

# Massey University and Taranaki Industry

Eve Kawana-Brown  
Business Development Manager (Taranaki)  
Massey University

Natural Products NZ Summit  
Nelson – 18 Mar 2016

## Business Development Manager (Taranaki)

Appointed February 2013

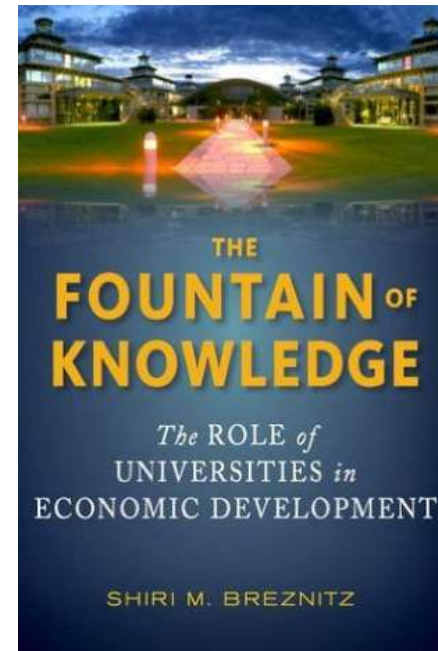
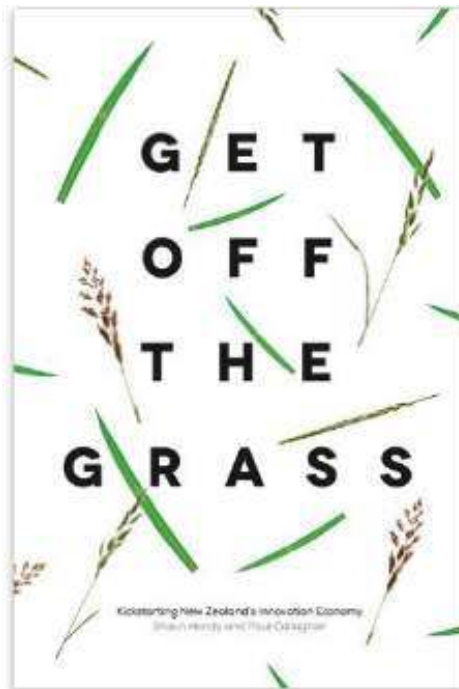
Following June 2012 MoU between VT – Massey

### **Role Purpose**

To develop a relationship with businesses, sectors and industry that serves to ensure Massey University and Venture Taranaki expertise are meaningfully utilised in Taranaki to build and underpin sustainable economic growth in the region. Specifically the BDM will build business for Massey in Taranaki while supporting Venture Taranaki's purpose "to drive and facilitate the creation of wealth for Taranaki and beyond" and Massey University's role as contributor to growth in the region.



