

## **Press Release**

### *New Innovation Booster "Future Food Farming" powered by Innosuisse to Drive Transformation in Agro-Food Sector*

Date: 20 September 2023

Location: Bern, Fribourg, Zürich,

Building upon the success of the Suisse Agro Food Leadinghouse and its Innovation Booster "Swiss Food Ecosystems", a new and enhanced innovation initiative powered by Innosuisse takes center stage with the introduction of the Innovation Booster "Future Food Farming." This collaborative endeavor roots in the success and the interrelation created with many diverse sectors with the first Innovation Booster program and aims to accelerate the much-needed transformation of the agro-food ecosystem through a joint and inclusive approach.

The Suisse Agro Food Leadinghouse, a venture currently spearheaded by Cluster Food & Nutrition and Swiss Food Research, will be supported by two of the most prominent economic associations in the agro and food domains, namely the SBV Schweizer Bauernverband (Swiss Farmers' Association) and fial - the federation of Swiss food industry. This supporting partnership is set to form a dynamic innovation powerhouse that spans the entire agro-food value chain.

Harnessing the strengths of actively operating living labs, Food&Farm living lab in Fribourg and the energy living Lab, a new user-centric interface is being crafted. By incorporating these living labs, the Innovation Booster "Future Food Farming" aspires to bridge the gap between farm and consumers to foster transformative ideas with stakeholders along the agro-food and nutrition value chain for a more sustainable and resilient future. Agroscope further emphasizes this importance by joining as well as the next generation voice is supported by the Non-Profit Organisation "Bites of Transfoodmation".

The heart of this innovation initiative, titled "Future Food Farming", is rooted in its commitment to resolve the conflict of goals that lie between farm and consumer. By bringing together all stakeholders, the Innovation Booster offers a platform for testing and refining transformative solutions. A special emphasis is placed on catering to both the needs of farmers and the demands of consumers, recognizing that their synergy is essential for sustainable progress. Innovation Teams will be profiting of at least a total project funding of CHF 1'000'000 from 2024 to 2027.

Living labs, a crucial tool within this initiative, serve as conduits for the voices of consumers, citizens, and groups of interest. These platforms allow for the exploration of innovative solutions beyond the confines of traditional political and regulatory discussions. Notably, the insights generated from these labs will not only inspire new strategies but also contribute to shaping policy and public dialogues that are conducive to the sector's evolution. Francis Egger, vice-director of the SBV, highlighted that in an international and national context, where the

agri-food sector, from production to consumption, will have to produce more with less, with fewer greenhouse gases, less impact on the environment, less fertile farmland, less food waste, etc. Innovation is becoming a necessity, it's no longer a choice!

Dr. Lorenz Hirt, director of fial, underlines the potential of such collaborative efforts, stating, "this initiative is poised to shape a more sustainable, site-specific and resilient future for the industry and will serve for positive tipping points in the sector. It is only with joint innovation from stable to table that we will be able to master the upcoming challenges."

For media inquiries and further information, please contact:

Suisse Agro Food Leadinghouse  
Lucas Grob (Swiss Food Research)  
[contact@swissfoodresearch.ch](mailto:contact@swissfoodresearch.ch)  
079 766 8759

**About Innovation Boosters:**

Innovation Boosters are a community with an open innovation culture in which key players work together with agile and user-centric methods to explore problems and develop sustainable new ideas for radical solutions collaboratively. In doing so, they give Swiss companies and organisations a competitive advantage and create important added value for the Swiss economy and society.

Website: [www.innosuisse.ch/innovationbooster](http://www.innosuisse.ch/innovationbooster)