

5<sup>th</sup> Euro-Global Summit and Expo on

# Food & Beverages

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## **Disruptive dairy innovation-Why has it become a necessity for the food industry and how can it be implemented?**

The dairy industry has not been the most innovative industry in the past. Disruptive innovations in dairy are technically not easy, there are cost and sensory concerns, regulatory issues and finally, many failures of innovative dairy products in the food market don't seem to make it an attractive area for innovation. However, it can be shown that disruptive innovation plays a fundamental role for food companies when they want to become and remain market leaders. Consumers are willing to pay premium prices for innovative products when they demonstrate a clearly perceived benefit for the consumer. Open innovation is an organizational model to allow for disruptive innovation and share the burden and the related risks at the same time. It might still be a buzz word but it can be shown that it has become a necessity at the same time. There are examples of research consortia that demonstrate how such a model for open innovation could work and generate disruptive innovations for the food industry.

### **Biography**

Jens Bleiel started his career at a management consultant company in Germany. After 5 years, he joined Dutch company Numico and held several management and executive functions in the baby food branch of the company. His last function was Global Marketing Director Infant Milks. After 10 years in this business, he joined Dutch multinational DSM. As Senior Vice President of Metabolic Health Products, he built up the functional food business in the area of metabolic health products. In August 2016, he was appointed as Chief Executive Officer of Food for Health Ireland and moved over to Ireland.

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### **Notes:**