

LEADING FOOD 4.0

Kelly Stiebel, Project Manager (Food)
@NCUBtweets

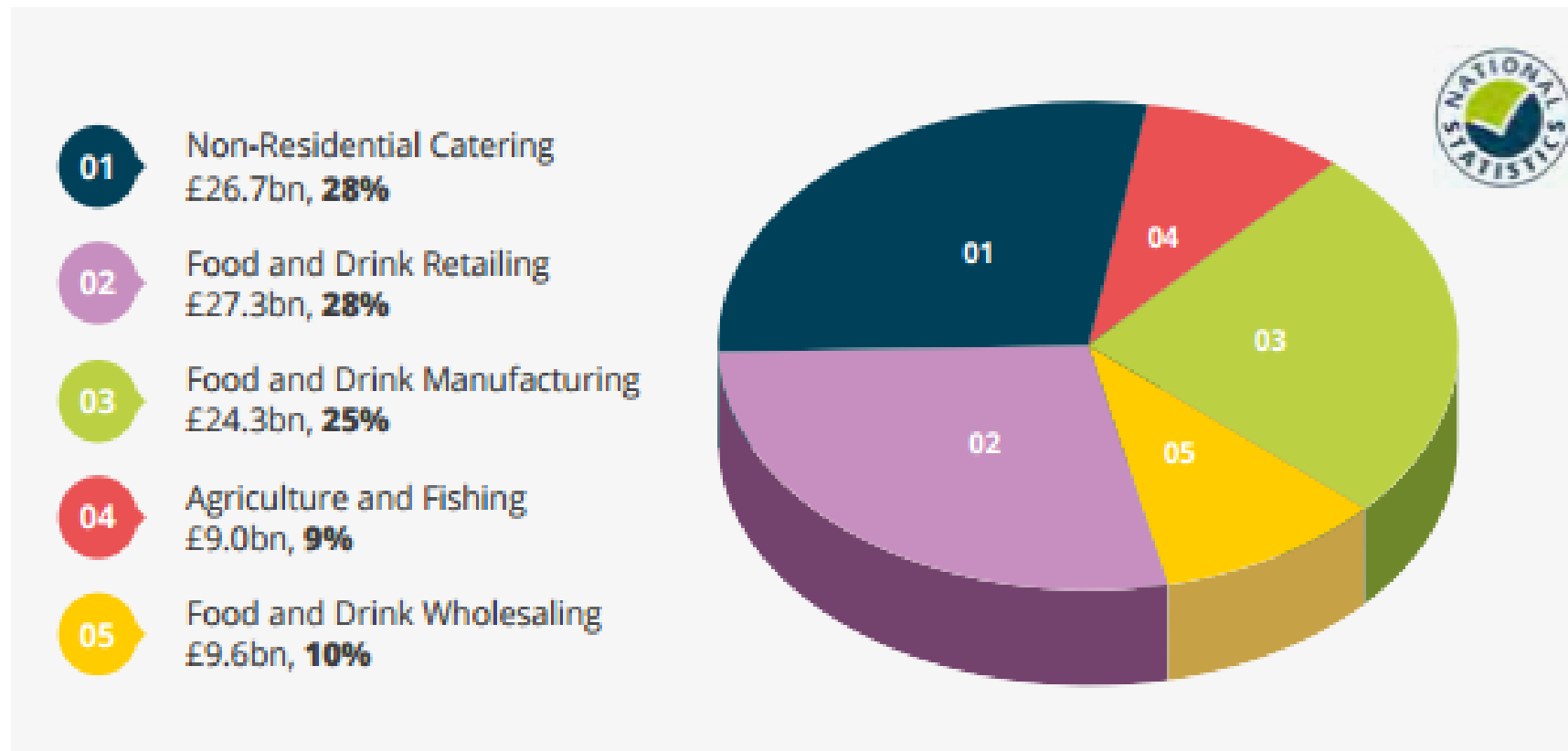
NCUB: Setting the Scene

- Established in 2013
- Public / Private Partnership
- c.60 universities / 60 businesses
- University – business collaboration



