



East of England Launchpad Agritech & Food Technologies

New Innovators May 24 Breakout Room



Innovate
UK

New Innovators in Agri-tech and food technology, Eastern England Launchpad

Applicant Q&A

Date: 14th May 2024

The webinar will end at 11:15am

- We are currently on mute, whilst waiting for more people to join
- The Q&A session will NOT be recorded
- PDFs of the presentation will also be **available on request**
- To find our more and apply, please go the [Innovation Funding Service](#)
- For more information on the competition process, please go to: [Competition briefing: applicant information - YouTube](#)

Welcome and Introductions

Howard Partridge

Manager, East of England

James Allen

Connected Innovation Programme Manager,
Norfolk County Council

Julie West

Connected Innovation Programme Coordinator,
Suffolk County Council

Cathryn Lambourne

Knowledge Transfer Manager – AgriFood,
Innovate UK Business Connect



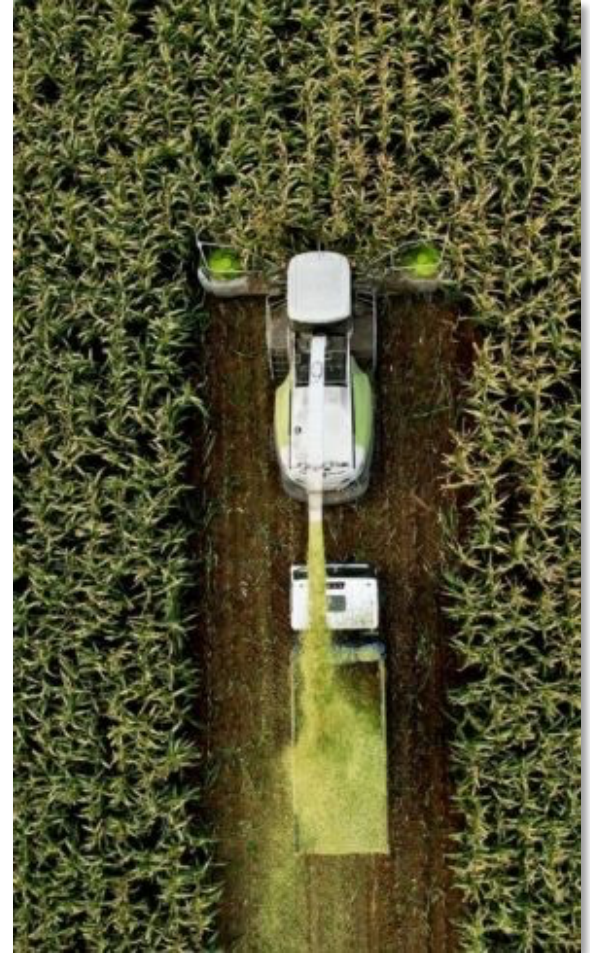
The Agri-Food innovation cluster in Eastern England

James Allen

Connected Innovation Programme Manager
Norfolk County Council

Julie West

Connected Innovation Programme Coordinator
Suffolk County Council



Launchpad Aims



1. Engage more businesses in innovation activities
2. Develop new collaborative research and development partnerships within the region
3. Encourage more high-quality future bids
4. Attract people and investment from outside the region



The Agrifood cluster



Areas included:

- North Lincolnshire
- North-East Lincolnshire
- Lincolnshire
- Rutland
- Norfolk
- Suffolk
- Cambridgeshire
- Peterborough



Importance to UK Food Chain

33% of England's crop production including:

- 96% of sugar beet
- 57% English vegetables
- 45% English potatoes
- 31% English oilseed rape
- 30% England protein crops
- 30% English wheat
- 30% English ornamental plants and flowers
- 31% English seed crops.



Food chain supports more than 150,000 jobs across the region.



The Fens has half of the UK's Grade 1 soils, with over 90% of the Fenland soils Grades 1 or 2; Lincolnshire alone accounts for 25% of grade 1 arable land; and 80% of Norfolk and Suffolk's land is Grades 1, 2 or 3.



Agricultural output £5.1billion in 2019, a quarter of the English total.



16% of English livestock production, worth £1.6billion in 2019 – including 30% of English pig production and 39% of English poultry.



More than 50% of all UK fish processing is in Grimsby, worth over £2 billion per year. Cluster supports 65 processors and with linked distribution companies employs more than 10,000 staff.

