

National  
**Science**  
Challenges

HIGH-VALUE  
NUTRITION

Ko Ngā Kai  
Whai Painga

# HE ROUROU WHAI PAINGA

NATIONAL SCIENCE  
CHALLENGE

9/11/21



HOST INSTITUTION





# HE ROUROU WHAI PAINGA

The High-Value Nutrition National Science Challenge builds the science excellence and knowledge New Zealand needs to create and deliver foods to the world that people choose to stay healthy and well



# GOALS

- Increase export revenue of high-value foods with validated health benefits
- Support the development of new high-value foods
- Increase business investment in Research and Development
- Increase NZ's reputation as a producer of high-value foods and as a science leader in food-health relationships
- Support businesses with the evidence required for health claim applications

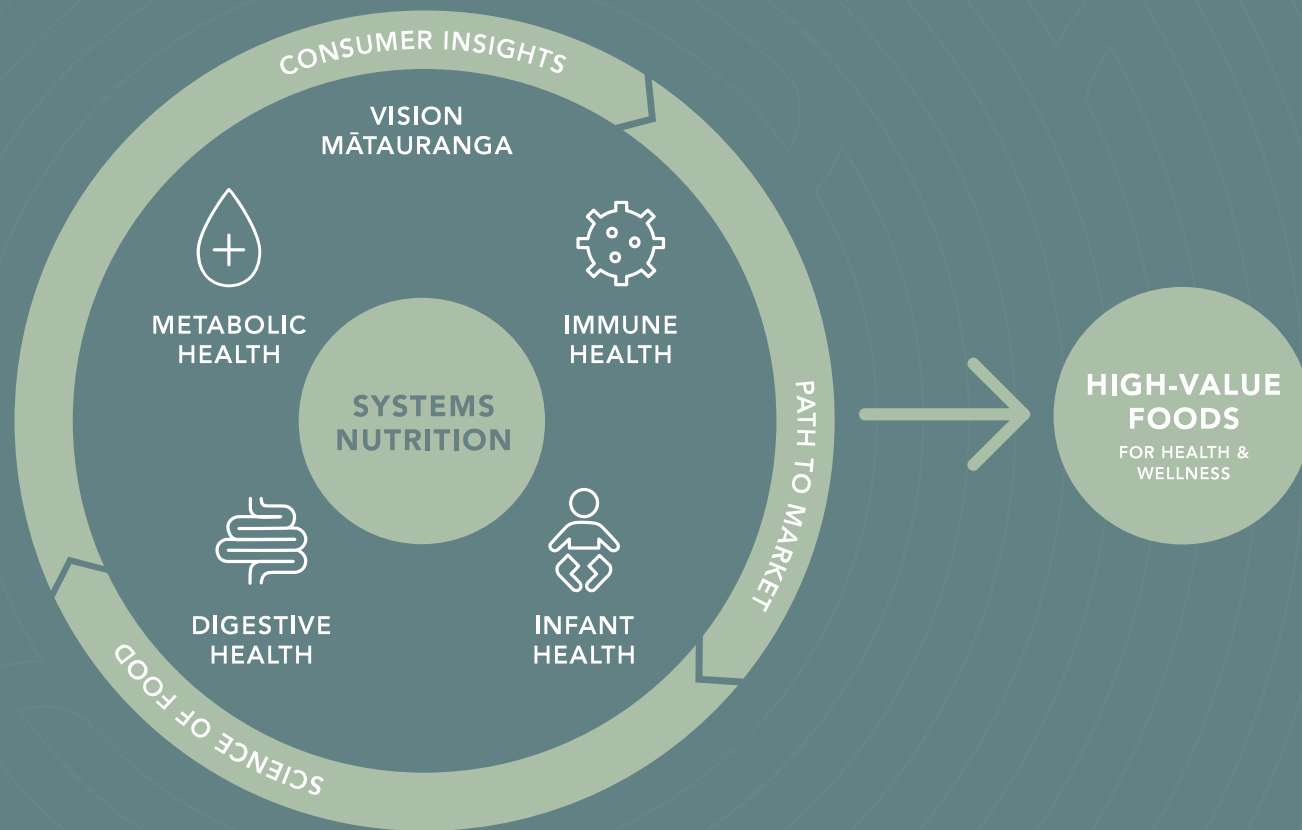
# HEALTH THEMES

High-Value Nutrition has four Health Themes:

- Metabolic,
- Immune,
- Infant, and
- Digestive Health.

Consumer Insights and Science of Food are supporting programmes.

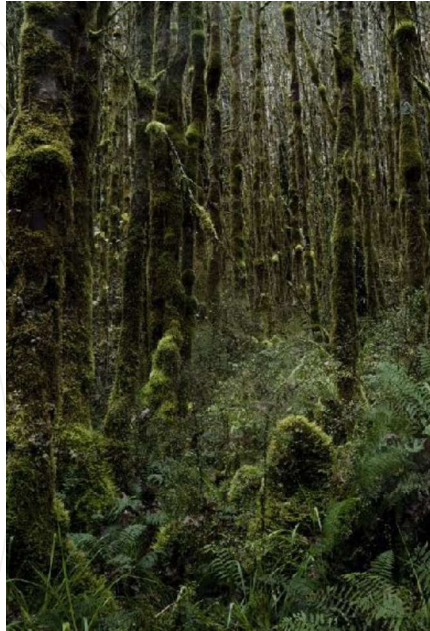
Our research shares a Systems Nutrition approach and is guided by the Vision Mātauranga framework.





