

High Potential Opportunity

Plant Science for Nutrition

An opportunity for businesses to harness Norfolk and Suffolk's globally renowned plant science, nutrition, and health research to supercharge the development of nutritious food products from plants, from concept to commercialisation.

Norfolk and Suffolk



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Plant Science for Nutrition

Norfolk and Suffolk is at the forefront of pioneering, world-class plant science, nutrition, and health research to increase the nutritional value of foods from plants and understanding of how foods interact with the human body.

At the core of the region's offer is Norwich Research Park, a collaborative cluster of world-leading research institutes and facilities focused on plant science, nutrition, and health, poised to work with businesses to develop new nutritious food products from plants and evidence their efficacy.

IT'S YOURS TO EXPLORE



1

Capture the market for nutritious food products that improve health through plant science innovation in Norfolk and Suffolk.

Executive Summary

Exploit world-leading plant science, nutrition, and health research to develop plant based nutrition food.

Demand is growing in the UK and globally for plant-based foods that improve overall health or tackle specific health issues. This demand is driven by factors including: a rise in diet-related illnesses such as obesity, diabetes and heart disease, rising numbers of vegan, vegetarian and flexitarian consumers, and growing mass market demand for healthier food products.

There is a major commercial opportunity for businesses to exploit Norfolk and Suffolk's globally renowned plant science, nutrition, health, and technology development expertise at Norwich Research Park to identify, investigate, develop and produce nutritious food products to serve these growing markets.

The region's innovation ecosystem is supported by extensive, stable agri-food supply chains, from primary agriculture through to manufacturing, wholesale and distribution.

Develop

Combine world-leading plant science, nutrition, and health research to develop market-ready nutritious food products from plants.

Validate

Exploit capability and expertise in the validation of food health claims to underpin and accelerate commercialisation.

Commercialise

Overcome challenges of marketing innovative food products by harnessing expertise in ethics, public perception, and consumer behaviour.





1

Executive Summary

Benefit from a presence in Norfolk and Suffolk, a location primed for your investment.

Co-locate with a world-leading research and innovation hub, in a region primed to capitalise on the growing demand for healthy, nutritious foods from plants.

Norfolk and Suffolk offers access to world-renowned plant science, nutrition, and health research, the ideal facilities for your business with space to grow, a highly-skilled and experienced life science and agri-food workforce, and a growing cluster of potential suppliers, partners and customers.

Integrate with a unique cluster of world-class research institutions with comprehensive capabilities in plant science, nutrition, and health innovation, enabling you to develop market-ready foods.

Harness emerging fields such as genomics and synthetic biology to address urgent challenges in human health, sustainability, and food security.

Capitalise on a choice of incubation and soft landing platforms in close proximity to research and scale-up facilities with dedicated collaborative space for your business, industry and academia.

Gain direct access to a core of highly-skilled plant science, nutrition, and health related students, professionals and capability; from bioinformatics and AI, to laboratory, to field trials, and all the way to clinical trials.

Benefit from suppliers, partners and customers on your doorstep: the region leads the UK in the agri-food sector and is home to a complete supply chain primed to support your investment.

Exploit competitive salary and property costs; lower than other key clusters such as France, Germany, Netherlands, and Spain.





Norwich Research Park

The Norwich Research Park is at the core of Norfolk and Suffolk's offer as Europe's largest single-site hub of research, training, education, and enterprise focused on plant science, nutrition, and health.

The park offers a unique mix including a university teaching hospital, a university campus and world-leading research institutes, thus providing a complete chain of knowledge translation- from soil to health - all underpinned by cutting-edge genomics and bioinformatics.

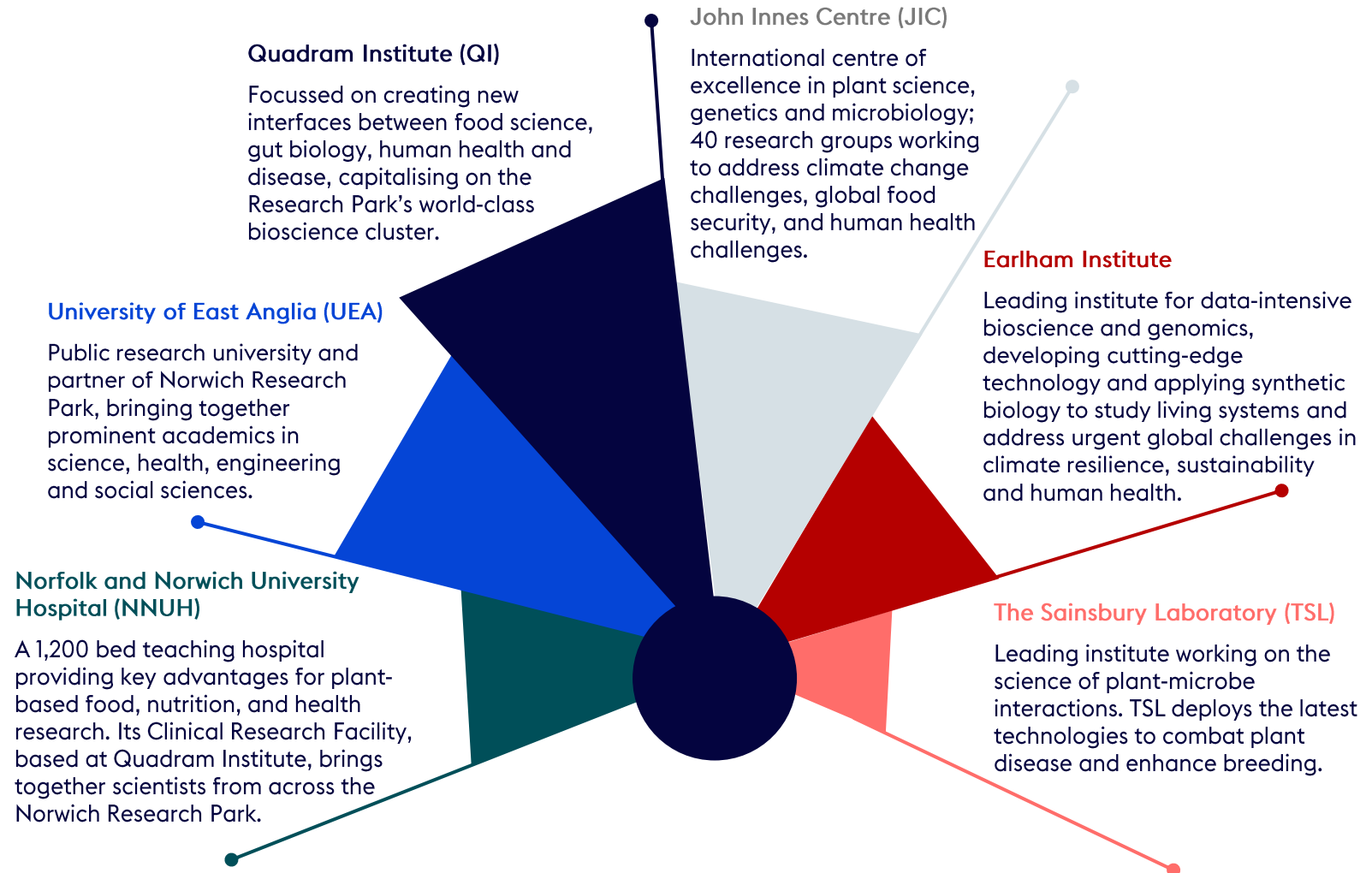
Set in over 230 hectares of parkland, located on the edge of Norwich, the park comprises:

