



# Lite internationell trendspaning

- Goda idéer att stjäla för företagare i Sverige

Jan Larsson, SLU

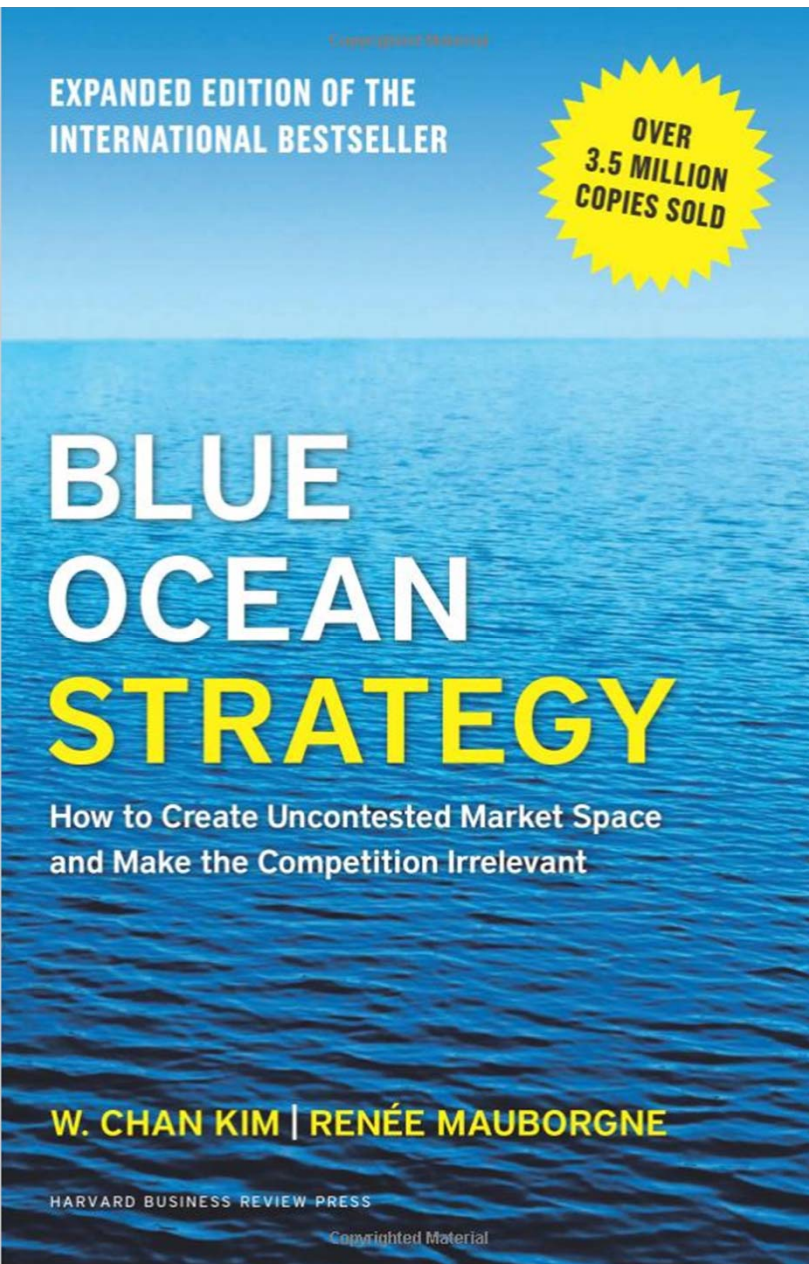


## En livsmedelsstrategi för Sverige – fler jobb och hållbar tillväxt i hela landet

Kortversion av regeringens proposition 2016/17:104



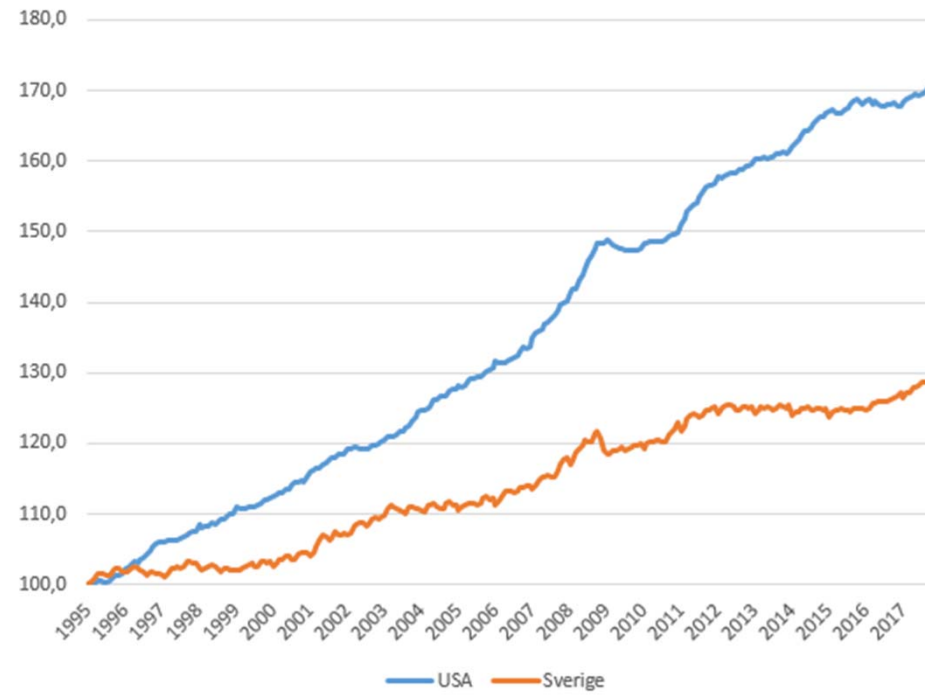
En långsiktig livsmedelsstrategi är viktig för att främja en konkurrenskraftig livsmedelsproduktion i Sverige. Strategin omfattar hela värdekedjan, från primärproduktion till konsument och ska bidra till att potentialen i svensk livsmedelsproduktion nyttjas fullt ut. Den svenska livsmedelsproduktionen är i ett internationellt perspektiv mer miljö- och klimatteffektiv och har en hög standard inom djurskydd och djurhälsa.



Red Ocean Strategy:  
Slå konkurrenterna

Blue Ocean Strategy:  
Gör konkurrenterna  
irrelevanta

### Livsmedelspriser





12 LARGE FRESH GRADE A EGGS<sup>®</sup>

**PETE** *And*  
**GERRY'S**<sup>®</sup>  
**ORGANIC EGGS**



**FREE RANGE**  
NO PESTICIDES  
NO ADDED HORMONES<sup>1</sup>  
NO ANTIBIOTICS<sup>2</sup>  
NO GMOs<sup>3</sup>



Meet our farmers - Ward Family Farm

*Small Family Farms*  
**HEALTH GROWS HERE**

**PETE** *And*  
**GERRY'S**  
12 EGGS - LARGE

**ORGANIC** | **FREE RANGE**



# Flavor of Georgia

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*Sweet*  
**SUCCESS**



## CONTEST CONTACT

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## About the contest

