

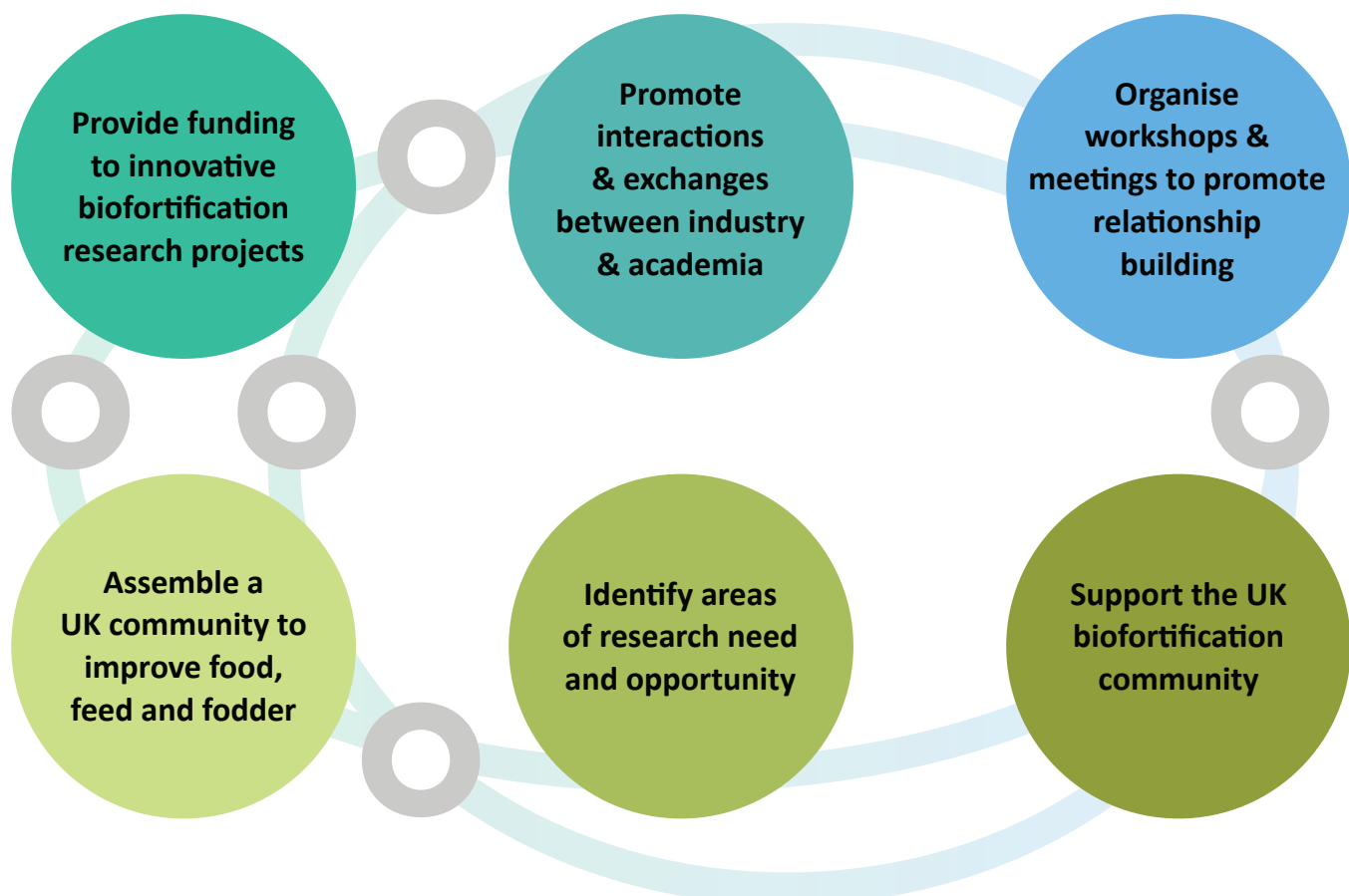
Biofortification Hub

Innovation Hub for Improving Health & Nutrition through Biofortification

Our mission is to support, fund and connect academics, industry and policymakers to collaboratively pursue shared research priorities in the area of biofortification.

The Biofortification Hub combines expertise in nutrition, crop genetics, soil science, food innovation and human health and works closely with farmers, food producers and retailers across the supply chain on the biofortification of food and feed crops.

Our role is to:





The Hub supports and funds a wide range of **biofortification approaches**

Classic approaches to make plants more nutritious:

- Conventional selective breeding
- Precision breeding (gene editing)
- Genetic engineering
- Agronomic practices

Sustainable, complementary and novel approaches:

- Controlled environment agriculture
- Fermentation
- Improved bioavailability
- Reformulation of existing food and feed products
- Secondary biofortification (feed & fodder)
- Pet food

Membership of the Biofortification Hub is free and will keep you up to date about workshops, meetings, events and funding calls that support innovative research, collaboration and mobility between academia and industry



Proof of Concept Funding – projects up to £100k / 12 months
Pump-priming research of industrial relevance



Business Interaction Vouchers – projects up to £50k / 9 months
For small confidence-building activities between academic and industry-based partner(s)



Flexible Mobility Awards (placements up to £20k / 3 months) for researchers from academia to work in a company or private organisation, or industry staff career progression via work experience in a research organisation



Researcher Meet Industry scheme – a listing of people from academia interested in working in industry, and companies and organisations receptive to hosting them



The Biofortification Hub is co-hosted by the Quadram Institute and the John Innes Centre on the Norwich Research Park.

It is part of a network of six Innovation Hubs established as part of the Diet and Health Open Innovation Research Club (OIRC), with funding to operate until Dec. 2027 from the Biotechnology and Biological Sciences Research Council (BBSRC), part of UKRI.