- › 4 world-renowned independent research institutes
- › University of East Anglia
- › Norfolk and Norwich University Hospital
- › 3,000 scientists, researchers and clinicians
- › 150 science and technology businesses
- › Business development teams to facilitate access to the right expertise

A unique cluster of world-class institutions, all located within a 1km radius.

Access a hub of world-class plant science, nutrition, and health research

The multidisciplinary and collaborative research institutes on Norwich Research Park work alongside industry to drive innovation and create solutions to some of society's greatest challenges including: food, nutrition, health and healthy ageing.





2

The Opportunity

Capitalise on a growing market for healthy and nutritious plant based foods

Growing demand for nutritious food from plants

World-leading plant science, nutrition, and health research

Validating food health claims

Effective marketing for successful commercialisation

Meet growing demand for healthy, nutritious plant-based food products

Take advantage of ground-breaking plant science, nutrition, and health research to develop healthy and nutritious food products from plants to meet growing national and global demand.

Growing mass market demand for healthier food products

- › There is a clear desire among the British public to move towards a healthier, more sustainable diet. 76% of UK adults say health is a major motivation for their choice of foods.
- › The food industry is responding to this demand for healthier foods, as reflected in new product launches. Plus claims such as high/added fibre, and vitamin/mineral fortified have had increasing prominence in new product launches.



Demand for plant-based foods driven by rise in vegan and flexitarian consumers, and the free from market

- › Up to 30% of the UK population now follow a 'flexitarian' diet, with the number of people following a vegan diet growing rapidly in recent years.
- › The UK 'free from' market is estimated to be in excess of £1 billion as of 2021 as leading brands continue to expand their product offering.
- › The UK buys a third of all the plant-based alternatives sold in Europe.
- › Major retailers including, Asda, are expanding shelf space for and investing significantly in plant-based, and meat-free product ranges.

Market for foods that tackle health issues and combat disease

- › The majority (67%) of UK adults are overweight or obese and one in three people over the age of 45 has diabetes or a heart condition – both conditions are strongly associated with dietary ill-health.
- › Research at Norwich Research Park is helping in the design of new and the reformulation of existing foods which are designed for healthier diets with less risk of obesity and the health issues which subsequently emerge.



Growing interest in personalised nutrition

- › There is a growing recognition that, whilst standard dietary advice benefits the majority of people, how individuals respond to different foods may vary significantly. 43% of people say personalised nutrition advice would encourage them to eat more healthily, signalling opportunities for food and drink companies to tap into.
- › Norwich Research Park is at the forefront of efforts to understand the complex interactions that happen between our personal microbiomes, our own genomes and the food we eat. This knowledge will contribute towards more personalised nutrition.



Combine world-leading plant science, nutrition, and health research to develop market-ready nutritious food products from plants

At the forefront of plant science, nutrition, and health innovation, the research institutes on Norwich Research Park are collaboratively working on a range of ready-for-market products and, alongside the comprehensive regional supply chain, are poised to work closely with businesses to develop new nutritious food products and evidence their efficacy for improving health.



Understanding how food can maintain and promote health and healthy ageing

- › Work with the Quadram Institute to develop future foods with the ability to improve health, in particular age-related chronic diseases including gut inflammatory syndromes, cardiovascular disease, cancer and cognitive decline.
- › Benefit from Norwich Research Park’s expertise and state-of-the-art facilities in human intervention trials, through Quadram Institute and NNUH’s Clinical Research Facility, to investigate particular nutritional components and demonstrate and verify food functionality.

Enhancing crops and base ingredients to optimise health benefits

- › Collaborate with scientists at the John Innes Centre and Earlham Institute deploying world leading expertise in the genetics of plants to develop crops containing enhanced or optimised concentrations of specific nutrients.
- › The UK government has announced a simplified trials process for gene editing, which allows scientists to alter beneficial traits within plant species much more quickly and precisely than traditional selective breeding. The rule changes will allow field trials of gene edited crops without having to go through a licensing process.

Developing more resilient and sustainable crops

- › Harness research from The Sainsbury Laboratory into molecular plant-microbe interactions, deploying the latest technologies to combat plant diseases and accelerate breeding. Discoveries translate to scientific solutions that tackle crop losses caused by plant diseases.
- › Engage with researchers at the Earlham Institute applying cutting-edge genomics and bioinformatics to support the breeding of new crop varieties with enhanced nutritional qualities and improved environmental profiles.

- Growing demand for nutritious food from plants
- World-leading plant science, nutrition, and health research
- Validating food health claims
- Effective marketing for successful commercialisation

Case study – Purple tomatoes

Norfolk Plant Science Ltd., a joint spinout from the John Innes Centre and The Sainsbury Laboratory has bred purple tomatoes in their plant breeding programmes with very high levels of specific phenolic compounds.

Their research has shown that the inclusion of purple, high-anthocyanin tomatoes in the diet of cancer-prone mice can extend life-span by 30%.

They tested the purple tomatoes and compared them with red control fruit, for different human diseases to verify ‘super food’ claims and to provide recommendation on the specific foods, that can provide the best disease protection.