## Underpinning Thinking





**MASSEY  
UNIVERSITY**

TE KUNENGA KI PŪREHUROA

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UNIVERSITY OF NEW ZEALAND

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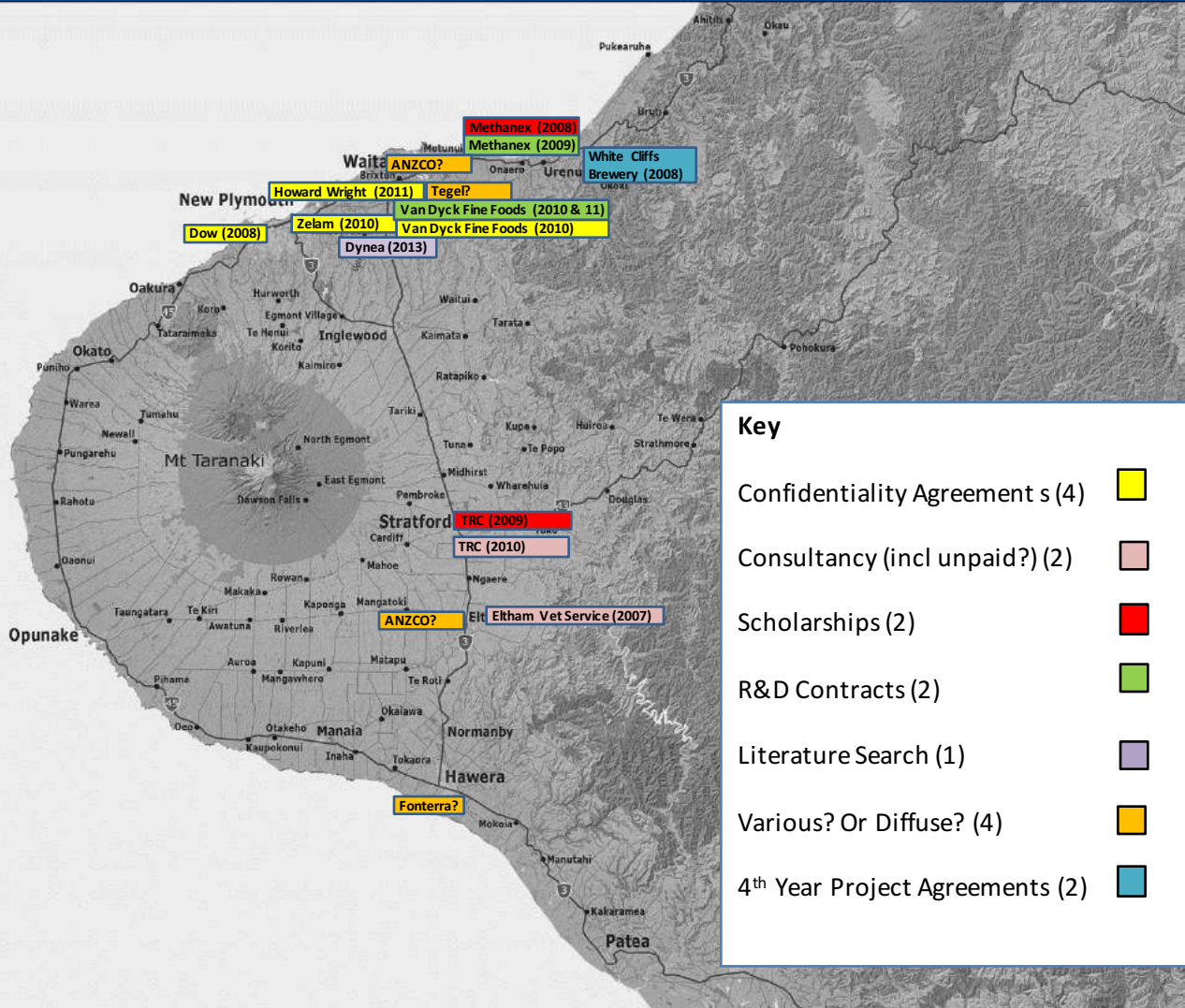


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[www.taranaki.info](http://www.taranaki.info)



## COMPANIES' ACTIVE ENGAGEMENT

2002 – 2013  
(11 years)

