

Principles and Philosophies for the
Development of Ongoing
Partnerships to Support
Food for Health
Pre-Workshop Survey Results

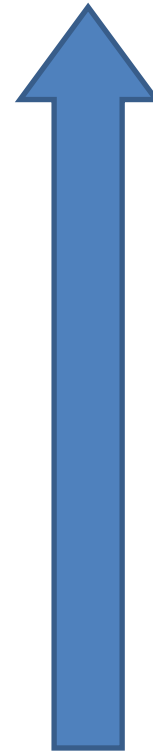
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Forms of PPP

- Project vs Pre-Market
- Partnerships for research
- Alliances
- Public Initiatives
- Sponsorship
- Donations



Increasing
Complexity

Sector

- Academia 56%
- Industry 19%
- Government 6%
- NGO 4%
- Medical/Health 21%
- Other 5%

N=145

What are priority areas or emerging issues in food-health that could contribute to improving the health of consumers?

Top responses:

- Obesity
- Food security
- Media delivered information
- Labeling/consumer education
- Health claims
- Sodium
- Fiber

97% responded that PPP would be useful to address these problems

What are top **barriers** for industry, academia and govt collaborating financially on food-health research?

Top responses:

- Finding and developing a relationship with a potential partner
- Conflict of interest
- Poor alignment of interests/goals amongst partners
- Stereotypes (academics are slow; govt is bureaucratic; industry is profit oriented)

What are top **opportunities** for industry, academia and govt collaborating financially on food-health research?

Top responses:

- Strengthen evidence for action, credibility, nutrition literacy
- Improved knowledge exchange
- Improve awareness of each other
- Developing better nutritious foods
- Access to new funding sources - Pooled resources

Please Rate Your Knowledge of PPP for:

| | Poor | Good | Excellent |
|-------|------|------|-----------|
| AAFC | 80 | 12 | 8 |
| CIHR | 48 | 45 | 7 |
| NSERC | 66 | 32 | 3 |
| Other | 45 | 27 | 27 |

84% Responded that these programs were of interest to their industry/organization

Creating Solutions and Opportunities

- Make it easy
- Facilitate interaction
- Better communication
- Break down silo's & stereotypes

Survey Conclusions

- Appetite and interest for PPP
- Recognition of need to make PPP work
- Not sure how it works and whether “I” fit
- Recognition of potential benefits for consumers/KT and knowledge generation/innovation

Workshop Goals

- Share and exchange knowledge
- Think about what success might look like after this meeting
- Contribute to breakout discussion
- Think practically and outside the box

Which of these two types of PPP would be of interest?

23% Project Specific

9% Pre-Market

52% Both

11% Neither

In your opinion do you feel there is support at provincial/federal level for PPP in nutrition?

57% Yes

43% No

Do you have experience with PPP?

***64% indicated no
experience***

***52% interested in
project / premarket PPP***