The tomatoes have received USDA SECURE approval and are awaiting regulatory approval from the Food and Drug Administration in the USA. It is anticipated that seed will be available for home gardeners for the 2022 growing season.

www.bigpurpletomato.com



Exploit capability and expertise in the validation of food health claims to accelerate commercialisation

Regulations mandate that only substantiated and approved statements can be used as nutrition and health-related claims in food marketing. Norwich Research Park, with its expertise and excellent facilities in human intervention trials to investigate particular nutritional components and to demonstrate food functionality, can help you bring to market food products with proven health benefits and have nutritional claims approved.

Understanding how broccoli influences blood sugar levels in people with prediabetes

Researchers from the Quadram Institute are launching a new study to understand how eating broccoli can help normalise blood sugar levels in people with prediabetes. People with prediabetes have a higher than normal level of sugar in their blood and are at high risk of developing Type 2 diabetes. Over 13 million people in the UK are thought to be in this situation.

There is evidence that certain foods in the diet can help. Broccoli has been shown to normalise elevated blood sugars when eaten over long period of time.

The research team are recruiting people with pre-diabetes who live within 40 miles of Norwich to take part in the study, which is being run through the Quadram Institute Clinical Research Facility, managed by the Norfolk and Norwich University Hospital.

Proving the benefits of a new ingredient to replace refined carbohydrates in staple foods

Researchers from the Quadram Institute and King's College London have developed a new ingredient, derived from chickpeas, to replace refined carbohydrates in staple food, which in a clinical trial lowered the blood glucose response to white bread by 40%.

Developing food products that contain more of this resistant starch would help to control blood glucose levels and aid in reducing the risk factors associated with the onset of type 2 diabetes.

This new ingredient, referred to as PulseON®, can be used in a form that potentially allows it to be incorporated into a wider range of foods, and expands the possibilities for including large amounts of resistant starch in processed foods to improve nutritional quality.

The researchers are now exploring ingredient applications in a broader range of food products, and planning further trials involving those with prediabetes and type 2 diabetes.

Bringing to market new varieties of fruits and vegetables with verified benefits for cardiovascular health

The Quadram Institute is working with Norwich Research Park partners, the John Innes Centre, to harness the latest plant genomic technologies, developing plants and foods with defined changes to certain bioactives for use in randomised, controlled dietary intervention trials to explore the role of each bioactive within the diet. This positions the institute to be able to translate their understanding of the influence of dietary bioactives into new varieties of fruits and vegetables with verified benefits for cardiovascular health, and, working with commercial partners, bring these to market, benefiting population health and boosting the bioeconomy.

Growing demand for nutritious food from plants

World-leading plant science, nutrition, and health research

Validating food health claims

Effective marketing for successful commercialisation



Harness expertise in public perception and consumer behaviour to develop effective marketing strategies for innovative food products

Innovative food products that do not have a significant history of consumption in the UK can be received with reluctance by consumers. An opportunity exists to exploit Norwich Research Park’s behavioural and social science expertise to inform effective marketing strategies to build consumer acceptance and overcome this obstacle to achieve successful commercialisation.

Access expertise in behavioural and social science to improve the marketing of your innovative food products

The University of East Anglia’s Centre for Behavioural and Experimental Social Science (CBESS) Behaviour Change cluster is expanding the understanding of human behavioural change from multi-disciplinary perspectives, combining behavioural and experimental expertise of academics with specific knowledge and needs in nutritional science.

Also working in this area is Norwich Institute of Healthy Ageing (NIHA). The institute develops and implements effective strategies to promote sustained population behaviour change, in order to improve physical and mental wellbeing. NIHA will deliver translation projects on the impact of plant-based foods on human health, and interventions to increase the affordability, availability, purchase and consumption of plant-based foods

Growing demand for nutritious food from plants

World-leading plant science, nutrition, and health research

Validating food health claims

Effective marketing for successful commercialisation

Marketing innovative foods and ingredients

Consumer acceptance is crucial to the successful commercialisation of innovative food products. Among the different factors that influence the acceptance of a new food, attitudes, beliefs and opinions of consumers can be decisive. As a consequence, consumers’ attitudes and behaviour should be taken into account at an early stage of product development.

Marketing food health claims

With 63% of consumers agreeing that it’s difficult to know whether products with health benefits make a difference, there is a need for brands to experiment with creative strategies to show that their claims are genuine.

Marketing plant-based food products

Research has shown that food and drink labelled as plant-based sparks more positive associations across a variety of sought-after factors than products labelled as vegan, including nutrition, flavour, sustainability and naturalness. This illustrates the importance of terminology in attracting consumers when marketing these products.



Government strategy to encourage healthier food purchasing habits

Consumer habits are affected by all sorts of subtle but deliberate factors, including the layout of a supermarket aisle and the positioning of products on shelves.

The government’s strategy for tackling obesity involves legislating to end the promotion of high fat, sugar and salt (HFSS) foods by restricting volume promotions, and the placement of these foods in prominent locations intended to encourage purchasing.

This will open opportunities for food and drink companies to fill the gap left on promotion shelves with healthy, plant-based food products.



Explore Norfolk and Suffolk

A compelling case for your business

SKILLS & RESEARCH

CLUSTER
INFORMATION

SOFT LANDING
LOCAL SUPPORT

GOVERNMENT
SECTOR SUPPORT

CASE STUDIES



3

Skills & Research

Capitalise on world-leading plant science and health research, and access the skills you need to succeed now and in the future.

Skilled and experienced workforce ready to support your investment

Norfolk and Suffolk has the skills, talent and capabilities from expertise in the plant science and life sciences sectors to agri-food capabilities which can support development and commercialisation of nutritious food products.

Existing skills base

Norfolk and Suffolk's Agri-food sector employs over 93,000 people within 8,800 businesses, underpinned by a strong plant science sector.

The wider East of England region underpins the national Life Science sector; home to 950 Life Science businesses with 37,980 jobs.

The Norwich Research Park attracts global talent and has one of the highest concentrations of PhDs working on plant and food science in the world.

Skills base for the future

A steady stream of talent with over 4,000 students undertaking courses in key industry related subjects at universities in the East of England.

Training the next generation of bioscience researchers

The Norwich Research Park Biosciences Doctoral Training Partnership is an outstanding PhD programme developing highly-skilled researchers, innovators and leaders for the future. The programme brings together five world-class institutions – John Innes Centre, Earlham Institute, Quadram Institute, The Sainsbury Laboratory and University of East Anglia – as well as a major hospital, on a single site. Since 2020, the programme has funded 23 CASE PhD studentships with industry partners.

