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NOVEL ANIMAL PRODUCTS CONTRACT SESSION

Novel versions and uses for animal products

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INTRODUCTION

The genesis of this contract session was a perceived need for an update on the progress being made in the well-documented objective of those involved in the processing and marketing of animal products to move at least a proportion of what was historically a commodity into more valuable market niches. The potential of entry into the apparently lucrative markets of functional foods, pharma- and nutraceuticals, human medicine, and health and wellness has spawned new areas of research and development.

The results of this work appear in the news media often associated with publicity 'spin' but little is mentioned about the science involved. The science is often published in sources either not readily available to, and/or certainly not frequently consulted by, the average Society member. One of the aims of this

contract session is to provide a concise review of the product development of our main animal products and the science behind these in an accessible form.

A collective review of animal products gives the opportunity to think 'across-product' rather than 'within-product'. The obvious differences between animal products as a commodities may well be lessened in their more developed forms. Does this imply that there will be more competition between them as novel products than there was as commodities? Furthermore, does the challenge from synthetics become more or less of a risk as animal products move into non-traditional uses and products?

The papers in this contract session form the basis for what should be an interesting discussion on the current and future outlook for novel versions and uses for New Zealand animal products.

The four papers in these Proceedings immediately following this page were presented as part of a contract session on novel animal products