



**ACCELERATING**  
**THE END OF HUNGER**  
**AND MALNUTRITION**  
— A GLOBAL EVENT —



Food and Agriculture  
Organization of the  
United Nations



INTERNATIONAL  
FOOD POLICY  
RESEARCH  
INSTITUTE

# How to build urban food systems for better diets, nutrition and health in LMIC

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# Demand Drivers & Food Trends



## AGING POPULATION

(Elderly nutrition)



## HEALTH & WELLNESS

(Clean label, functional foods, sugar reduction, novel foods ingredients)



## CONVENIENCE

(Ready meals, snacks)



## SUSTAINABLE FOODS

(Alternative proteins, food waste, sustainable packaging)



## PERSONALIZED NUTRITION



## Health & Wellness = High Potential

Stronger growth in developing  
countries

**\$1 trillion** in 2017  
6% CAGR





## Convenience Foods

- Longer working hours
- More dual/household incomes
- Double digit CAGR forecasted through 2022

### READY TO EAT & DRINK

#### **EAT**

- \$146bn, 10% CAGR

#### **DRINK**

- \$1.9tn, 3.0% CAGR





# Sustainable Foods

## Alternative proteins

- Meat 60% greenhouse gas emissions
- 1/3 millennials eat protein substitute once a week
- \$5.2bn market value

## FOOD WASTE

- 30% all food never eaten
- 81% people prefer to buy sustainably produced brands
- 67% say will pay for more products with minimal waste





# The biggest commercial opportunity over the next five years

- Healthier & sustainable foods
- Affordable
- Convenient
- Mass market
- Asian phenotype



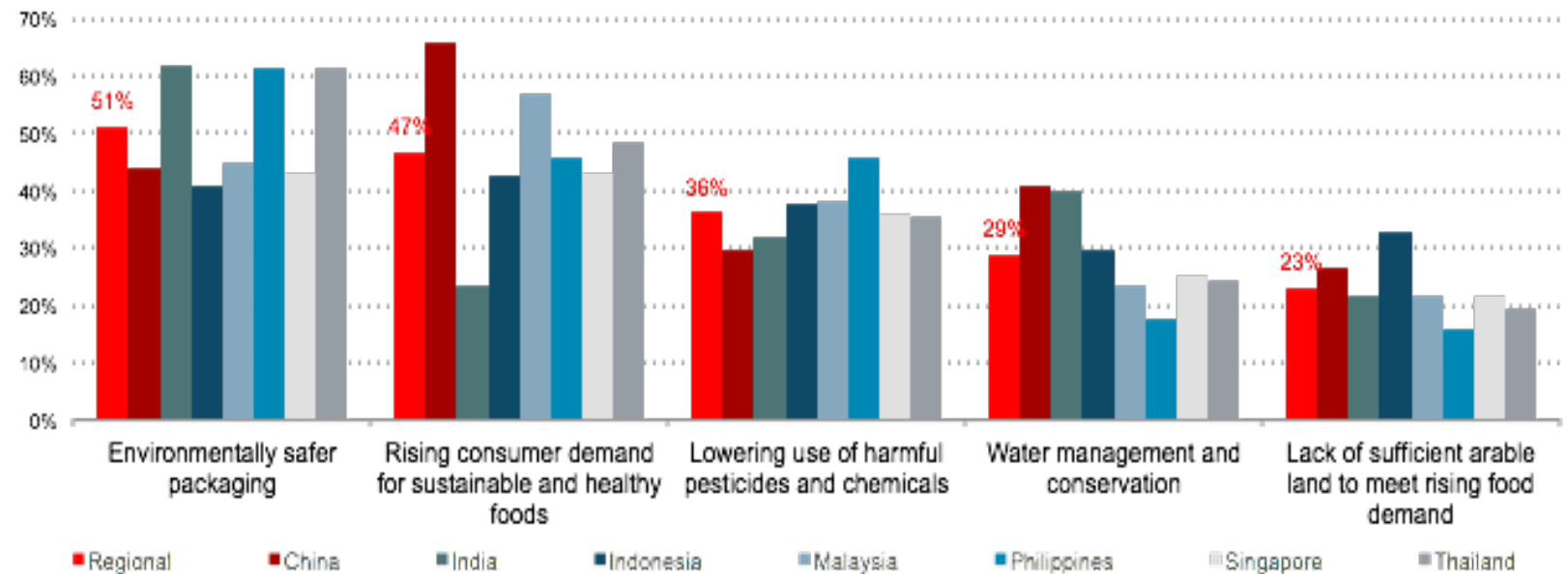


# Industry innovation priorities

According to 420 surveyed food industry executives across the region, the top two business sector innovation priorities are:

- Lowering the environmental footprint of food packaging
- Meeting consumer demands for healthy and sustainable foods

Which of the problems should food innovation focus on addressing?  
Top three problems, % respondents



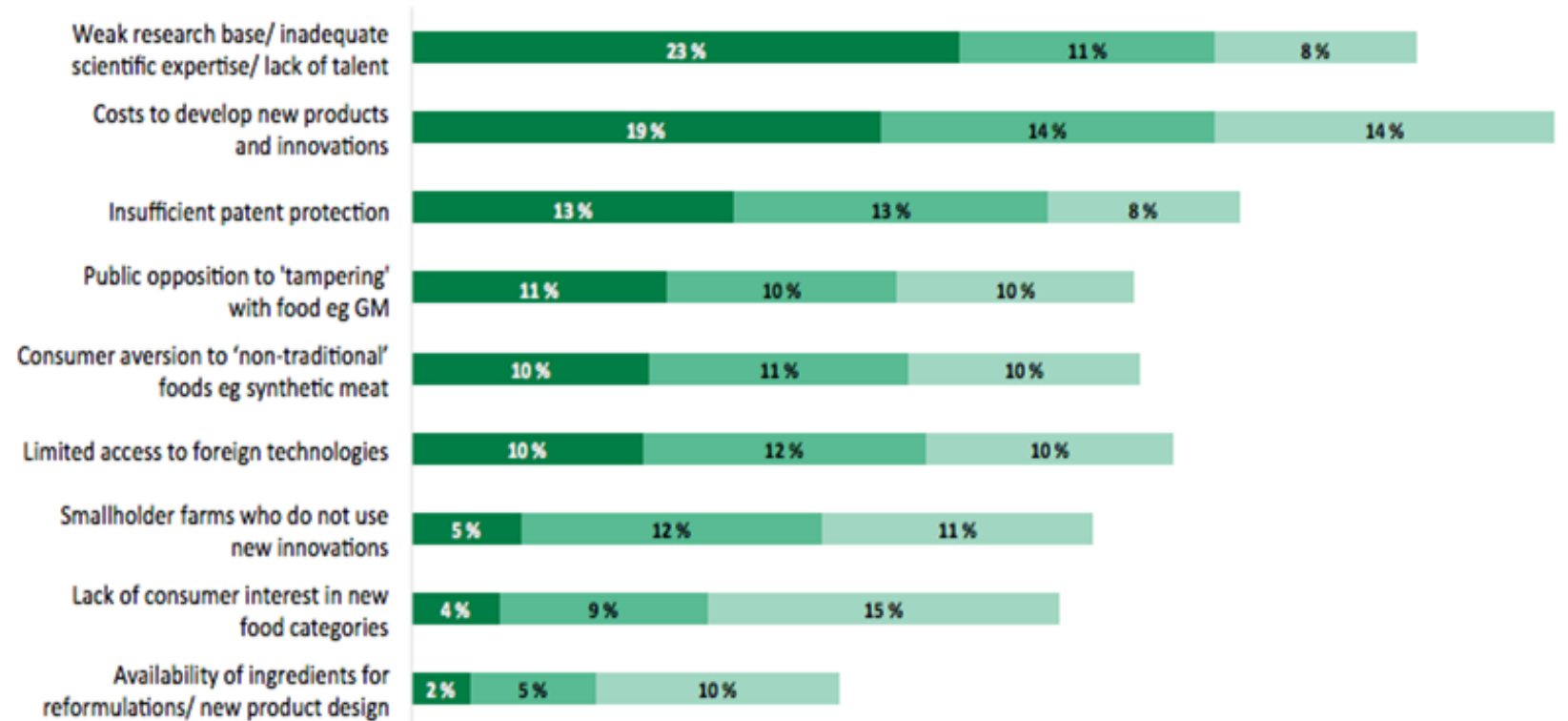


# Barriers to innovation delivery

According to 420 surveyed food industry executives across the region, the path to innovation has a number of key obstacles with the top two being:

- Costs to develop new products and innovations
- Weak research base/ inadequate scientific expertise/ lack of talent