Access skills training

- › West Suffolk College is one of the country's leading further education and apprenticeship providers, with 13,000 students and 2,000 apprentices enrolled. The College offers advanced apprenticeship training programmes including a Laboratory Technician Apprenticeship and Science Manufacturing Technician Apprenticeship. Government funding is available to support training.
- › Earlham Institute provides specialist training in cutting-edge genomics, bioinformatics and high-performance computing, aimed at life scientists, who are engaging in increasingly data-driven research projects.
- › Otley College (part of New Suffolk College) and Easton College (part of City College Norwich) both offer a range of courses at post 16, apprenticeship, undergraduate degree and professional development level including Crop Technician, Agribusiness Management, Land and Wildlife management, and Agriculture.

93,000

Employed in 8,800 agri-food businesses

38,000

Employed in 950 life science businesses

4,000

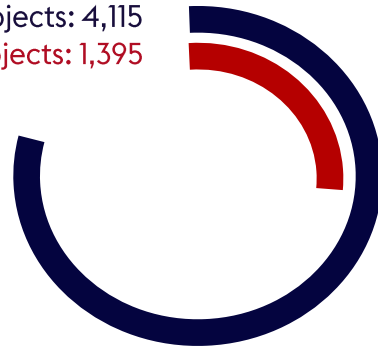
Students in key related subjects

Biosciences Doctoral Training Programme

Leading institutions developing a pipeline of talent for your business now and in the future

The region hosts world-leading higher education institutions with specialisms in plant sciences, biotechnology, and agri-food, supporting a steady pipeline of work-ready students and graduates.

Students in key related subjects: 4,115
 Graduates in key related subjects: 1,395



Globally ranked universities such as University of East Anglia and the University of Cambridge offer degrees in relevant courses.

Students currently studying at Higher Education institutes in the East of England.



Biology and
Biotechnology



Pharmacology,
toxicology &
pharmacy



Microbiology



Nutrition

A graduate pool strengthened by specific courses and world-class research centres.

University of East Anglia (UEA)

17,925

students across all subjects

Based on the Norwich Research Park, UEA's School of Biological Sciences has close associations with the plant science centres of excellence on the Park including the John Innes Centre and The Sainsbury Laboratory. UEA offers postgraduate courses including MSc Plant Genetics and Crop Improvement and MSc Natural Product Drug Discovery, and an undergraduate course in Biological Sciences.

University of Suffolk

7,695

students across all subjects

Offers undergraduate courses in Biological Sciences and Nutrition and Human Health, and postgraduate courses including MSc Regenerative Medicine. The university invests in high quality facilities for Life Sciences.

University of Cambridge

20,890

students across all subjects

The Department of Plant Sciences carries out research encompassing the breadth of plant and microbial biology and is home to the new, ground-breaking Crop Science Centre, established with the National Institute of Agricultural Botany (NIAB). Cambridge offers an undergraduate course in Natural Sciences, postgraduate course in Biological Science (Plant Sciences), and a PhD in Plant Sciences.

Norwich Research Park Biosciences Doctoral Training Partnership Programme

UKRI-BBSRC funded PhD programme involving five world-class centres of excellence: the John Innes Centre, Earlham Institute, Quadram Institute Bioscience, The Sainsbury Laboratory and University of East Anglia. Bioscience for an Integrated Understanding of Health is a core research area. The programme includes the opportunity for students to undertake a 12-week internship.



Integrate with world-leading research capability and collaborative practice

Access multi-disciplinary research across complimentary institutes in plant science, nutrition, and health, all located at Norwich Research Park.



Quadram Institute (QI)

The Institute’s mission is to deliver healthier lives through innovation in gut health, microbiology and food. It is achieving this by bringing together food and gastroenterology researchers and clinicians, under one roof, in a unique environment where collaboration, innovation and synergy across disciplines are promoted to address global challenges in human health, food and disease.

Working with the QI

Working across four themes: the gut and the microbiome; healthy ageing; food innovation; and food safety, QI works collaboratively with businesses in the food and pharmaceutical industries to translate its science to benefit patients, consumers and society.

www.quadram.ac.uk



John Innes Centre (JIC)

International centre of excellence in plant science, genetics and microbiology.

The centre’s 40 research groups work on a variety of plant and microbial science research projects, including understanding the wheat genome to improve the nutritional value of wheat grain and using biofortification and plant metabolic engineering to enhance foods nutritionally.

Working with the JIC

From providing state of the art facilities, innovative solutions to nurturing talent, or putting you in contact with experts, JIC work with you to develop the right partnership for your business needs.

www.jic.ac.uk



The Sainsbury Laboratory (TSL)

TSL is committed to the highest standard of fundamental and applied scientific research into molecular plant-microbe interactions. TSL deploys the latest technologies to combat plant diseases and accelerate breeding.

Working with the TSL

Each of TSL’s scientific groups have projects that take fundamental scientific discoveries from the laboratory to the field with the aim of reducing worldwide losses to crop diseases. Current projects include the discovery, engineering and deployment of novel immune receptors in crops, as well as genome editing tools that will enable the generation of novel alleles for crop improvement.

www.tsl.ac.uk





Integrate with world-leading research capability and collaborative practice

Access multi-disciplinary research across complimentary institutes in plant science, nutrition, and health, all located at Norwich Research Park.



Earlham Institute

The Earlham Institute's mission is to unravel the scale and complexity of living systems so we can understand, benefit from, and protect life on Earth. Embracing the full breadth of life on Earth, Earlham's scientists specialise in developing and testing the latest tools and approaches needed to answer fundamental questions and address urgent challenges.

Working with the Earlham Institute

The Institute is a hub of life science research, training, and innovation focused on understanding the natural world through the lens of genomics. Earlham works with partners to share knowledge, collaborate on projects, and provide access to its cutting-edge facilities and platforms.

www.earlham.ac.uk



University of East Anglia (UEA)

UEA has strong collaborative research links with institutions and businesses across Norwich Research Park.

The university's richly diverse research base connects world-leading academics with society, government and industry. Specialisms include health and nutrition, and responses to climate change.