# TE AO MĀORI STRATEGY

- Ngā uara: a focus on values
- Industry Engagement
- Capacity/ Capability Building







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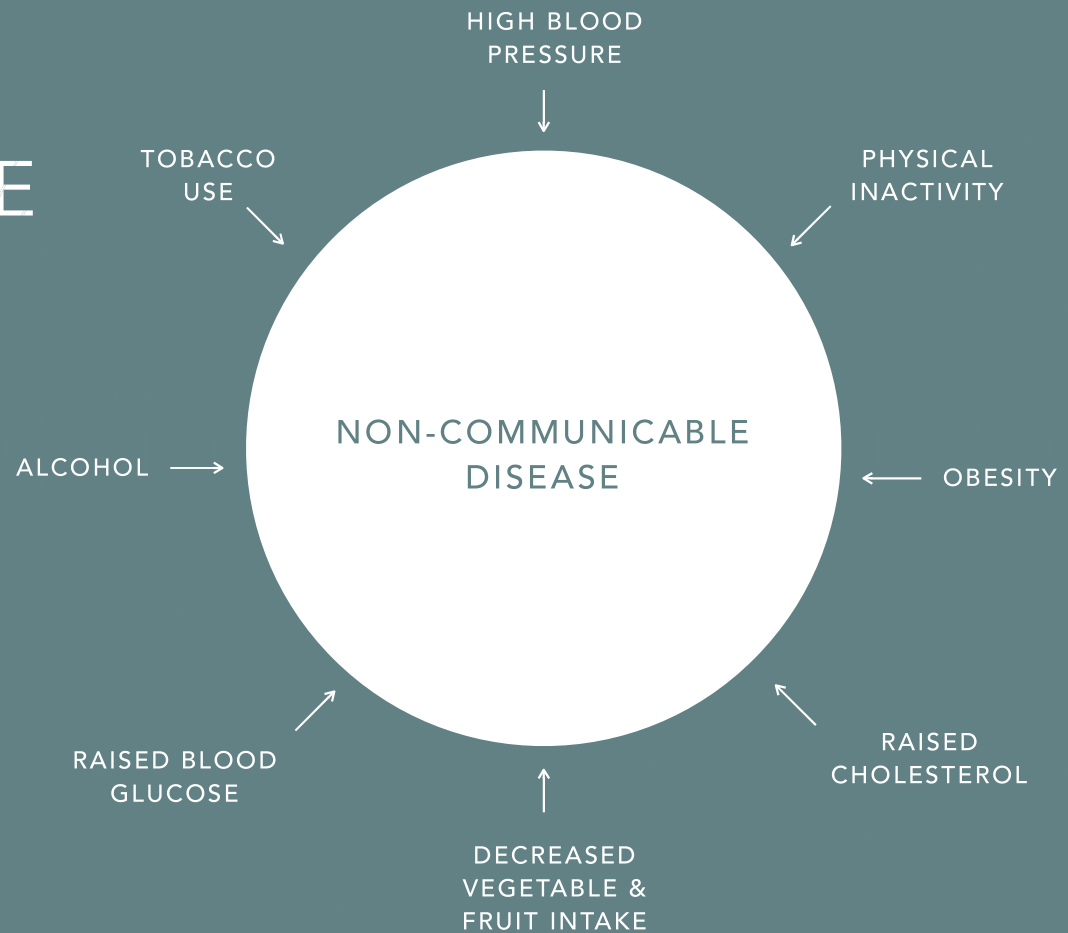
INDUSTRY WORKSHOP

21/11/21



# NON-COMMUNICABLE DISEASE

Major Cause of  
Premature Mortality



# HE ROUROU WHAI PAINGA

*Nāku te rourou, nāu te rourou,  
ka ora ai te iwi*

With my contribution and yours,  
the people will thrive.

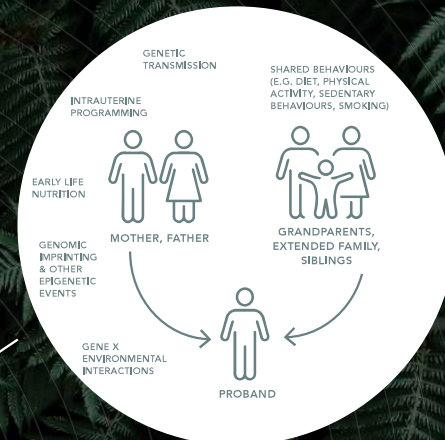
An ambitious, long-term, multi-centre,  
dietary intervention study that will explore  
whether consumption of a New Zealand whole  
diet that includes high quality New Zealand F&B  
products improves metabolic, cardiovascular,  
and wellbeing profiles in people at risk of  
cardiometabolic disease and their families.