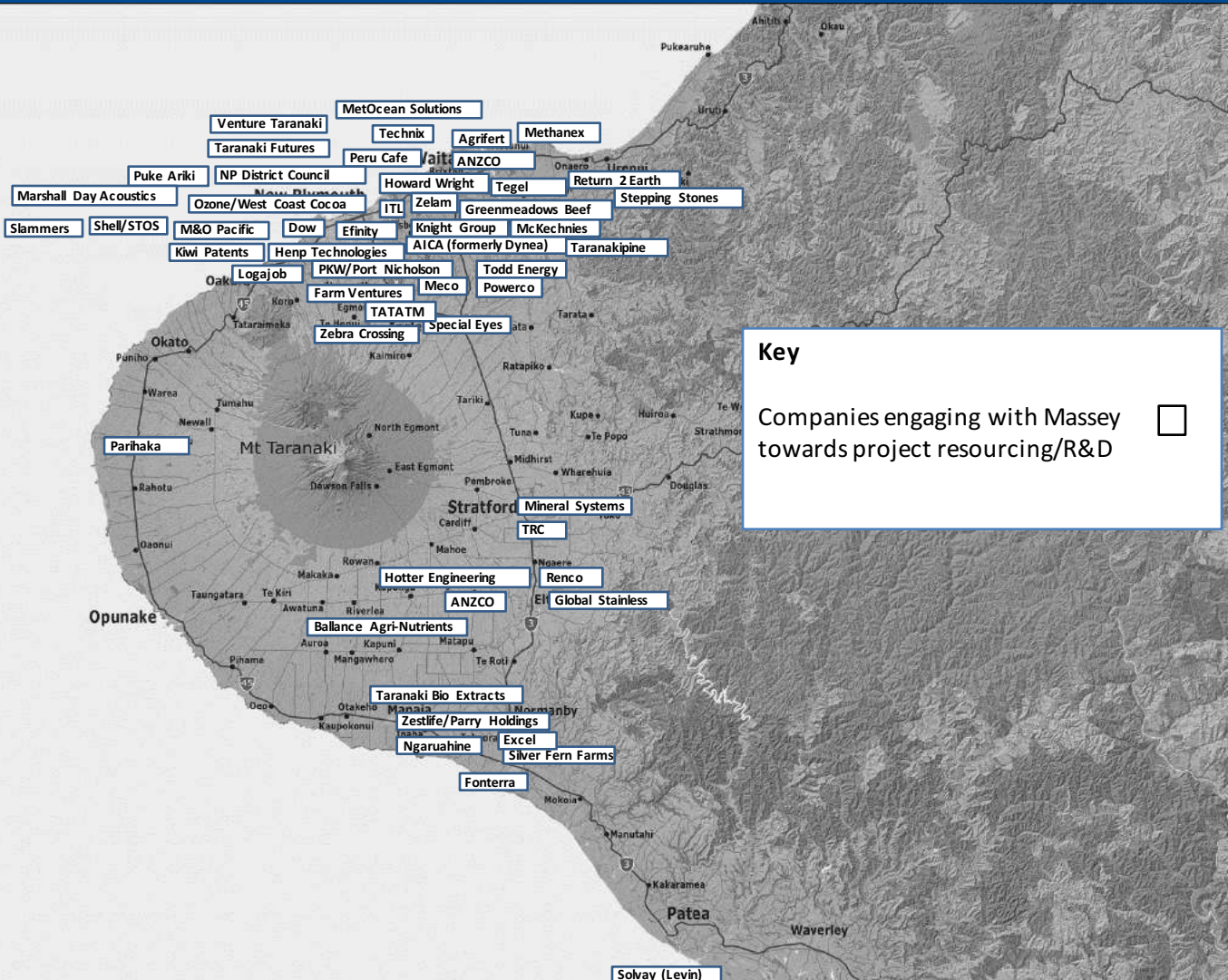
Footprint of 11 companies  
(Massey Contracts database)

Key	
Confidentiality Agreements (4)	
Consultancy (incl unpaid?) (2)	
Scholarships (2)	
R&D Contracts (2)	
Literature Search (1)	
Various? Or Diffuse? (4)	
4 <sup>th</sup> Year Project Agreements (2)	

Other engagement but difficult to gauge  
(no CRM data at Massey)