Working with the university

UEA is committed to the translation and commercialisation of their research to have a real-world impact. Collaborate with UEA research teams, licence their technology, or use Knowledge Transfer Partnerships to integrate UEA knowledge into your organisation.

www.uea.ac.uk



Norfolk and Norwich University Hospitals
NHS Foundation Trust

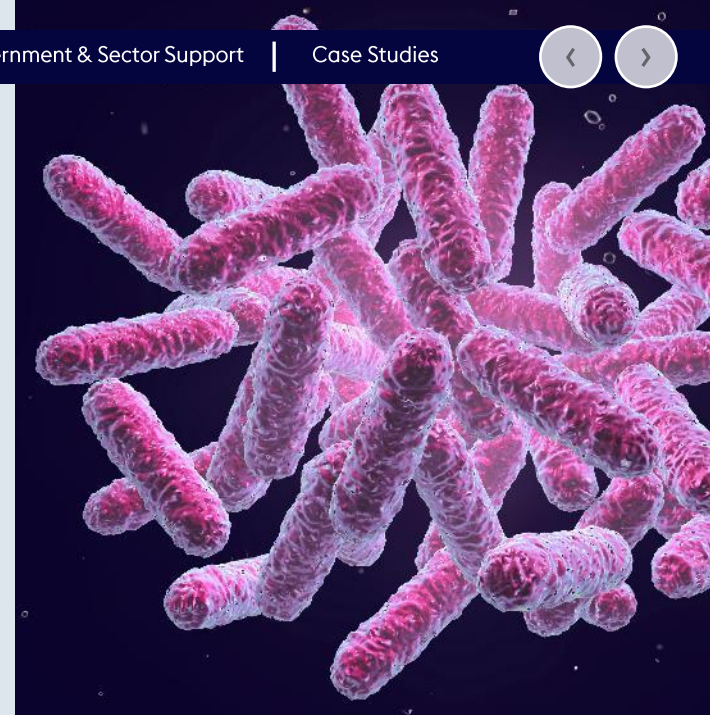
Norfolk and Norwich University Hospital (NNUH)

NNUH is a 1,200-bed teaching hospital providing acute care for around one million people living in Norfolk and surrounding areas.

The key advantage of the hospital for plant-based food and nutrition are its testing facilities and capabilities, and its Clinical Research Facility (CRF). The CRF brings together researchers and scientists from the hospital, Quadram Institute, University of East Anglia, and across the Norwich Research Park.

More than 300 research projects, covering many areas of medicine, are currently underway with thousands of patients involved in clinical trials every year.

www.nnuh.nhs.uk





4

Cluster Information

Strong connectivity and access to the rest of the UK and the world.

Get connected to the world

A connected transport network providing easy access to the rest of the UK, Europe and beyond.



Air

Norwich Airport offers a range of flights to destinations across the UK and Europe – including the major connecting hub, Amsterdam Airport.

London Stansted Airport, accessible in under two hours, links to over 200 destinations across Europe and internationally.

Ports

Home to the **Port of Felixstowe**, the UK's largest container port, handling 40% of the UK's container traffic, on the premier Europe/Asia route. The port is undergoing significant investment and expansion.

Ipswich Port is the largest UK agricultural exporter.

Great Yarmouth is a multi-purpose 24/7 port hugely experienced in handling supplies for the Agri-bulk market.

Freeport East, centred upon the Port of Felixstowe and Harwich International Port, has been announced as one of eight places across England to be granted Freeport status.



Rail

Fast and frequent rail services to London and regular connections to the Midlands. **Reach London in one hour from Suffolk and just 90 minutes from Norfolk.** Cambridge can be reached in just over an hour.

Road

Less than three hours from London and one-and-a-half hours from Cambridge, the area is very well connected through an excellent dual carriage way road network.

The A14 runs through the region connecting to major economics hubs such as the Oxford-Cambridge Arc and the Midlands.





Capitalise on a clear customer, partner and supply base

Norfolk and Suffolk has extensive, stable and self-contained supply chains that support businesses focussed on plant science, nutrition, and health. These cover the full life cycle of product development from primary agriculture through to manufacturing, wholesale and distribution.

Agri-food cluster

- › Norfolk and Suffolk is home to an advanced and nationally significant food and drink sector, with globally renowned companies, including: Quorn, Bernard Matthews, Kettle Chips, Omega Ingredients and Copella.
- › The region has the largest agri-food sector in the UK, leading in outputs of crops including wheat, sugar beet and potatoes. Businesses, research and support extends from plant biotechnology and food and drink production to agricultural machinery.
- › Agri-TechE, a business focussed membership organisation, facilitates knowledge transfer in agriculture, and supports a world-leading network of innovative farmers, food producers and processors, scientists, technologists and entrepreneurs.

The East of England is home to a complete supply chain primed to support your investment



Life Sciences and Biotechnology Cluster

The East Of England is one of the country's most important regions for Life Science and Biotechnology.

- › 950 businesses and 37,980 jobs across life sciences.
- › Highest concentration of employment in life science and biopharmaceuticals in England outside of the South East.
- › Clusters of activity:
 - › **Norwich:** Tropic Biosciences, myDNAhealth, Leaf Expression, The Smarter Food Company
 - › **Ipswich:** Thrive, Cambridge Healthcare Supplies
 - › **Bury St Edmunds:** Felgains, Herga Technology
 - › **Newmarket:** Nitritex

Freeport East

Freeport East has been chosen as one of eight locations for the proposed UK Freeport initiative. When open, this could provide numerous benefits to importers, exporters and investors including tax reliefs and duty exemptions, including Business Rates Relief and enhanced Capital Allowances.

Centred upon the Port of Felixstowe and Harwich International Port, it is on the world's major trade routes connecting the UK directly with markets around the world. It is ideally placed to attract global investors looking to use the UK as a springboard to access European markets and beyond.



A place to thrive

Develop and grow your business through soft landing platforms offering dedicated collaborative space for your business, industry, academia, and a network of world-leading expertise.

Honingham Food Enterprise Park (FEP)

Located on the Greater Norwich FEZ site at Honingham, Norfolk, the FEP is developing a major cluster of food processing and distribution in the heart of the region's agri-food economy. The park offers immediate build opportunities with a Local Development Order to simplify Planning Permission and has plans in place to deliver energy from a sustainable source.

Access to world-class research and development

The proximity of the FEP to the Norwich Research Park (approx. 6 miles) enables occupiers to collaborate with, and benefit from, the world class food and bioscience R&D.