# DIETARY PATTERN

- Increased intake of plant-based foods (vegetables, legumes, fruits, whole grains and cereals, nuts and seeds etc)
- High quality oil
- Moderate intake of seafood
- Smaller amounts of high quality meat and dairy products





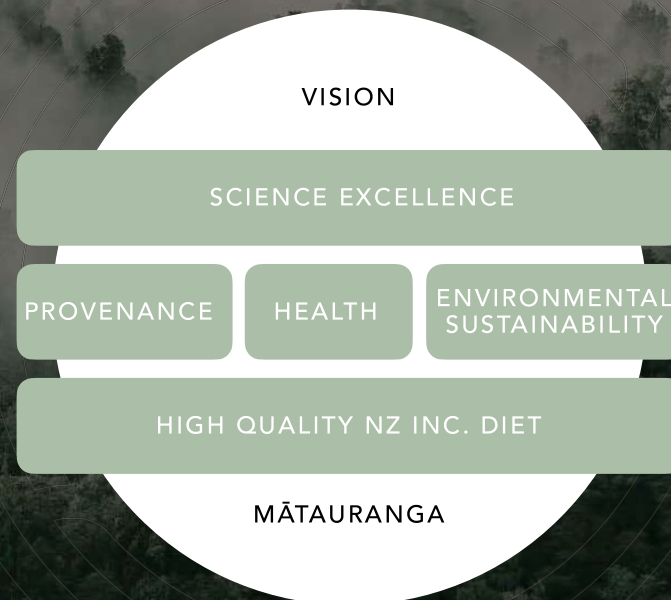


# UNIQUE ASPECTS OF HE ROUROU WHAI PAINGA

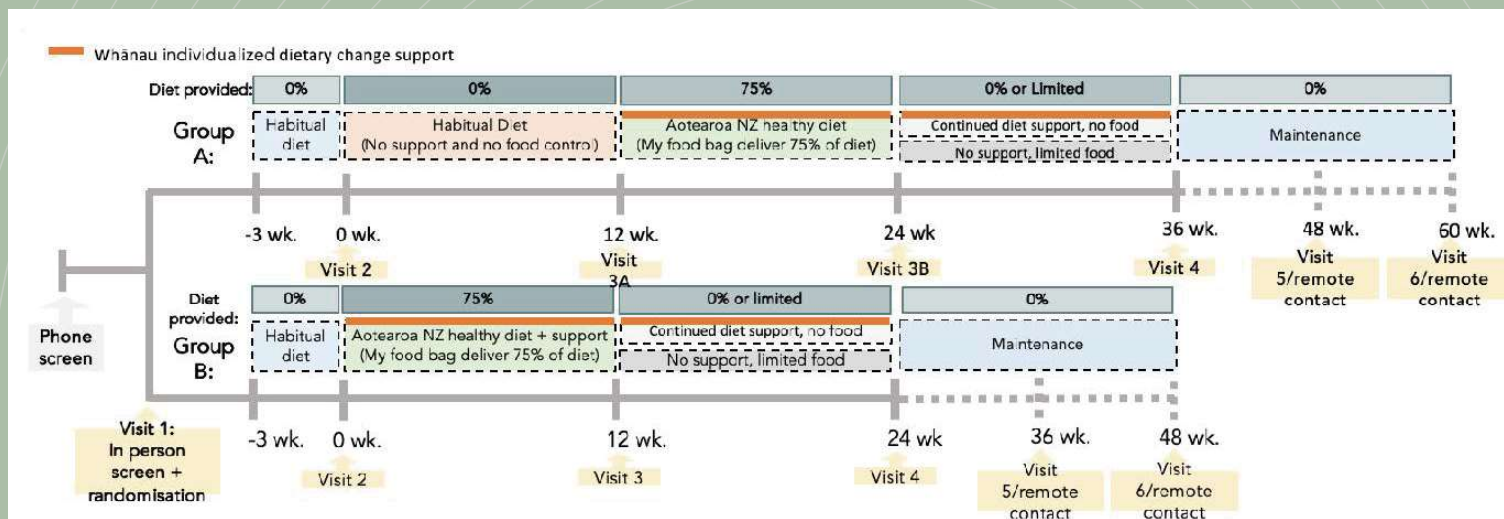




- Consumer Science integrated into the study
- Creating effective narrative and collateral for industry to support the translation of this research into market
- Multi-centre, long-term
- Underpinned by Vision Mātauranga
- Study population enriched for Māori
- Kaupapa Māori wellbeing assessment
- Māori research capability building
- Māori F&B partners and narrative aligned with Te Ao Māori principles (co-design)



# HRWP STUDY DESIGN



**Figure 1. Study design overview**

## ELIGIBILITY/SCREENING

- $n = 200$  index individuals (1-2 per family)
- MetS-Z  $>0.35$ , aged 25-70 y
- Exclude pregnancy/lactating, certain chronic disease
- $>1$  person in household to take part
- Include family/household
- Enrich Māori/Pacific

## SCREENING

- Phone questionnaire
- In person for MetS-Z (bloods and measures)

## DATA COLLECTION (TBC)

- MetS-z score parameters (primary outcomes)
- Dietary: FFQ, 24h food recalls, food/product preferences
- Wellness, physical activity, eating behavior, GI questionnaires during each phase etc
- Anthropometry

**\*\*more detailed at these timepoints to utilise HMN platforms, may include:** GTT/MMTT, RFF, DXA, PBMCs (immune), Fecal samples, metabolomics, DNA