R&D Activity in region increasing and accessing R&D expertise is a challenge

Massey students for Callaghan-funded projects not able to be targeted



**Key**

Companies engaging with Massey towards project resourcing/R&D



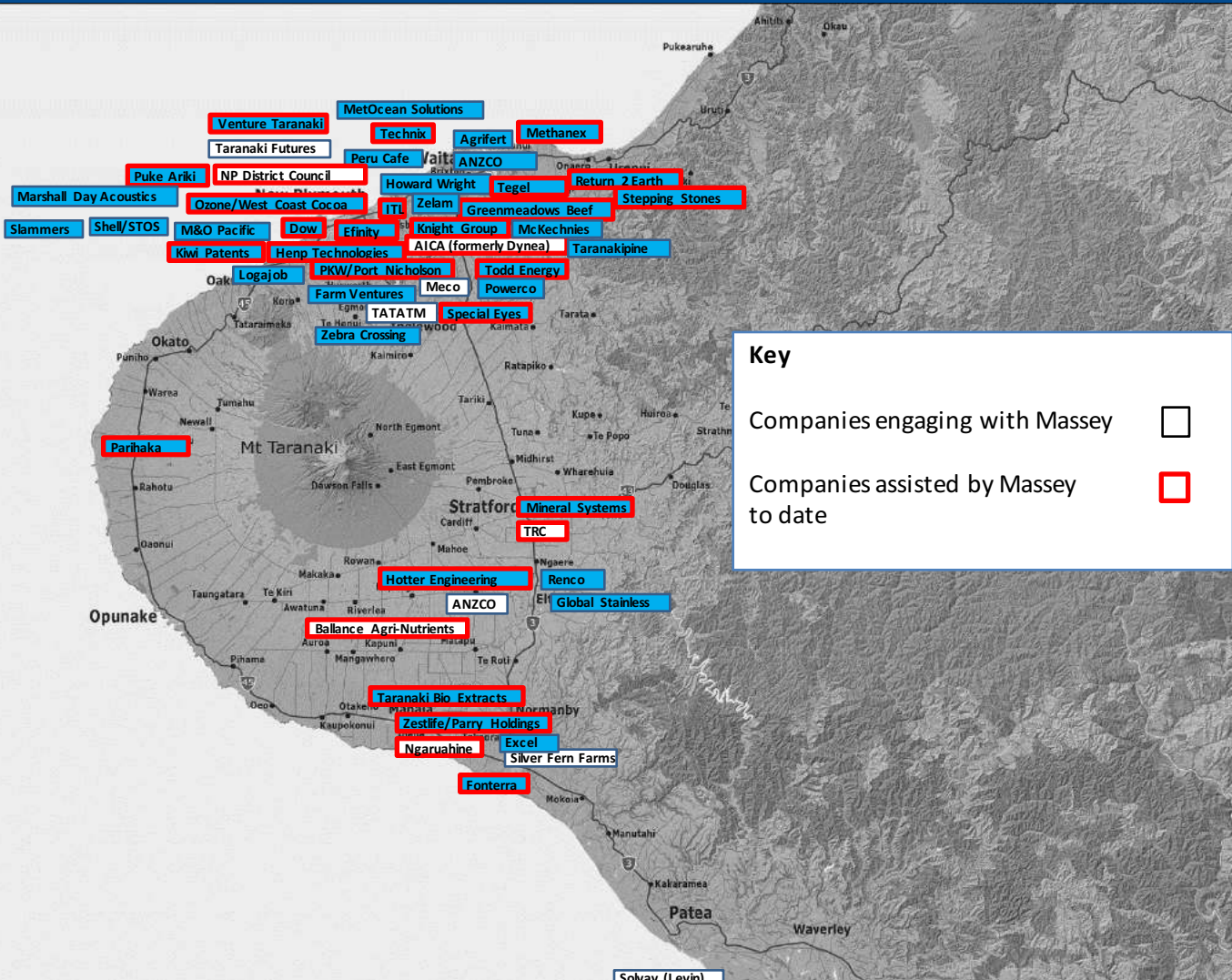
## COMPANIES and ORGANISATIONS ACTIVELY ENGAGED

2013 – 2015  
(first 2 years)

Footprint of 53 Taranaki Companies

- 11 Food Production (21%)
- 10 Manufacturing/Processing (19%)
- 9 Agri-Sector/Environment\* (17%)
- 7 Engineering (13%)
- 5 IT
- 4 Administration
- 3 Oil and Gas
- 2 Energy\*
- 2 Creative/Cultural

\*Inclusive of Maori Organisations (3)



## IS MASSEY ABLE TO HELP THE RIGHT PEOPLE?

What form has 'help' taken?

One or more of the below:

1. Researcher resources for R&D projects (some with external funding)
2. Consultancy – both paid and unpaid
3. Students sourced for R&D projects
4. Graduates sourced for projects/positions



# MASSEY INSTITUTE OF FOOD SCIENCE AND TECHNOLOGY

## MEETING GLOBAL CHALLENGES OF THE 21ST CENTURY



Home > Learning > Colleges > College of Health > Massey Institute of Food Science and Technology

## Massey Institute of Food Science and Technology

Massey Institute of Food Science and Technology (MIFST) is a world-class research, teaching and business development facility at Massey University. It is the leading and largest academic/research grouping in food and nutritional sciences in the Southern Hemisphere.

The institute oversees the activities of the [School of Food and Nutrition](#), the [FoodPilot](#) and [Riddet Innovation](#).