The Food Economy

Gross value added of the UK agri-food sector¹¹





Selection of food and drink manufacturing trade bodies



Food Economy Task Force: Structure

Chairs

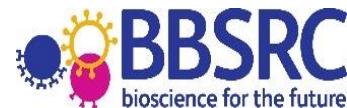
Steering Group

Work Stream
1: Talent

Work Stream 2:
Science &
Translation

Work Stream 3:
Land-use

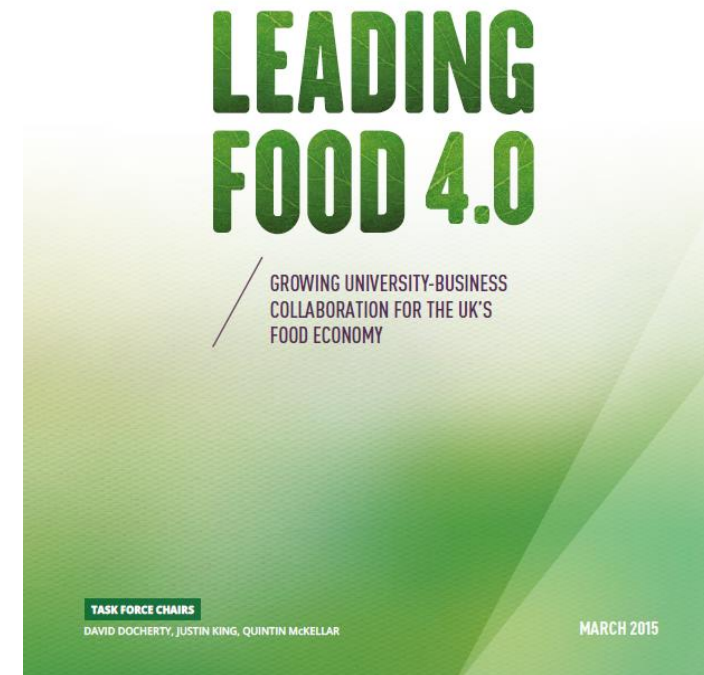
Food Economy Task Force: Steering Group



Food Economy Task Force

Challenge:

“How can the UK integrate collaboration between business, higher education and other research institutions to develop a more competitive and sustainable UK agri-food sector?”



WS1: Talent

**“Making it ‘cool’ in
the media”**

- undergraduate

**“It is fast paced,
challenging and
overall a
significant sector
to be in”**

- Recent Entrant



**“...raise awareness
of the different job
roles and
opportunities”**

- Recent Entrant

WS2: Science and translation

“You know that there is a university out there that will have the expertise that you need to access but we certainly wouldn’t have known which university to approach”