The brand new £11.4m Broadland Food Innovation Centre provides tailored innovation support, access to food-grade facilities, industry/R&D expertise from Norwich Research Park, and the UEA-managed food and drink cluster.

An outstanding strategic location

The FEP immediately adjoins the A47, one of the main transport routes in the region, linking Norwich to Kings Lynn and Peterborough to the west, and providing easy access to London and Cambridge via the dualled A11 and M11.

www.foodenterprise.com



Photo credit: Food Enterprise Park

Norwich Research Park Enterprise Zone

Norwich Research Park has one of the largest single-site concentrations of research in food, health and life sciences in Europe and is internationally renowned.

Access to world-class research and development

Set in 230 hectares of parkland, with a major allocation for development, Norwich Research Park offers a supportive and collaborative community where world-leading researchers work alongside industry to drive innovation and create solutions to real-world problems. Businesses benefit from access to a wide range of research facilities and support services, including mentoring and funding opportunities to facilitate growth.

Accelerator and Lab space

Business accommodation ranges from ready-to-go accelerator space right through to bespoke design and build opportunities. High-spec offices and laboratories are available to lease on flexible terms in the Innovation Centre, the award-winning Centrum building, and the Ella May Barnes building.

www.norwichresearchpark.com



Photo credit: Norwich Research Park



Stowmarket Enterprise Park

Located at Gateway 14 Business Park in Stowmarket, Suffolk, the park is a key site in the ambitious plans for Freeport East, with huge potential for innovation, processing and logistics growth and development.

Orwell Food Enterprise Zone

Located near Ipswich, Suffolk, the Enterprise Zone includes leading regional food retailer Suffolk Food Hall, nationally celebrated food and farming tourism attraction Jimmy's Farm, and Wherstead Park, headquarters of the East of England Co-op, a major champion of local and sustainable food.





5

Soft Landing & Local Support

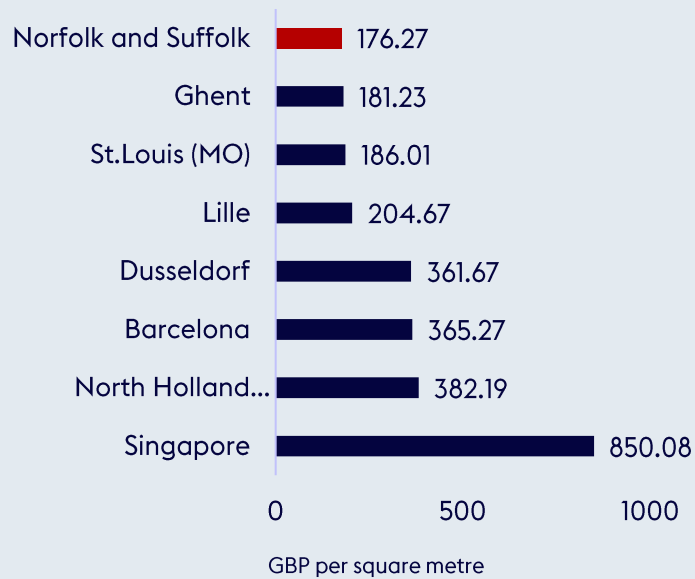
A high quality, cost competitive location with soft landing support packages to support your investment.

A competitive package against other leading global locations

Alongside its internationally renowned research expertise and significant agri-food and drink sector, Norfolk and Suffolk is highly cost competitive, providing unrivalled value for money. The region also offers a high quality of life, and a highly educated population.



Competitive office space costs
Costs for office space in the region are lower compared to other plant science clusters.



High quality of life
Norfolk and Suffolk offers the unique combination of a thriving economy and an unbeatably affordable yet high quality of life that will attract top staff and help you to retain them. With lively towns and cities and beautiful coasts and countryside, the region has all that any workforce could want.

The region provides a higher quality of life than comparison cities.

	Quality of Life
Norwich	174.41
St. Louis (MO)	173.06
Lille	156.08
Singapore	151.6
Barcelona	140.60

Quality of Life: higher score = best



Highly educated population
Norfolk and Suffolk have productive researchers and a highly educated population

- › 35% of East of England residents educated to degree level or above.
- › Strong graduate retention rates and stable population due to the high quality of life in the region.

Source: fDi Benchmark from the Financial Times Ltd 2021; Numbeo - Quality of life comparison (2022); Norfolk & Suffolk Unlimited, 2022



Access a well-connected network of support

New Anglia's growth hubs and inward investment agencies offer support and help to drive your business forward.

New Anglia Local Enterprise Partnership

New Anglia Local Enterprise Partnership works with businesses, local authority partners and education institutions to drive growth and enterprise in Norfolk and Suffolk. They work with partners to ensure that businesses have the funding, support, skills and infrastructure needed to flourish.

www.newanglia.co.uk

Norfolk and Suffolk Unlimited

Managed by New Anglia LEP, Norfolk & Suffolk Unlimited brings together local private and public sector partners to promote the region, boost business growth and drive inward investment. The team can assist with your business, investment and property needs in Norfolk and Suffolk.

www.norfolksuffolkunlimited.co.uk

New Anglia Growth Hub

Led by the New Anglia Local Enterprise Partnership, and delivered in partnership with Suffolk Chamber of Commerce, New Anglia Growth Hub can help your business access a range of business support services from hundreds of sources. The hub's service is free and impartial and can help you access grants, finance, start-up support, international trade support and other specialist advice – all from a single point of contact.

www.newangliagrowthhub.co.uk



Financial support to help your company succeed



Funding and Finance

New Growth Hub funds projects and programmes designed to support businesses of all sizes.

The Growth Hub has access to experts and suppliers across a number of different funding methods for various industries and projects. Their independent advisers will work with you to fully understand your business plans.



Knowledge Transfer Partnerships (KTP)

- › The KTP scheme helps businesses in the UK to innovate and grow by linking them with an academic or research organisation and a graduate.
- › Part funded by a grant, a KTP enables a business to bring in new skills and the latest academic thinking to deliver a specific, strategic innovation project through a knowledge-based partnership.
- › KTPs are available with universities and institutes in Norfolk and Suffolk including the University of East Anglia.



Venture Capital

New Anglia Capital helps early stage and high growth businesses pitch to experienced angel investors and provides match funding for successful projects. This co-investment fund is backed by £4m from New Anglia LEP in partnership with Anglia Capital Group. It aims to stimulate entrepreneurship and economic growth across Suffolk and Norfolk.





