

# Pharmafood Forum – Final Issues Statement

Globalisation has created a new condition (sometimes referred to as *globality*) in which peer-to-peer models are re-shaping interactions, relationships and innovations between civic society, government and business. This has created open design communities characterised by complexity, community, cooperation, collaboration, creativity and connectivity. The major issues arising from the Forum are proposed within the context of this emerging “C” society:

## **1. LEADERSHIP**

There is a current leadership vacuum in the Pharmafood space. Unity among the diverse food-health stakeholder groups must be created to enable more effective coordination, advocacy and public education. Unity will encourage even greater levels of collaboration. Leadership could be provided initially by establishing a formal alliance of stakeholder groups via the creation of an online learning network or peak body.

## **2. COMMUNITY ENGAGEMENT**

In the “pull” economy customers reign supreme. The *collective* customer in this instance is the public. The public remain confused and suspicious about the Pharmafood industry because of a lack of clarity and information they can trust. A formal alliance of stakeholder groups would engage the community in dialogue, providing information, dispelling myths and encouraging the debate of ethical issues. This would enable the general public to be better informed and to make wiser choices regarding the potential benefits of Pharmafoods.

## **3. CREATING RESONANCE**

We live in an “attention” economy: sticky brands get noticed, achieving a level of *resonance* and public acceptance that is tough to shift. For example the use of fluoride in water to prevent tooth decay. The Pharmafood alliance could achieve significant attention and subsequent resonance, while proving the value of collaborative innovation, by identifying a significant national issue in which they could invest and resolve. The most obvious issue in this regard is the Type 2 diabetes threat.

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