### Director of MIFST



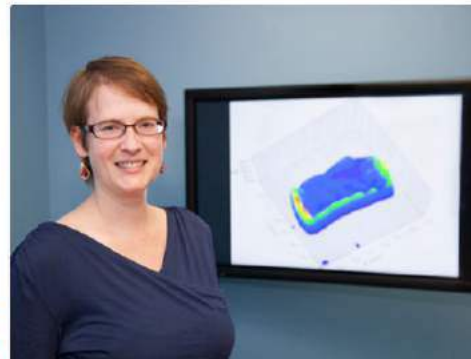
Director of MIFST is [Distinguished Professor Harjinder Singh](#), a world-renowned authority in food science.

MASSEY INSTITUTE OF FOOD SCIENCE AND TECHNOLOGY  
meeting global challenges of the 21st century



### School of Food and Nutrition

The [School of Food and Nutrition](#) is a leading provider of integrated research and education in food science and technology, human nutrition and physiology, and health biosciences.



### Riddet Innovation

Riddet Innovation focuses on food innovation; developing external links and research and development programmes with industry, business development, and commercialisation of intellectual property.



### FoodPilot

[FoodPilot](#) helps industry develop and test new products and processes and teaches students traditional and new food-processing technologies.



Agri-science

Food safety and  
assuranceFood science and  
technology

Food processing



Commercialisation

Nutrition and  
healthConsumer  
science and  
policy

## What we do

### FoodHQ: World leaders in food innovation

FoodHQ is the food and beverage industries gateway to more than 2200 scientists from nine internationally recognised research and innovation organisations in New Zealand.

### Expertise

- ✓ *Agri-science*
- ✓ *Consumer science and policy*
- ✓ *Commercialisation*
- ✓ *Food processing*
- ✓ *Food safety and assurance*
- ✓ *Food science and technology*
- ✓ *Nutrition and health*

# MASSEY UNIVERSITY

## COLLEGE OF HEALTH

Enhancing and promoting health for all



### Agrifood Business Research

Massey Business School expertise contributes to and draws from Massey's strong tradition and excellence in agrifood and our research expertise in sciences and food technology.

From our origins as an agricultural college, to our ranking as one of the top agricultural universities in the world, Massey University is a world leader in agrifood.

### Associated research groups



#### CASE STUDY

What does Asia want for dinner?



Professor Claire Massey – Massey University's Director of Agrifood Business.

When you're a long way from your key customers, good market intelligence is a gift from the gods. We can have all the good ideas we like, but if we don't have the data to back it up, dreams often remain that – and the targets that sounded so good when they were launched are hastily revised in the light of reality.

### Food science and technology

Massey University is a world leader in food technology. We specialise in all aspects of food manufacture to satisfy the needs of the world's population. We have a strong focus on dairy and meat products and have a specialist unit for post-harvest technology. We are part of the School of Food and Nutrition, which has expertise in other aspects of health and wellbeing relevant to the development of foods for today's society.

#### Study



Our graduates develop theoretical and practical knowledge and are in high demand in the international food industry. Short courses, including brewing, are available to industry and the general public.

[View our website](#)

#### Research



We do research in a range of areas, including dairy, meat and post-harvest. From the underlying food science and chemistry to processing of the final products in our food laboratories and food pilot plant, our research covers the entire food science spectrum.

### Future food systems

There can be little doubt that with a rapidly growing global population, the basic issue of food provision and the prevalence of high levels of malnutrition is one of the grand challenges of the age. Food quality is also one of the keys to the wider problem of health maintenance in an increasingly ageing population. As a major food exporting nation, New Zealand is uniquely placed to advance the design of new health-enhancing foods, helping prevent disease and to improve the quality of life. The impact of innovation in the food sector on our export-driven economy stands to be dramatic. Massey is a world leader in agrifood research and is working at the smart interface between food science and nutrition to address food security issues as well as to enhance health and well-being. Our expertise in food innovation spans the disciplines of agriculture, horticulture and biosecurity, packaging, refrigeration, nutritional balance and food safety, food technology and engineering, design, branding and marketing. Ensuring the environmental sustainability of food supply underpins all Massey research activity.



### Sustainable Processing

Processing industries are the backbone of New Zealand, and Massey provides research and training to ensure ongoing success.



#### Our expertise

##### Biotechnology

A focus is on improving process yield and productivity through the application of process engineering and molecular biology and microbiology.