6

Government & Sector Support

A dynamic plant science and agri-food sector, underpinned by a supportive regulatory environment.

UK and New Anglia LEP aim to lead the world in developing healthy, nutritious food products through plant science

The UK now has a once-in-a-lifetime opportunity to reshape the food system. The pandemic has created a momentum for change – in Government and in industry, as well as among the public. There is widespread recognition that we need to change our national diet as a matter of urgency and the Norwich Research Park's research and innovation can help us to achieve that.

National Food Strategy

The government commissioned an independent review into the UK's food system, from farm to fork. The resulting report, The Plan - National Food Strategy, published in July 2021, makes recommendations for government, which has promised to respond formally with a White Paper within 6 months. The recommendations include:

- › Introducing a Sugar and Salt Reformulation Tax
- › Introducing mandatory reporting for large food companies, covering metrics such as sales of food and drink high in fat, sugar or salt.
- › Investing £1 billion in innovation to create a better food system.

Government strategy for tackling obesity

Tackling obesity is one of the greatest long-term health challenges this country faces. Today, around two-thirds (63%) of UK adults are above a healthy weight, and of these half are living with obesity.

The government has published a strategy, setting out the actions it will take to tackle obesity and help people to live healthier lives. The strategy includes the following measures:

- › Legislating to end the promotion of foods high in fat, sugar or salt (HFSS) by restricting volume promotions such as buy one get one free, and the placement of these foods in prominent locations intended to encourage purchasing, both online and in physical stores.
- › Banning the advertising of HFSS products being shown on TV and online before 9pm and holding a short consultation as soon as possible on how we introduce a total HFSS advertising restriction online.
- › Introducing a new campaign – a call to action for everyone who is overweight to take steps to move towards a healthier weight.

New powers granted to research gene editing in plants in England

New legislation will be put in place to cut unnecessary red tape for gene editing, helping our farmers to grow more resistant, nutritious and productive crops.

The rule changes, made possible by the UK's departure from the EU, will mean that scientists across England will be able to undertake plant-based research and development, using genetic technologies such as gene editing, more easily.

The rules will apply to plants where gene editing is used to create new varieties similar to those which could have been produced more slowly through traditional breeding processes and will unlock research opportunities to grow crops which are more nutritious, and which require less pesticide use.

This legislation is the first step towards adopting a more scientific and proportionate approach to the regulation of genetic technologies, which will allow us to further unlock innovation using these technologies.



UK and regional industry bodies can provide you with quick and easy links to partners, suppliers and customers

Food and Health Alliance (FAHA)

Work across the whole spectrum of food and health research, including crop breeding for optimising the nutritional status of foods.

British Nutrition Foundation

Works with experts across the nutrition and food community to provide impartial, evidence-based information and education, motivating people to adopt healthy, sustainable diets – for life.

UK Plant Sciences Federation

Special advisory committee of the Royal Society of Biology for all those involved in plant science research and development.

Biotechnology and Biological Sciences Research Council (BBSRC)

Part of UK Research and Innovation, BBSRC invest to support innovation from bioscience research.

British Specialist Nutrition Association

Represent manufacturers of high quality specialist nutritional products designed to meet the needs of people with special nutritional requirements.

British Growers Association

Represents all parts of the fresh produce supply chain in the UK.

Norwich Institute for Healthy Ageing

Develops and implements effective strategies to promote sustained population behaviour change, in order to improve physical and mental wellbeing.

Food and Drink Federation

The voice of the UK food industry representing all of the supply chain nationally.

National Institute of Agricultural Botany

NIAB is at the forefront of the application of genetics, soil science, precision agronomy and data science to improve the yield and resilience of crop production.

New Food Innovation

Network supporting food businesses by providing a range of skills which drive growth from the initial idea through to commercialisation.

Agri-TechE

Brings together farmers and growers with scientists, technologists and entrepreneurs to create a global innovation hub in agri-tech.

Rothamsted Research

A world-leading, non-profit research centre that focuses on strategic agricultural science to the benefit of farmers and society worldwide.





Accompanied by the right support from local partners and Government to ensure a seamless investor process



Real companies. Real experience. Real value.



7

Case Studies

Join companies who have demonstrated ongoing success in the region.



We are based in Norfolk for proximity to our grower base and to Norwich Research Park which we draw on for expertise. The Company is also in discussion with the Norwich Food Enterprise Park as part of its future expansion plans.



Novo Farina was formed in 2016 by a group of Norfolk-based entrepreneurs and investors to develop products using locally-sourced yellow peas. Initially focusing on the gluten-free market, the Company developed a range of pea-flour products including a proprietary taste-neutral flour. Novo Farina has gone on to expand its product range, now producing a pea-based texturised vegetable protein to address the meat-replacement market. The Company's biggest selling product is an ingredient in meat-free products on the shelves of a major UK supermarket.

Initially funded by (mostly) local private investors including growers, the Company was able to raise funds from the investment arm of the Co-op and from the New Anglia LEP who invested in two rounds. These seed investments allowed the Company to establish the manufacturing premises, launch the first products including the snack and develop its processes for producing texturised protein.

Novo Farina works with local growers and currently contracts directly for yellow peas. Some of its growers are amongst the shareholders of the Company.

The Company is currently based at a small manufacturing unit in Bowthorpe, Norwich but is planning a move to new premises in 2022 alongside the addition of new equipment and processing capabilities. The expansion has been financed by a £3 million investment round completed in June 2021. Alongside the capital expansion, Novo Farina is developing new products for the meat replacement market and continues to engage with Norwich Research Park to work on innovative pea varieties and genetics to address the rapidly growing meat-alternatives market.



PLANT BASED & BRITISH BY NATURE

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[Treatt](#)

[Fischer Farms](#)

[Condimentum](#)

[Adnams](#)



Smarter Foods operates from a strong research base, delivering to an enormous unmet need, supporting the fight against the global rise of Type 2 Diabetes.

Smarter Food is a spin-out company from the Quadram Institute, one of the UK's leading food and health research organisations. The company is based in Norfolk, close to the Norwich Research Park, particularly benefiting from the facilities available at the John Innes Centre, and proximity to brassica growers and vegetable processors in Lincolnshire and Norfolk.