What are the biggest obstacles to food innovation (agriculture production, or food product development) in your core market/s? Top three obstacles, % respondents



Source: The Economist Intelligence Unit

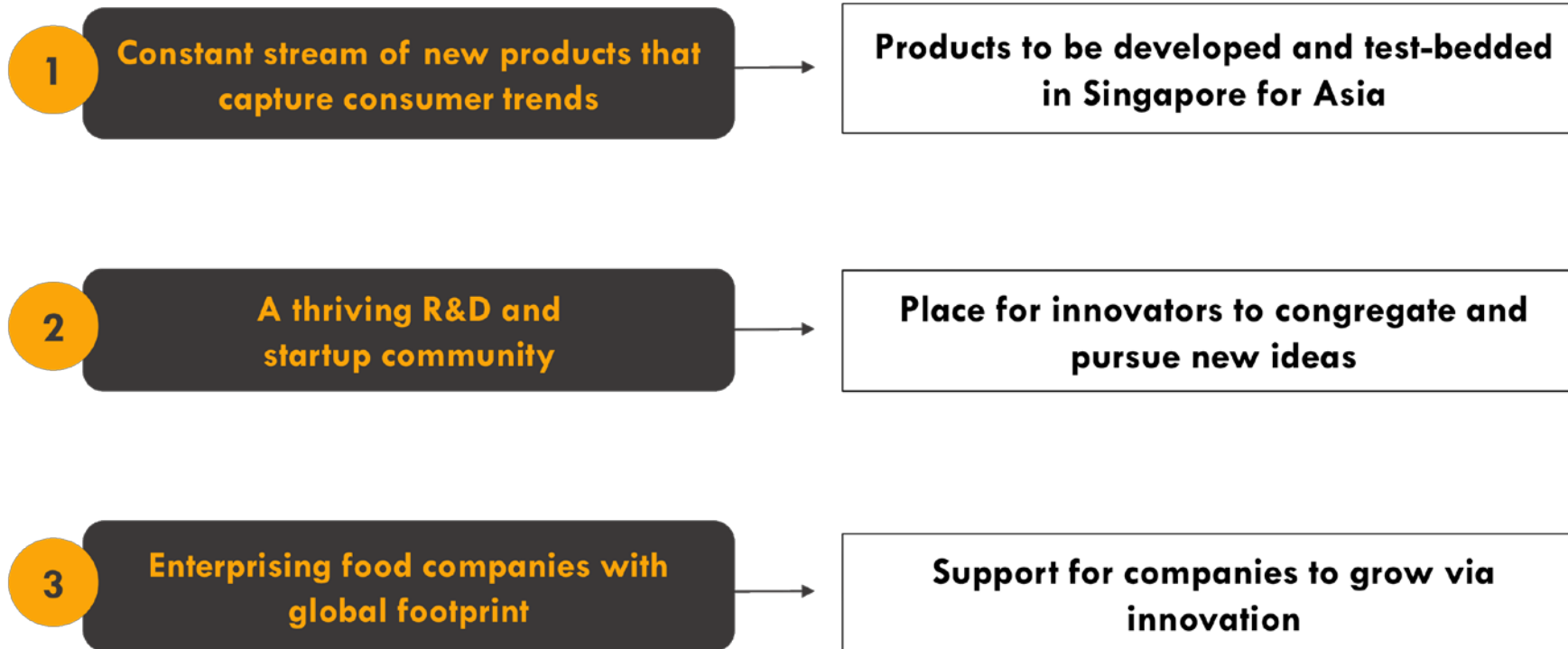
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# Singapore's Ecosystem for Innovation

## FOODINNOVATE





# Creating institutions & channelling investment to address market gaps

## Strategy 1: Build Knowledge Base



Improving access and encouraging learning of food innovation knowledge

## Strategy 2: Drive Co-Innovation



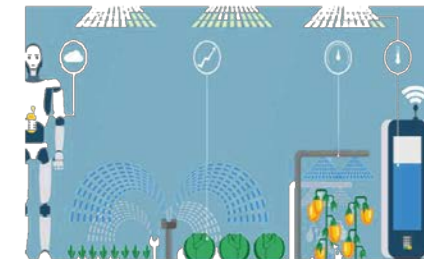
Creating platforms for co-innovation, idea & demand generation between companies, academia and government