The **Flavor of Georgia Food Product Contest** showcases delicious, innovative, market-ready prototypes or commercially available food products.

Entries are judged on technical aspects such as flavor, texture, and ingredient profile. Also considered are potential market volume, consumer appeal and how well the product represents Georgia.

## Our Sponsors

- [Gourmet Foods International](#)
- [Georgia Department of Agriculture](#) and [Georgia Grown](#)
- [Center for Innovation for Agribusiness](#)
- [Georgia Agribusiness Council](#)

Startade 2007

University of Georgia

Ca 120 produkter/år

Alla tävlande i produktkatalog

Finalister får använda loggan

Vinnaren hamnar i fokus

Ökar generella intresset

Möjligt i t.ex. Skåne?



Kobebiff är ett varumärke och en typ av Wagyu-kött som kommer från ett litet område i Japan. Köttet kallas ofta världens finaste och är känt för att vara saftigt och fett. För att få sälja kött under namnet Kobebiff måste marmoreringen i biten minst vara 6 på 12-gradig skala.

100 ¥ ≈ 8 kr

9 720 ¥ ≈ 780 SEK/100 gram ≈ 7 800 kr/kg







2017-06-07

## Bakom varje framgång står flertal misslyckanden

Vi har alla stött på dem, kämpat mot dem och när de väl inträffar talar vi ogärna om dem och önskar att de aldrig hänt, alla dessa misslyckanden. Men är det kanske så att misslyckande är en del av succén, ja rent av en nödvändighet för att nå framgång?

Tack för visat intresse  
och över till Erik!