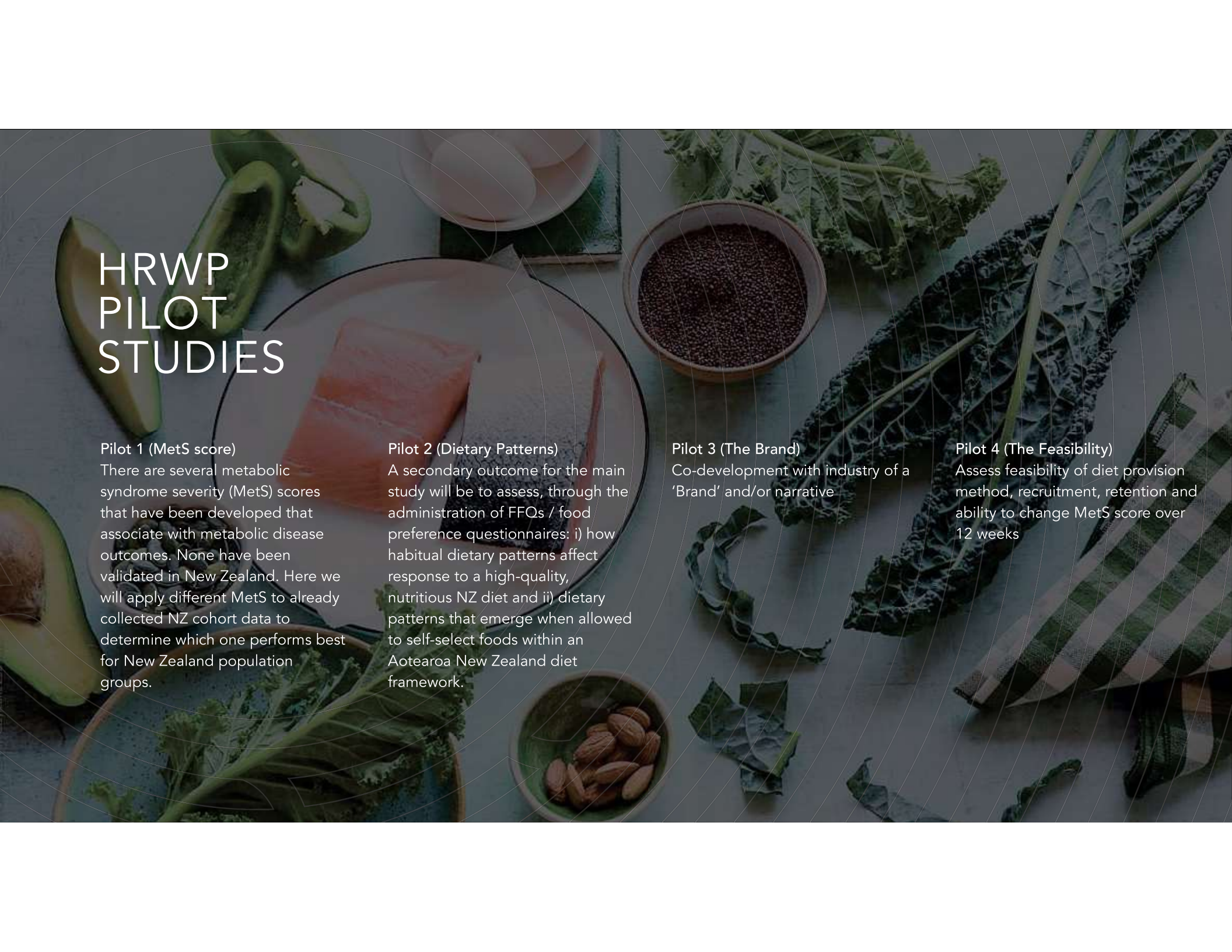
## SUPPORT

- Whānau individualised dietary change support will be provided during the Aotearoa NZ healthy diet intervention phase
- Whānau will be randomised to receive continued intervention level support or limited food following intervention phase
- Support framework will be informed by pilot
- Benefit for industry by defining self select foods and helps to differentiate effect of food provision vs support

## CONSUMER INSIGHTS

- Online interviews at wk 12, 24, 36, 48 ( $n = 40 \times 4$  timeframes = 160) to collect a range of emotional and behavioural perspectives of participants at pre-, during-, and post-intervention stages
- Interviews to include at least  $n = 15$  Māori participants to gain bi-cultural insights
- Post intervention survey at wk 48/60 ( $n = 200$ )
- Final design will be informed by pilot





# HRWP PILOT STUDIES

## Pilot 1 (MetS score)

There are several metabolic syndrome severity (MetS) scores that have been developed that associate with metabolic disease outcomes. None have been validated in New Zealand. Here we will apply different MetS to already collected NZ cohort data to determine which one performs best for New Zealand population groups.

## Pilot 2 (Dietary Patterns)

A secondary outcome for the main study will be to assess, through the administration of FFQs / food preference questionnaires: i) how habitual dietary patterns affect response to a high-quality, nutritious NZ diet and ii) dietary patterns that emerge when allowed to self-select foods within an Aotearoa New Zealand diet framework.