Importance to UK Food Chain

- 6 out of 17 national Food Enterprise Zones.
- Four High Potential Opportunities / Campaigns identified by the Department for Business and Trade:

**Plant Science for Nutrition:
Norwich Research Park**



**5G and Digitisation:
Adastral Park**



**Automation in Food
Processing (Greater
Lincolnshire LEP)**



**Freeport East:
Port of Felixstowe &
Harwich International Port**



Regional strengths



UNIVERSITY OF
LINCOLN

LINCOLN INSTITUTE FOR
AGRI-FOOD TECHNOLOGY



Agri-TechE



UK
FOOD
VALLEY



UNIVERSITY OF
LINCOLN

NATIONAL CENTRE FOR
FOOD MANUFACTURING



Examples of innovation within the cluster



Lincoln based Agri-tech start up, FruitCast offer unique AI-enabled data analytics and yield forecasting for soft fruits



OAL in Peterborough are helping food manufacturers automate. Using robotics to increase efficiency, quality and safety.



Norwich based Tropic use cutting-edge gene editing techniques to develop healthier and more sustainable crop varieties that flourish in the face of climate change.



AgriSynth - Suffolk-based company building complex synthetic agricultural imagery for AI to allow robots and researchers to go into any field and tackle problems.



Xampla in Cambridge is a global leader in the creation of natural plastic alternatives made from plant protein



Garford in Peterborough are developing the next generation of vision-guided weeding systems





Local support available



Greater Lincolnshire Local Enterprise Partnership
Effie Warwick-John, UK Food Valley Programme Manager
Effie.warwick-john@lincolnshire.gov.uk



Norfolk County Council
James Allen, Connected Innovation Programme Manager
James.Allen@norfolk.gov.uk



Suffolk County Council
Julie West, Programme Coordinator
Julie.West@suffolk.gov.uk



Cambridgeshire & Peterborough Combined Authority
Louisa Simpson, Strategic Funds Programme Leader
louisa.simpson@cambridgeshirepeterborough-ca.gov.uk

Questions about **Scope, Eligibility or the Application Process** should be directed to Innovate UK's Customer Support Services 0300 321 4357 support@iuk.ukri.org



Scope

New Innovators in agri-tech and food technology, Eastern England



Scope

Your business must be active or growing innovation activities in the agri-tech and food technology cluster in Eastern England.

Your project can focus on one or more of the following:

- enhancing the productivity of primary crops, livestock, aquaculture or ornamental crops
- biotechnologies related to agriculture, aquaculture, food processing and nutrition
- food that promotes safe, lower carbon or more sustainable healthy and nutritious diets
- resource efficient production and processing methods for low emission foods

This list is not exhaustive. Where you can show your proposal fits within the scope of this competition you can focus on other themes.

Scope

Portfolio approach

We want to fund a variety of projects across different durations, locations and themes. We call this a portfolio approach.

In support of the UK government's Levelling Up goals, we reserve the right to prioritise projects that:

- significantly advance innovation (the idea)
- have more innovation activity taking place within the innovation cluster or outside of the Greater South East
- achieve a balance between the specific themes for this competition

Innovate UK Launchpads



- [Launchpad programme page](#)
- [New Innovators FAQs](#)
- To find out more and apply for this competition, please go to the [Innovation Funding Service](#)
- The competition closes on Wednesday 19 June at *exactly* 11:00am

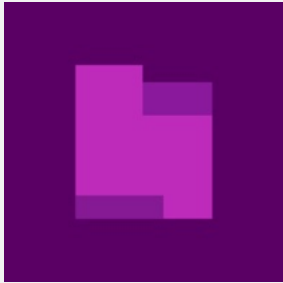


Contact

Customer Support Services

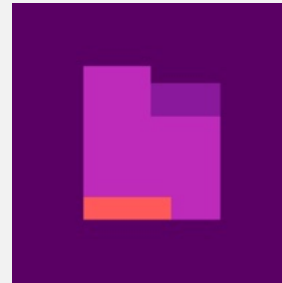
0300 321 4357 (Monday - Friday 9am-12pm and 2pm-5pm)

support@iuk.ukri.org



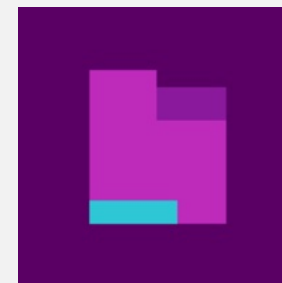
Innovate UK

ukri.org/councils/innovate-uk



**Innovate UK
Business Connect**

iuk.ktn-uk.org



**Innovate UK
Business Growth**

innovateukedge.ukri.org

Good Application Guide. This guide aims to support prospective grant applicants to submit high quality proposals, giving them the best chance of success.

<https://iuk.ktn-uk.org/investment/good-application-guide/>

Q&A



Thank You

 @InnovateUK

 Innovate UK

 Innovate UK

 @weareinnovateuk