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**PaperTitle** **Innovation – from where – to where?**

**Main Author** **Blignaut Karin**

**Presentor**

**Blignaut Karin**

*Consumers in Focus*      *lorraine@consumersinfocus.co.za*

**Co-Authors**

**ABSTRACT**

Innovation has made its entrance into the food industry as the apparent solution to all the problems that hampered new product launches, product development and R&D in general. It is important to understand where “innovation” comes from to ensure a future filled with results, not unfulfilled promises. Indeed a question of:

“Innovation – from where – to where?”

This paper provides

A broad view of innovation – its meaning, intention and implication, as well as

An indication of what is required to ensure success from a local and global perspective.

Attention is given to the application of existing- and new tools, as well as its application in the development process.