# Why innovation/entrepreneurship?

- Entrepreneurship is the "engine" that drives job creation, growth, innovation and a competitive economy. (1)
- For farmers marketing and product innovation enables the ability to compete in areas where price is not the determining factor. (2)
- This is very important when:
  - production costs are high relative to imports or competitors
  - Imbalance of power (Sweden has one of the most concentrated supermarket structures in the Western World (circa 90% of food sold by 4 largest actors))





## Risky Business...

- On innovation: In the food industry, between 72-88% of new products are “failures” and most of them, 75-93%, are not new to consumers. (3)
- On entrepreneurship: estimates vary widely, but up to 9 out of 10 start-up businesses fail (4)



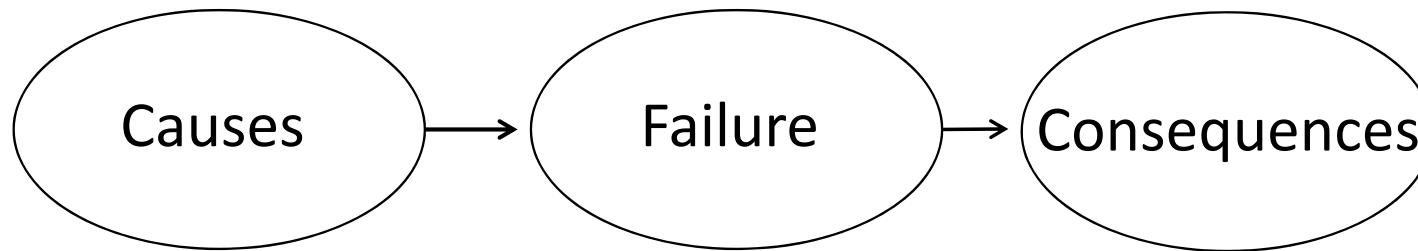
# The problem with success...

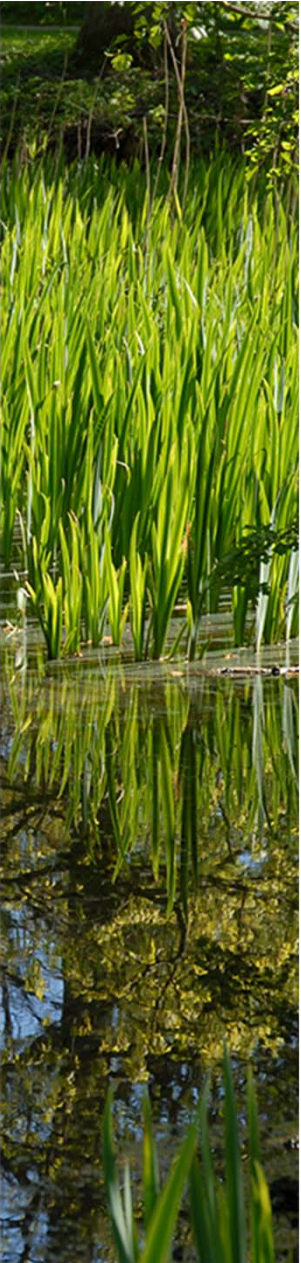
- Success bias in research and practice
- Everyone wants to talk about success, most are afraid to talk about failure
- Emphasizing success can lead to the impression that innovation is easy
- Focusing only on success can make those who fail believe they are failures
- Those who believe they are failures are unlikely to recover after a failure



# Failure Project

*Purpose: To understand the causes, consequences and policy implications of failed Swedish innovations on farms*





The causes and consequences of failure are different than success:

- Farmers often comitt the fundamental attribution error
- Failure leads to feelings of shame, stigmatization, failing friends and families , depression and even suicide.
- The motivation to avoid failure leads to "escalation of commitment"
- Which can lead to *even greater* failures than otherwise would have been the case
- Taken together lack of support during and after failure will lead to poor recovery



# Why study failure?

- So that we can:
  - Prevent failure
  - Mitigate the magnitude of failure
  - Help those learn from failure
  - Help individuals recover from failure
  - And promote competitive and sustainable farm sector







# References

- 1. Wennekers, S., & Thurik, R. (1999). Linking entrepreneurship and economic growth. *Small business economics*, 13(1), 27-56.
- 2. Verhees, F. J., & Meulenbergh, M. T. (2004). Market orientation, innovativeness, product innovation, and performance in small firms. *Journal of small business management*, 42(2), 134-154.
- 3. Stewart-Knox, B. and P. Mitchell, *What separates the winners from the losers in new food product development?* Trends in Food Science & Technology, 2003. **14**(1): p. 58-64.
- 4. <https://www.forbes.com/sites/neilpatel/2015/01/16/90-of-startups-will-fail-heres-what-you-need-to-know-about-the-10/#6e5f24d86679>