

Dr Kieran Elborough

General Manager Science – Food Innovation

The New Zealand Institute for Plant & Food Research Ltd.



I have a very strong and diverse scientific background with a Bsc Hons degree in Microbiology, a DPhil (PhD) in human biochemistry (cancer research). I was a lecturer at the University of Durham, UK for several years carry out both academic and commercial research. After emigrating to New Zealand from the UK I transitioned into an entirely commercial science role with Fonterra/ViaLactia as Chief Scientist-forage. Then made the move into food innovation business development for a few years, before taking on my current responsibilities managing >200 scientists and business managers at one of New Zealand's Crown Research Institutes as well as directorships of both a research company and a New Zealand government agency.

Our Food Innovation Research

Introduction from Dr Kieran Elborough, GM Science Food Innovation

"A team of seven science groups with a total of more than 200 scientists, the Food Innovation Portfolio has three primary targets. Our first target is to develop premium whole fresh foods for wellness (fruit, vegetable and arable crops) from exclusive proprietary cultivars that secure competitive advantage. This is our traditional business but with an enhanced wellness focus to meet new consumer trends. There will be increased feedback from food and beverage research to enhance breeding of new cultivars for whole fresh foods.

"Secondly, we develop new food and beverage ingredients (from specialist fruit, vegetable and arable crops) based on knowledge of wellness and consumers. New exclusive proprietary cultivars will be developed specifically for higher concentrations of active ingredients. Thirdly, we are investigating new food and beverage concepts based on these ingredients and developed in partnership with food companies.

"The value proposition for our customers is - exclusive new fresh whole foods developed from proprietary cultivars to allow control of supply into premium, niche markets; exclusive new high-value ingredients developed from proprietary cultivars to allow control of supply into premium, niche markets; designs for new foods and beverages based on these ingredients and consumer and wellness knowledge; and growth in value of exports, profitability, wealth creation and enhanced productivity from land-based industries."

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