Contact Prof Yuusuf Chishti

##### Chemical and nanotechnology

Improving our knowledge of the underlying chemistry of chemical reactions results in better design and improvement of chemical processes. Increasingly, chemical engineering research is looking to the micro- and nanoscales to provide these insights. Tools such as atomic force microscopy, electron microscopy and synchrotron are being used to collect nanoscale information on a wide range of materials of interest in New Zealand.

Contact Prof Richard Havekamp



#### Finding energy-smart ways for food

As the world population continues to grow, projections indicate that by 2050, 70 per cent more food will be needed to meet demands. Managing resources – energy, water, land and climate – is a crucial and complex challenge to the whole food supply chain.

When the Food and Agriculture Organisation of the United Nations (FAO) wanted to know how to produce, process and deliver food with lower greenhouse gas emissions, they approached Massey's energy expert Professor Ralph Sims.

He led a team from around the world and produced a report, Energy-Smart Food for People and Climate, that

## Attracting Talent for Taranaki businesses



### Fancy an internship like no other?

Innovative businesses in Taranaki are looking for paid interns to help progress some great R&D projects.



**Morgan Vine**  
and  
**Taranaki**  
**Bio Extracts**

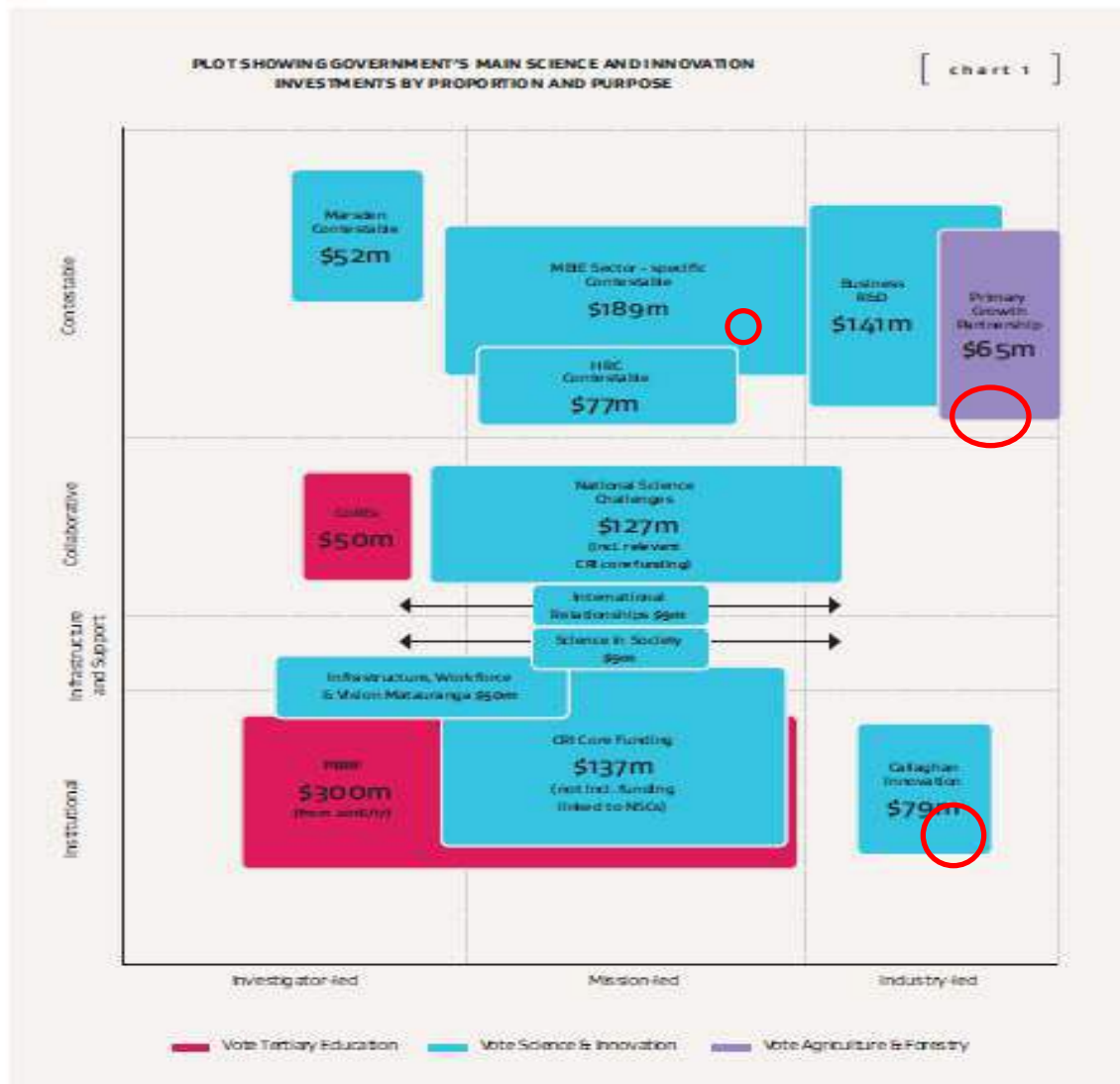
Optimising beef bone extract production by refining the extraction process was the focus of a summer internship for final year Massey engineering student Morgan Vine, who worked at one of Taranaki Bio Extracts' three plants near Hawera.

