

Unlocking the value

Seafood Innovations Ltd

- ▶ The New Zealand seafood industry is an important contributor to the New Zealand economy. As New Zealand's fifth largest merchandise exporter behind dairy, meat, horticulture and forestry, and exports totaling up to \$1.3 billion per annum, the potential to increase our contribution is there.

The industry has huge potential

While wild-catch fisheries volumes are unlikely to alter dramatically, increasing volumes from the aquaculture sector will contribute to industry growth. However, the most considerable potential for growth lies in the myriad of opportunities to add value to current and future harvests. The key to unlocking this added-value potential lies primarily in research and development (R&D).

Numerous opportunities exist

Constantly evolving market demands and latest knowledge from research will continue to provide numerous opportunities for the development of new, higher value products from marine sources including, for example:

- quality improvements in existing products
- new and 'healthier' food products
- a range of products from marine extracts including
 - food additives
 - dietary supplements
 - nutraceuticals
 - pharmaceuticals and more

This value may be realised in any part of the value chain. It could be through:

- improved production systems
- better harvesting methods and technologies
- identification of characteristics that lead to the development of added value food or non-food products
- 'smart' processing technologies for new or existing products
- researching health benefits of seafood as part of a regular diet

Much of the innovation required in the development and commercialisation of these products and processes will be built on new knowledge generated by scientific research.

Seafood Innovations Ltd assisting industry

SIL's aim is to assist the industry to undertake strategic and applied research and development to realise the growth potential of emerging market opportunities.

The latest major funding round closed on 16 October with a high level of interest. The next major funding round will be announced in early 2007 and is expected to be open until April next year.

If available funds allow, SIL may consider individual proposals at other times, between funding rounds so please contact Tony Hadfield at any time to discuss the possibility of SIL funding your proposal.



For more information please contact:

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