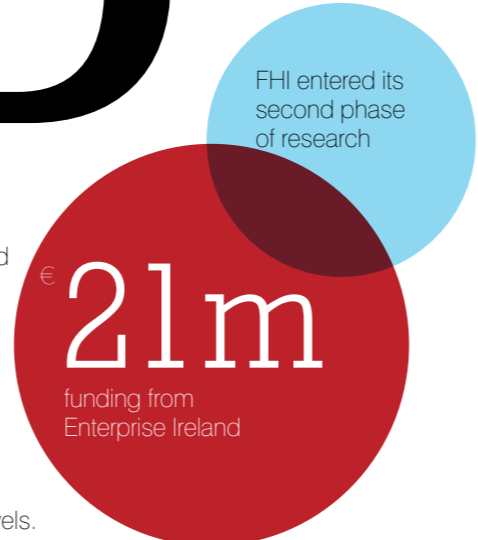
AND INGREDIENTS

The functional food and ingredients market is predicted to continue to grow strongly, with the global market for functional foods and beverages on track to reach \$176.7 billion this year representing around 5% of the total food sector (data from Euromonitor). We are seeing an increase in the number of early stage opportunities arising from research where our knowledge of the sector and early stage technology development in general are combining to assist a range of different clients.

nutrition and healthy ageing as well as products that can be used to manage elevated glucose levels. Recently, the program has announced promising results from human intervention studies on its glycemic management and healthy ageing research platforms.

IP Pragmatics has been appointed as the Independent Evaluator for the FHI project to assess the terms of commercialisation agreements entered into under the programme to determine that fair market value is being obtained, and to assist with the admission of new participants to the project.

Over the next 3 years we will be working with the consortium as it enters its next phase, with a pipeline of half a dozen projects expected to move into partnering discussions.



Client
Food for Health Ireland

Client Sector
University

Service
Independent Evaluator for Commercialisation Agreements

Expertise
Functional Food and Nutraceuticals



Supported by Enterprise Ireland, Food for Health Ireland (FHI) links the world-class scientific research at University College Cork, University College Dublin, NUI Galway, NUI Maynooth, DCU,

Teagasc, Moorepark Food Research Centre, and University of Limerick with the marketing power of industry partners Irish Dairy Board, Carbery Group, Dairygold Food Ingredients Ltd, Glanbia plc and Kerry Group plc. FHI has a multidisciplinary team of 75 scientists, and a management team based in University College Dublin. FHI entered its second phase of research in September 2013, funded by €21M from Enterprise Ireland and the company partners.

FHI is one of the largest technology centres in Ireland and its primary remit is to identify novel ingredients coming from milk to develop functional food ingredients which will offer health benefits to consumers. This research is focusing on infant nutrition, healthy cheese, appetite modulation, performance

Client
BARLEYmax

Client Sector
Research Institute

Service
Market Valuation

Expertise
Food and Agriculture



CSIRO, the Commonwealth Scientific and Industrial Research Organisation, is Australia's national science agency and one of the largest and most diverse research agencies in the world. Developed by CSIRO scientists, BARLEYmax is a traditionally bred variety of barley that contains two times the dietary fibre and four times the resistant starch of a regular grain.

CSIRO has successfully commercialised the novel grain through a joint venture,

BARLEYmax Enterprises, and the grain is now used in a wide range of nutritious products, from breakfast cereals to lunchtime wraps, fruit bars and smoothie supplements, which can be found across the shelves of Australia's leading supermarket franchises.

IP Pragmatics has helped CSIRO undertake a valuation of the potential international markets and business models for BARLEYmax.

Client
Good Gut Group Pty Ltd

Client Sector
SME

Service
Commercialisation and Business Development

Expertise
Functional Food



Based in New South Wales, Australia, the Good Gut Group is a new start-up company that has developed a novel dough concept to offer superior functional bread and related grain products that are well tolerated by consumers with Irritable Bowel Syndrome (IBS). In recent years the growing awareness of the prevalence of IBS (10–20% of the population in Australia, Europe and North America) has created opportunities for companies to provide specific dietary products for these consumers.



The Good Gut Group's novel grain-based product concepts leverage recent low FODMAP ("Fermentable Oligosaccharides, Disaccharides, Monosaccharides and Polyols") findings to offer alternative, superior functional product opportunities to the market. As part of the company's efforts to evaluate how to most effectively progress this technology, the Good Gut Group asked IP Pragmatics to help them assess and value the market opportunity. In parallel, we were also asked to use our international networks

to identify and approach international business partners, to support the commercialisation of the company's concept by product category or territory.

As a direct result of the company approaches organised by IP Pragmatics, discussions have been opened with a number of multinational companies, in the US, UK, Australia and Europe. Several of these have progressed further, with confidential discussions, due diligence underway and sample materials being assessed. Watch this space for products hitting your supermarket shelves!