Innovation in Israel's Food & Food Tech industry

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Lumeega
Creating opportunities. Delivering results.

GROWTH
Excellence in Greek agri-food

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Israel is the 3rd most innovative country in the world

Source: www.worldeconomicforum.com
START-UP NATION
Why is Israel innovative?
1. Historical factors
2. Unique social influences
3. The Israeli character
4. Government investment

National expenditure on civilian R&D as % of GDP

Source: OECD, 2016
Our formula:
THE INTERNET REVOLUTION

Source: https://i.ytimg.com
Food System:

- Clean Meat
- Novel Ingredients
- Food Waste Solutions
- Sugar and Salt Reduction
- Plant Based Protein
- Smart Kitchens
- Personalized Food
- Smart Packaging

Source: www.ces.ncsu.edu
ISRAELI INNOVATION: PUTTING THE TECH IN FOODTECH

250 ISRAELI FOOD START-UPS ARE COOKING UP SOLUTIONS FOR HIGHER QUALITY, HEALTHIER AND MORE SUSTAINABLE FOOD, AND OTHER CULINARY INNOVATIONS
Freekeh

(a certain type of wheat that is harvested whilst still green and then roasted in fire)

Challenges:
1. Quality issues.
2. “Blue ocean” product how to assist customers to use the product.
Solutions:
1. Technology that was developed to harvest, roast and clean wheat still in the field.
2. Packaging includes sachet of spice mixes to be added to freekeh.
Salt of the Earth

Largest salt manufacturer company in Israel

Challenges:
1. Salt = Enemy no 1.
2. They only produce salt...
Solution:
Salt reduction solution, on trend, based on innovative Israeli technology.
Tahini

Challenges:
1. Ethnic product not yet known
2. Need to “educate the market”
Solutions:
1. “Skipping” the educational stage
2. No fuss use
3. Broadening the usage of tahini to other categories
WHAT'S IN IT FOR ME
תודה רבה
Ευχαριστώ
THANK YOU