Smarter Food has been established to develop foods with proven health benefits. Its first product is a vegetable soup that incorporates a unique, proprietary broccoli that contains a very high level of a naturally occurring compound, glucoraphanin. Research suggests that by consuming the soup, just once per week, it lowers elevated blood glucose (a key risk for Type 2 Diabetes) to 'normal' levels and maintains it. The company is currently conducting a human study to confirm the data it already has with the aim of securing health claims for the product in due course in Europe, the US and other markets. Meanwhile it is making the soup available to consumers online from early 2022, without a health claim.

The company was formed after initial funding was secured from the Norwich Research Park Translational Fund. This supported the development of a comprehensive business plan and provided the basis for securing seed funding to establish the company from three professional investment vehicles, private investors and a grant from Innovate UK. Thus far the company has received investment of ~£1.5m and will be looking to secure Series A in 2022.



**THE
SMARTER FOOD**
COMPANY

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Suffolk is a fantastic place to do business, with great transport links and a talented pool of hard-working people.

Treatt is an international business that imports and exports across the globe, so we recognise the importance of being based in Suffolk for its connections with the port of Felixstowe, together with good transport links to London.



Treatt plc is a natural extracts and ingredients manufacturer to the global beverage, flavour, fragrance and consumer goods markets operating from bases in the UK, the US and China. Treatt was founded in 1886 and has operated in Bury St Edmunds since 1971, employing around 250 people in the locality.

The company has recently invested £40 million in a new headquarters on Skyliner Way, Suffolk Business Park – one of New Anglia LEP’s Space to Innovate Enterprise Zones. The investment is transforming the business by bringing the distillation, manufacturing, logistics, technical and office-based functions together in one purpose-built facility.

With the development of the new site, Treatt has invested strongly in its Beverage Applications infrastructure, incorporating a state-of-the-art applications lab and dedicated beverage pilot plant. The applications lab enables the company to investigate the best combinations of natural ingredients and extracts to meet customer briefs; the pilot beverage lab gives the capability to test these in finished beverages to ensure the great taste delivered performs not only when freshly prepared, but also over the shelf life of the beverage.

Treatt’s sugar reduction scientists are working develop new natural extracts and ingredients to meet the growing demand for reduced sugar beverages. The company’s investment in dedicated UK resource in sugar reduction has enabled it to service large beverage customers in the UK and EU who are working to reduce sugar in response to consumer demand and sugar taxes.

“New Anglia LEP’s influence in the creation of Suffolk Park was valuable and meant we were able to relocate to a suitable site in Bury St Edmunds to expand and grow.”



Read more case studies

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Norfolk is widely renowned for its farming heritage and we are proud to be a part of the future of farming in the area. We hope the development will put Norfolk on the map as housing the largest and most technologically advanced vertical farm in the world.



Fischer Farms are controlled environment, vertical farmers tackling Earth's growing food demands in an innovative and sustainable way.

Fischer Farms constructed its first purpose-built vertical farm near Derby, East Midlands, which they call "Farm 1". It houses 3,500m² of growing area over 13 layers of grow trays. In July 2021, Fischer Farms started construction of "Farm 2" which is a vertical farm at Food Enterprise Park in Colton, Norfolk. The development will house 25,000m² of growing area, making it the largest vertical farm in the world, capable of producing 6.5 tonnes of food per working day, all year round.

Farm 2 is a fully automated facility that harnesses the latest in technological developments such as artificial intelligence and machine learning to create the most optimal growing conditions for each of the company's crops. Construction will be complete in July 2022.

The Food Enterprise Park has a Local Development Order which allows food related businesses a fast track through the planning process. Running on renewable energy is also vital to Fischer Farms, so the Food Enterprise Parks 30MW solar scheme and back up grid power were also drivers for the location.



Read more case studies

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The vision of farmer growers and their collaborative approach led to the creation of Condimentum to preserve traditional ingredients and build a new the state-of-the-art mill on the Food Enterprise Park.



Condimentum is a young and growing, farmer-backed business which uses fresh, locally grown, raw materials to make quality ingredients for the food industry.

With the closure of Colman's site in Norwich by Unilever, the mustard growers (English Mustard Growers) and mint producers (Mint Growers Association) formed a grower owned company, Condimentum, to process the crops for Unilever.

Condimentum applied to build a modern, purpose-built facility at the Food Enterprise Park on the western outskirts of Norwich after securing a 10-year deal with Colman's owner Unilever to supply them with Colman's products. A £10.8 million investment resulted in a 25,000 sq. ft custom build mustard mill and mint processing facility that opened in January 2020. The project was supported by the European Agricultural Fund for Rural Development through New Anglia LEP.

The company's "state of the art" Henry Simon mustard mill is the only one of its kind outside North America able to manufacture double superfine mustard flour whilst their bespoke mint process enables us to produce fresh mint in solution suitable for a range of sauces.

The business is now preparing for further innovation and growth following the first year of trading, collaborating on R&D projects with the John Innes Centre, University of East Anglia and New Food Innovation.



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East Anglia is the nation's breadbasket. The soil and climate produces top quality grains and we produce grain-to-glass beers and spirits using locally grown, natural ingredients.

The strong and established infrastructure and transport links provide interconnection with the rest of the country. The demographics, connectedness and population are key enablers for growth.



Adnams, founded in 1872, an independent and award-winning brewer, distiller, wine merchant and hospitality business with its brewery, distillery and main office based in Southwold, and distribution centre in Reydon, Suffolk.

In 2020, Adnams.co.uk generated over £50.4m of revenue, delivered more than 90,000 orders, and welcomed over 40,000 new customers. The company recently launched Kobold, a new vegan premium lager, inspired by the sea it will protect. In partnership with BLUE (Blue Marine Foundation) Adnams will support more marine conservation projects.

The company is currently working with Quadram Institute at Norwich Research Park, drawing on food innovation and health expertise, particularly around new product development linked to fermented foods and gut health.

Adnams has a long history of accessing talent and expertise from Norwich Research Park and in particular UEA. In 2008, Adnams was the first UK brewer to produce a carbon-neutral beer, called East Green. The company was also the first UK Brewer to carbon footprint its bottled beer range to PAS2050:2011. Drawing on expertise within Norwich Research Park (Adapt Low Carbon Group at UEA), Adnams measured the carbon dioxide equivalent emissions (CO₂e) for the lifecycle of each bottled beer, covering everything from the growth of hops and cereal, to brewing and packaging, through to the distribution, retail, consumption and disposal of the bottle. This groundwork set the standard against which to produce results for all products made by the company.



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