The outcome was a process adjustment that allows for consistently better extraction per kilogram of raw material.

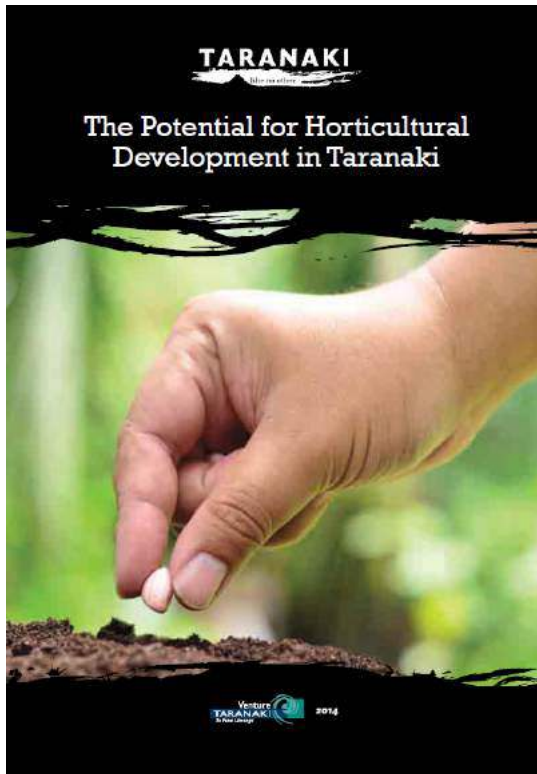
Mike North, Morgan's supervisor, says "Morgan played a valuable role in the overall development of the team he worked within and we are happy to have identified ways to improve the efficiency of our extraction process. We also found that the summer internship was a great way to support a student and give them practical work experience."

Morgan says he was able to apply his knowledge of theory and design in relation to liquid processing and extraction processes. "It was great to get the industry experience, from the perspective of health and safety too, as well as familiarity with a lot of different equipment."

# Science investment in Taranaki?



## Where is Taranaki at with Natural Products?



- Agriculture & Food Processing 20% of Taranaki's GDP
- Dominated by Dairying (and Oil & Gas/Engineering)
- Large areas in Taranaki suitable for horticulture, but “anything can grow in Taranaki” is not enough for a successful industry
- Horticulture development has declined and is so low that Statistics NZ have stopped providing figures
- Avocados (1% NZ production, 62 ha)
- Potatoes (23 ha)
- 2007 = 27+ ha flowers and bulbs – 14 types (now dropped from census)
- Ornamental plants and flowers are our most successful export crops
- Manuka industry in growth mode.
- Industrial hemp, berries and other opportunities are being explored



# Food Futures Taranaki 2016

Opportunities for developing Taranaki's food sector  
Presented by Massey University in partnership with Venture Taranaki

**WHEN** 9am - 4pm, Friday 22 January 2016

**WHERE** The Devon Hotel, 390 Devon Street East, New Plymouth

Featuring speakers from Massey University | FoodHQ | New Zealand Food Innovation Network | PharmaTech | Natural Products NZ Ltd | NZ Sheep Dairying | Federated Farmers | Te Tumu Paeroa | and more...

Thank you