## Pilot 3 (The Brand)

Co-development with industry of a 'Brand' and/or narrative

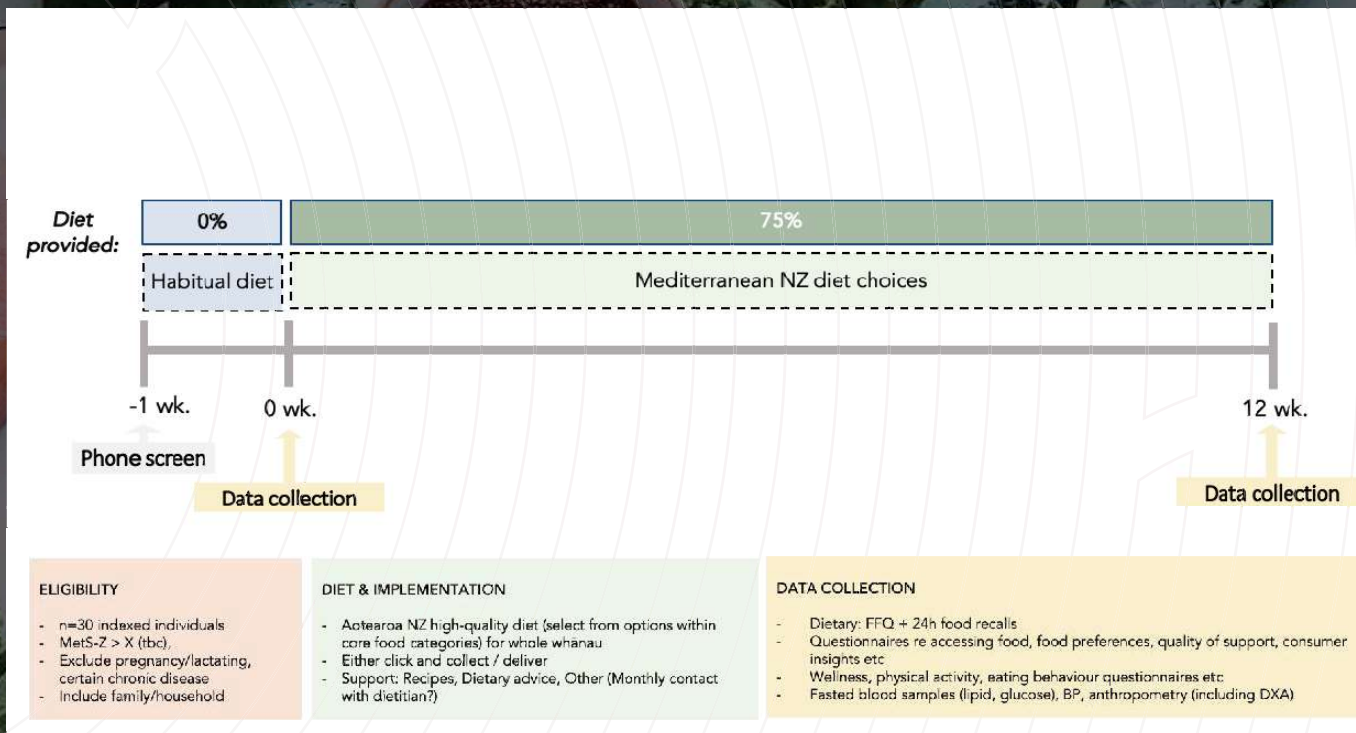
## Pilot 4 (The Feasibility)

Assess feasibility of diet provision method, recruitment, retention and ability to change MetS score over 12 weeks

# HRWP PILOT STUDIES

## Pilot 4 (The Feasibility)

Assess feasibility of diet provision method, recruitment, retention and ability to change MetS score over 12 weeks:





# HRWP PROPOSED TIMELINE

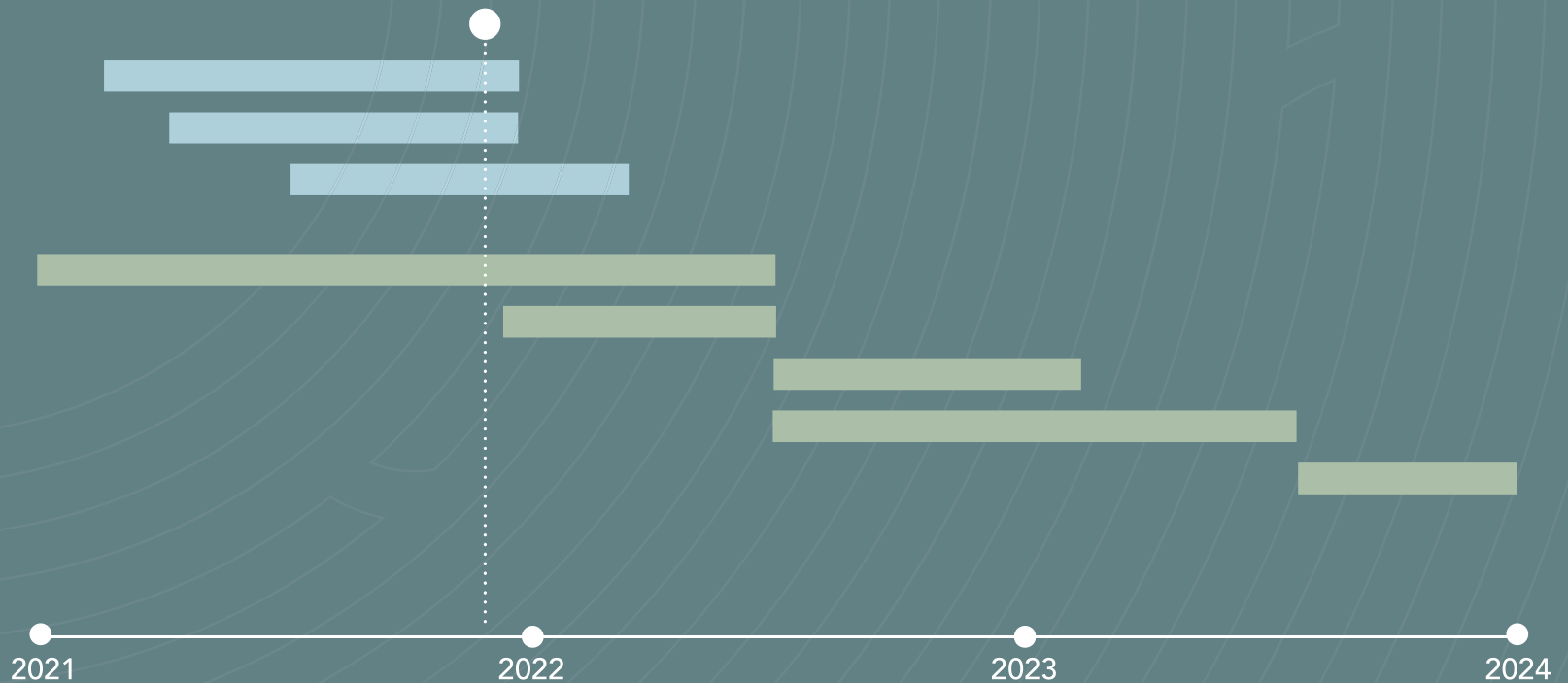
Pilot 1: MetS score

Pilot 2: Dietary pattern

Pilot 3 / 4: Feasibility

Main study:

- Planning
- Ethics approval
- Recruitment
- Trial\*
- Analysis\*



\*Maintenance phase and analysis continue into 2024.



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# HE ROUROU WHAI PAINGA

STORY POTENTIAL

09/11/21

## DISCLAIMER

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All imagery and mockups in this document are for concept and pitch purposes only and are not to be distributed beyond the working group.



## CORE INSIGHT

People want to buy safe, delicious, healthy food. Food they can trust to be good for them, to have caused no harm, and where their money is supporting good people making good decisions for the long term prosperity of everyone.



Good food they are prepared  
to pay a premium for.

A greater premium created  
via source and now further  
proven via nutritional science.





# HE ROUROU WHAI PAINGA

*A food story and health outcomes inspired by Aotearoa's  
nature, proven by science and amplified by the spirit and  
wisdom of Mātauranga Māori.*

# THE PROJECT

Proving the valuable potential of our premium food to change lives.

A world leading 'whole of diet' study designed by us and for us here in Aotearoa, with many positive food stories, positive health benefits and positive outcomes we can proudly on share with the world

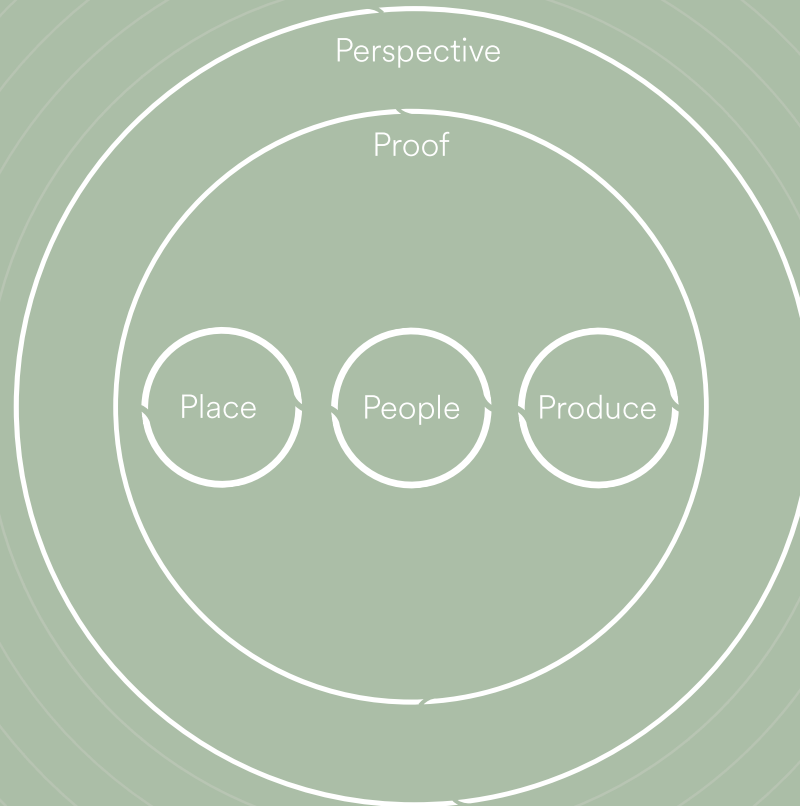
An ambitious collective tangibly measuring the quality and impact of New Zealand food as it applies to eating well and living well.



**This place that  
inspires our people to  
make amazing food**

**Quality proven  
by science**

**An aspiration  
That all  
participants have  
a Mātauranga  
Māori perspective**







Nāku te rourou, nāu te  
rourou, ka ora ai te iwi

*With my food basket and  
your food basket, the  
people will thrive.*

*This whakatauki talks to community, to collaboration and a  
Strengths-based approach. It acknowledges that everybody has  
something to offer, a piece of the puzzle, and by working together  
we can all flourish.*

WORK IN PROGRESS  
NAME AND IDENTITY



**HE  
ROUROU  
WHAI  
PAINGA**



# CORE PRINCIPLES : KAUPAPA

## Holistic Growth Mindset:

A collective of food people excited to come together and use our science and innovation system to unlock new food potential. Potential found in both the knowledge and natural resources of Aotearoa New Zealand. Collectively promoting the benefits of our food and ensuring we are looking at improving outcomes across all capitals in the process of making and exporting our food.

