



leatherhead
food research

Mapping the opportunity
for bio-fortified crops

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Opportunity

HarvestPlus' bio-fortified crops approached Leatherhead to better understand the market opportunity for bio-fortified crops. These crops, created by means of conventional plant breeding methodologies, are being developed to tackle the worrying global trend of hidden hunger and micronutrient malnutrition.

Approach

The scope considered consumer acceptability, barriers to B2B uptake, regulatory compliance (UK, EU, US) and the impact on manufacturing processes in sample recipes. The team were able to bring combined expertise to act as an incubator for this concept, shedding light on a number of interconnected considerations, such as consumer positioning, claims and grey areas of regulation that will be addressed in future activities.

Result

The blended approach provided HarvestPlus with an holistic overview of the situation and a clear set of recommendations to progress to market.

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