- Large manufacturer

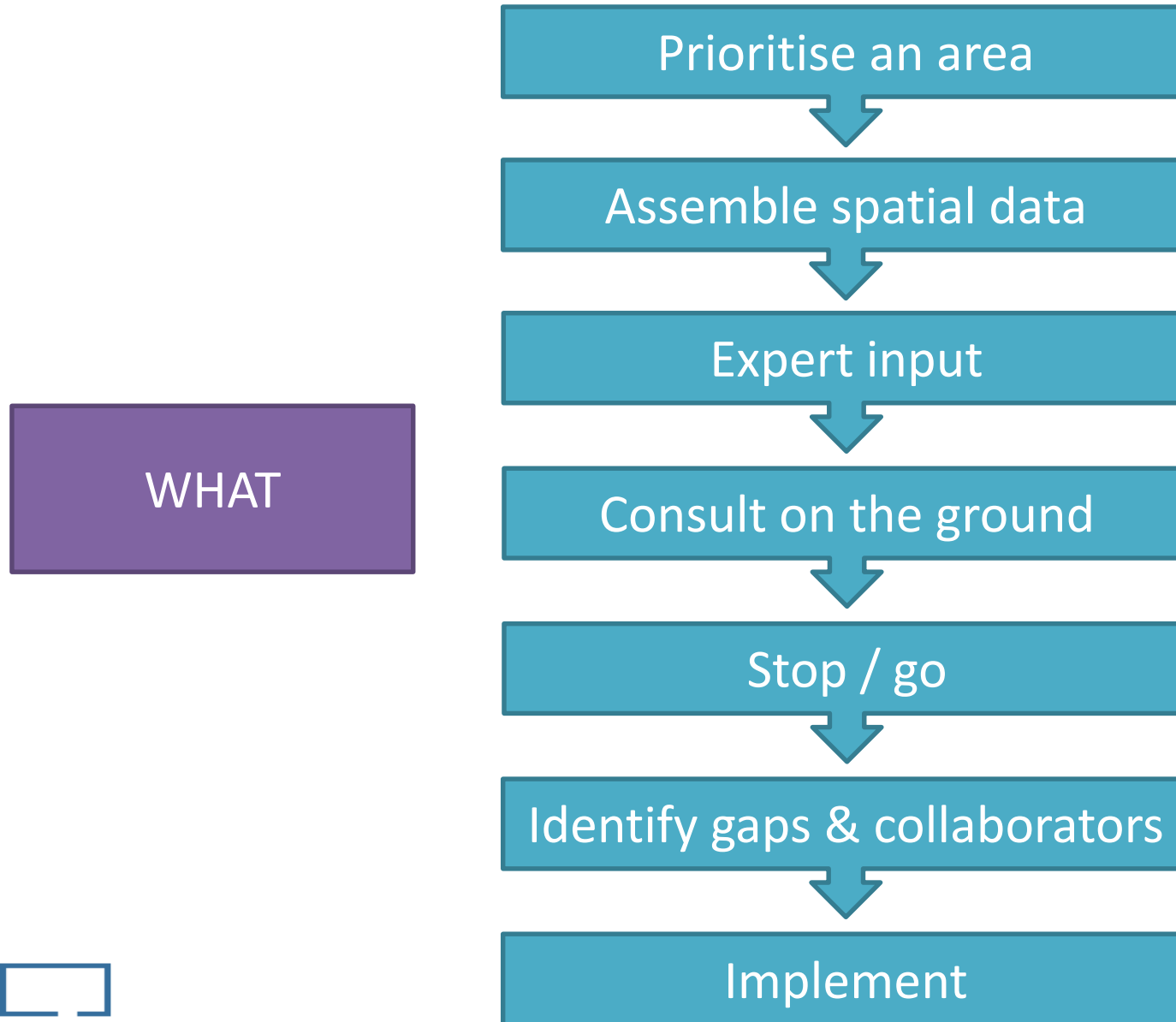
WS3: Land-use

“This has been too long coming – so many of the critical environmental & agricultural challenges exist across multiple farms, and the responses we develop must reflect this”

- Professor Ian Gordon, James Hutton Institute

Landscape Signals

Signal	Elaboration	Risk/ Benefit	Sustainability Sphere			Potential landscape scale	Key stakeholders & relative strength (bold = strong) of signal	Example(s)
			Economic	Environment	Social			
Flood Risk Management	Co-operation on reducing flood risk within a catchment (e.g. through river restoration and riparian zone management)	Risk	✓	✓	✓	<ul style="list-style-type: none"> • Water catchment 	<ul style="list-style-type: none"> • Farmers • Retailers • Water companies • Local Business • Community 	Poole Harbour Catchment Initiative, Dee and Tweed Pilot Catchments



Why is this important?

- Sustainability
- Changing behaviours
- Interdisciplinarity

Recommendations

1. A more unified plan for agri-food
2. Uni-business new collaboration programmes/forums
3. Trusted guidance portal to facilitate uni-business collaboration
4. Promote Food Economy research, impact and innovation agenda
5. Coordination & knowledge-sharing between Devolved Administrations
6. Universities, businesses & government must collaborate to deliver sustainable land use at the landscape level

Follow-up & Policy Impact

- Government Minister launched the report
- Sit on Agri-tech skills sub-group
- Hosted Food Innovation Network
- Liaising with Defra – FRP
- Feeding into Defra's 25 Year Plan for Food & Farming

Thank you

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