## Strategy 3: Provide Infrastructure



Developing a network of shared facilities to trial new ideas and for scale up

## Strategy 4: Cultivate Disruptive Tech



Creating a base of startups with disruptive food technologies and solutions



# Food Ecosystem for start-ups



1. BUILD  
KNOWLEDGE BASE



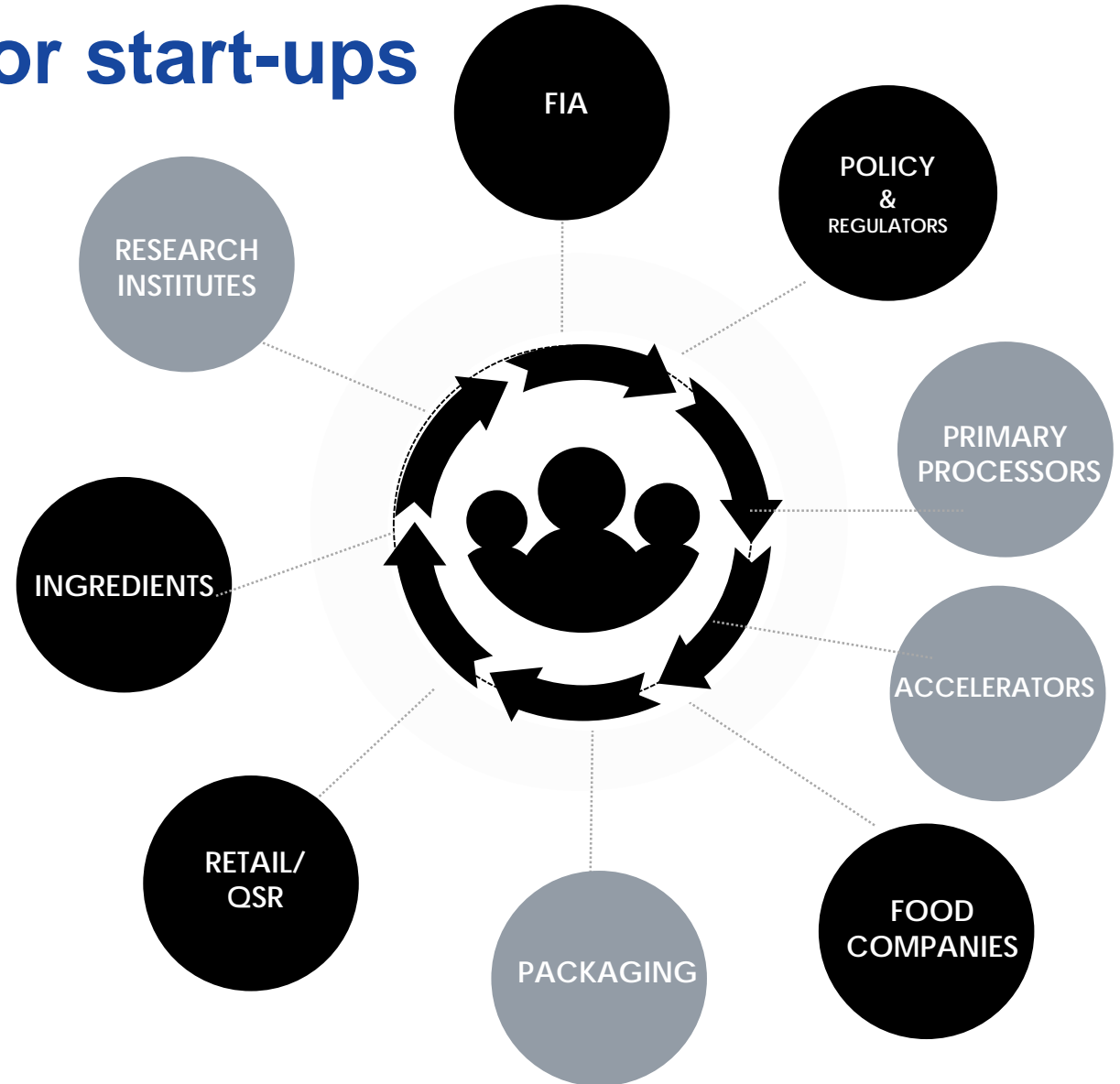
2. CO-INNOVATION



3. SUPPORTING  
START-UPS



4. BUILD  
REGULATORY  
FRAMEWORKS





**THANK YOU!**