## Te Ao Māori Perspective:

A collective that can only exist in true partnership with Māori as intergenerational guardians of the natural resources here in Aotearoa.

A collective inspired by indigenous knowledge, how we can improve and how we take our unique stories to the world. Both today and for those generations to come.

## True Connection & Partnership:

A collective committed to growing the connection and capability of a special group of food people as we engage and evolve together.

Redefining the possibilities of an 'Aotearoa New Zealand Standard' long term by fusing unique indigenous wisdoms with the stunning quality of our place, produce and the exciting potential of our science and innovation.



# The wider angle for participants:



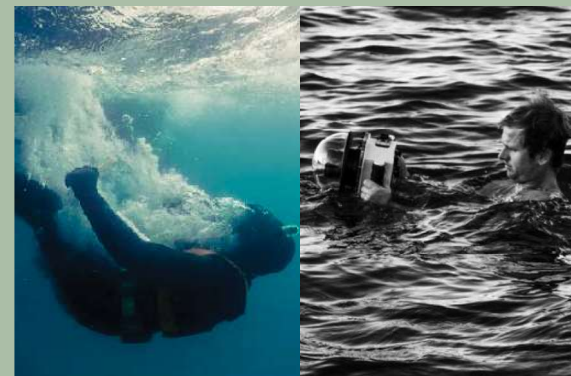
## MAKE:

New networks, new connections and uncover new learning and growth opportunities as a cohort of like-minded food people.



## DISCOVER:

New perspectives and relationships to the potential of this place, Aotearoa New Zealand. Expertly guided via nutritional scientists Mātauranga Māori and Te Ao Māori experts.



## CREATE:

New and unique stories to tell, of the power of our food and better share the potential of our people and place. Stories and solutions crafted with the support of master storytellers and subject matter experts in a wide range of areas. *(Food Science and Nutrition, Sustainable / Regenerative Production, Te Ao Māori Connection, Consumer Insights and wider Brand Storytelling)*

# COMMUNICATION ASSETS

## 1. CORE STORY ASSETS HUB

The universal 'hero' communication assets that promote our food story in a unique way - Film and photography covering place, people, perspective & proof. A private online platform to access unique information and ongoing story assets as a participant.

## 2. BESPOKE CONTENT GENERATION

Bespoke film and photography to capture you and your story. Content will be used for the overarching story assets but also customised with you for your own purposes as well.

## 3. SCIENTIFIC TRIAL COMMUNICATIONS

Specific details of study itself and the key findings wrapped up into clear and engaging messaging and communications

## 4. KAI HUI SUMMIT

An innovative and inspiring 3 day event to come together, learn together and grow together with exclusive access to experts, seminars and working sessions to engage and continue momentum.

## FILM

THE BESPOKE TELLING  
OF YOUR STORY AND  
YOUR PART IN THE HE  
ROUROU WHAI PAINGA

- WHO YOU ARE
- YOUR CONTRIBUTION
- WHAT YOU STAND FOR
- YOUR HOPES FOR AOTEAROA  
AND THE WORLD.

