

Food Industry 2002: R&D Outsourcing Trends

Main drivers: Rapid injections of knowledge, Difficult food intelligence, Increased efficiency, Cost-reduction

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ABBREVIATIONS - PD: product development, NPD: new product development, NBD: new business development

New in 2002:

The Food Application Help Desk

the specialized helpdesk for food product developers

Need more transparency and control in your outsourced R&D projects? Have an acute R&D problem? Find it difficult to find a supplier of a specific ingredient or R&D service? Need rapid product formulation tips to prevent a recurring problem? Or proven know-how to solve a certain product development question? Comparing outsourcing project costs, conditions and options? Need to improve your R&D efficiency and update your outsourcing practices? Looking for temporary R&D specialist support? Need to consult on EU food legislation? Doubts about patents, patenting or IPR?

Many product developers get entangled in solving 'already-solved' problems. Or they waste their technical work-time in tedious questions easily answered by an international technological network of food specialists.

The Food Application Help Desk started in 2002 to provide some of the specialised services of FOODLINK FORUM by telephone/email to some of its standing customers. This facilitated their work so much that this service has now been made broadly available. More info? info@foodlinkforum.com

Major R&D Outsourcing Trends 2002

To achieve their development plans in the modern and highly competitive food market, companies focused on refining the market-fit of their present product range and on finding new market gaps for their new product development (e.g., next generation products, new moments of use). FOODLINK FORUM was heavily involved in these activities as senior support partner to Western European, Japanese and American companies. Main service categories are hereby summarised (see reverse). Outsourcing was mainly used to complement the company's internal know-how and used the leading international food specialists, networks and knowledge.

Main company drivers to outsource

Main company drivers were to acquire rapid injections of knowledge, carry out difficult food intelligence work and increase R&D efficiency and flexibility. Using external experts in this way was found very economical because it allowed the immediate gain of knowledge and know-how that would otherwise take years or cost much to develop within the company. It also solved many worries of the R&D manager (personnel schooling costs, timetable problems, vacation and sick leaves, undesirable reorganisations and costly lay-offs). As experienced outsourcing advisor and negotiator, FOODLINK FORUM helped make outsourcing projects and costs transparent and more controllable to the R&D manager. Considering all-in costs, negotiated outsourcing work had a very high level of value addition and technological advancement for the company.

Preferred Service Categories 2002

- 1. Product-Market Scoutings** in the consumer and industrial markets, commissioned by food manufacturers and ingredient suppliers. Used for different purposes: follow market developments, review and improve the company's competitive position, find new supplying partners, business creativity and new product concepts. Product-Market scoutings were carried out internationally in Western Europe, USA and Canada. These scoutings benefited from our combined overview of industrial food technologies, European market knowledge and professional network. They were carried out by dedicated food product-market specialists.
- 2. Outsourcing food R&D (Product development).** Main requested support concentrated on finding the appropriate R&D partners, streamlining project plans (less work, lower costs, more rapid targeted results), and negotiating conditions. Searches and support in Europe and America.
- 3. NBD surveys** summarised key information on market, technology, science, patent and/or food legislative questions for specific NBD areas. Used by companies to carry out their internal evaluations. Required the thorough use of our extended professional network. Key-source surveys provided core information extra effectively.
- 4. New technology surveys** were carried out internationally and focused on solutions to specific difficult R&D questions (ingredients, technologies). Made possible by our combination of industrial R&D experience and international technological network.
- 5. Application surveys** were mainly commissioned by ingredient suppliers to find out the preferences, uses and problems of manufacturers using a specific ingredient. Made use of our international network of R&D managers in the food manufacturing industry.
- 6. Patent Infringement Support** involved gathering techno-commercial information internationally, to help the customer build-up his case.
- 7. Product-Market Mapping, New Product Ideation - R&D clinics.** Development of next generation concepts used various specialised services for new product ideation. Trained and updated R&D personnel.

What makes FOODLINK FORUM different?

FOODLINK FORUM are industrial managers helping industrial managers. Our motivation is that of highly skilled specialists helping peers. All our leading advisors have held senior positions with major international food industries, thus FOODLINK FORUM is aware of industrial constraints, problems and situations, and offers especially designed services to the pressured R&D manager. We know how to combine the multidisciplinary know-how & skills, confidentiality, anonymity, flexibility and top efficiency required. We use the international talent of European and American specialists for the benefit of our industrial customers. In our services we offer high value addition to companies in order to maintain our position as preferred European supplier of food intelligence and food R&D outsourcing services.

More information?

Visit our website www.foodlinkforum.com. To receive our company brochure send your contact details to info@foodlinkforum.com. For a personal discussion, contact Dr. Cecilia Kühn, International Project Manager, Tel. +(31)-317-421868, c.kuhn@foodlinkforum.com.

FOODLINK FORUM in 2002

- ▶ Industrial customers (Europe, Japan, America) = food manufacturers : ingredient suppliers, ca. 50:50
- ▶ Service focus: outsourcing food R&D project support and specialised food intelligence.
- ▶ Worked across many food industrial sectors internationally (Western Europe, North America).
- ▶ Continued development of our powerful international food professional network (manufacturers, suppliers, R&D specialists, market researchers and intelligence buros, industrial and consumer organisations, food law & government officers, food trade press, food distributors).
- ▶ Continued co-authorship of a book on industrial practices of functional foods.
- ▶ Maintenance and expansion of the FOOD APPLICATION PLAZA (www.foodapplication.net)