

The Convergent Innovation Webinar Series: Pulse Program: Inventing “One-World” Food Solutions for Sustainable Development and Affordable Healthcare



Riding the Digital Dragon – Essential for the Convergence of Health and Economics in Food Innovation



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Abstract

Co-chairs & Moderators: Gordon Bacon (CEO, Pulse Canada) & Laurette Dubé (MCCHE)

It has been said that the scope of the digital revolution has led to an age of radical transparency. The pace of change is relentless and for all intents, accelerating. Understanding, and more importantly internalizing, this pace of change is an essential first step in riding what might be best described as a digital dragon. The deluge of data can be intimidating, potentially overwhelming. But we cannot afford to ignore this wealth of data. Indeed, we must find ways to add to it and to understand it. In addition to an already vast dataset, researchers should look beyond passive data acquisition (such as internet searches, phone locations and speeds, purchasing behaviours) and seek those opportunities where individual consumers actively and thoughtfully contribute to the expansion of data, and so to food innovation insights. This can be accomplished when contributors recognize that they will benefit in turn from their contributions. (Where possible, avoiding the collection of personally identifiable information will facilitate contributions). Finally, we must learn to look beyond the original intent of the data capture in order to identify new insights and possibilities that will enhance our ability to leverage these in the public health sphere. These concepts can be illustrated with specific examples from the food industry.

About the Series

The **Convergent Innovation Webinar Series** will feature cutting edge science, technology and innovation in agriculture, food and health domains as well as in the behavioral, commercial, social and complexity sciences. These, combined with traditions from around the world, will altogether articulate an interdisciplinary research and action strategy to transform agricultural products like pulses from undifferentiated commodities into higher-margin whole and value-added food products that support sustainable development and affordable healthcare. Progressively, programs in the CI-Food webinar series will be developed for other agricultural products with high CI potential, e.g., dairy, fruits, vegetables, and others.

Global Pulse Innovation Platform:

An Ecosystem to Transform Traditional and Modern World through Food



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