HIGH-VALUE NUTRITION - HE ROUROU WHAI PAINGA

LIKEMINDS

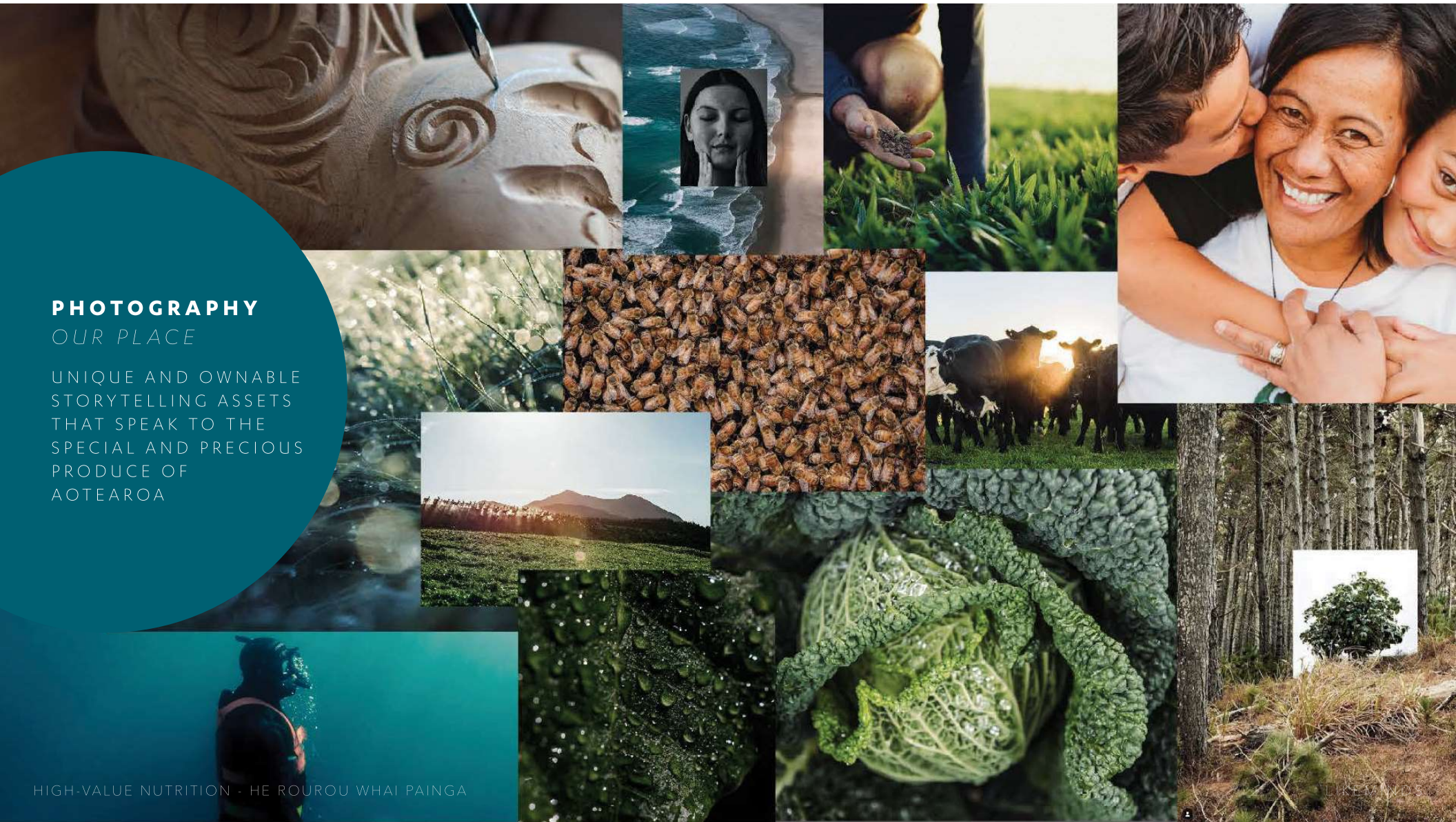


## PHOTOGRAPHY

### OUR PLACE

UNIQUE AND OWNABLE  
STORYTELLING ASSETS  
THAT SPEAK TO THE  
SPECIAL AND PRECIOUS  
PRODUCE OF  
AOTEAROA

HIGH-VALUE NUTRITION - HE ROUROU WHAI PAINGA





KAI BASKET  
TOUCH POINT  
CONCEPTS



HIGH-VALUE NUTRITION - HE ROUROU WHAI PAINGA

SUSTAINABLE PRINTED MEDIA  
RECIPE CARDS AND BRAND  
STORIES



INTEGRATED SOCIAL  
MEDIA AND  
CONTENT PLATFORM



LIKEMINDS

BRAND TOUCH POINTS  
IN MARKET CONCEPTS



HIGH-VALUE NUTRITION - HE POUROU WHAI PAINGA

COLLECTIVE IN  
MARKET SAMPLING  
AND PROMOTION



**HEALTH  
PROVEN  
PRODUCE**

APPROVED BY  
THE GOVERNMENT  
OF AOTEAROA  
NEW ZEALAND

COLLECTIVE MEDIA  
IN MARKET

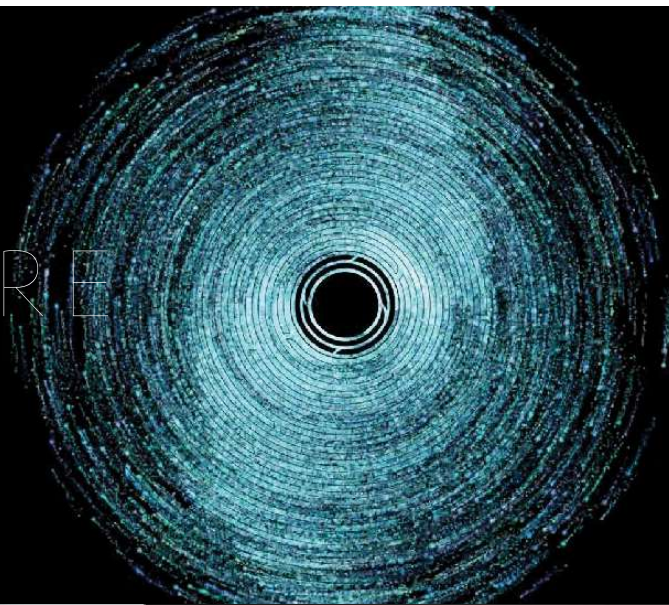


LIKEMINDS



ANNUAL HUI  
CONCEPTS

HAERE  
MAI



KAI  
HUI  
2023





A photograph of a family (a man, a woman, and a young child) walking together on a grassy hill. The scene is set during sunset or sunrise, with a warm, golden light illuminating the landscape. The family is walking away from the camera, towards the right side of the frame. The man is on the left, the child is in the middle, and the woman is on the right. They are all holding hands. The background shows a line of trees and a clear sky with a soft glow from the sun.

# **Make New Impact, Shape New Futures, Feel New Connections. Here, together, with us.**

Join a collective of like-minded food people working together, sharing skills and learnings, to do better for Aotearoa and for all of our tomorrows.



The background of the slide is a photograph of a shark's dorsal fin cutting through the surface of the ocean. The water is a deep blue, and the sky is a lighter, hazy blue. Overlaid on the entire image are several concentric circles in a light, golden-brown color, centered on the text. The circles vary in opacity, with some being solid and others appearing as dashed lines.

## Ngā Mihi Nui

HIGH-VALUE NUTRITION - HE ROUROU WHAI PAINGA

LIKEMINDS