Make Innovation Happen -
Case Study

How Innovation and Co-operation is helping bring a unique superfruit to Scotland.
Fruit producers say the nutritious Honeyberry is easy to grow and perfectly suited to the Scottish climate, and the first orchard of the soft fruit has already been planted at a farm in Angus by the Honeyberry Coop’s chair, Stewart Arbuckle. The potential for this superberry is huge and it is hoped production will increase significantly across Scotland in the next decade. With soft fruit consumption in the UK having soared over the past 20 years, the prospects are bright for the Honeyberry.

Innovation and collaboration is core to the development and growth of the Honeyberry Co-op. To this end they have already worked with the Connect Local project to help with group formation and brand development, and have successfully applied for a Knowledge Transfer Partnership (KTP) with the James Hutton Institute. The KTP project will allow for the development and transfer of knowledge around the commercial production of Honeyberries – supporting both growth of the crop as well as the implications for added value product development.

The Honeyberry Co-operative is a group of farmers that have ambitious plans to introduce honeyberries – a little known but highly nutritious soft fruit to Scotland.

Scotland is already renowned for its soft fruit industry, with growers across the country producing premium products for sale across the UK and beyond. We also benefit from a world-class research base and expertise in soft fruit breeding and agronomy, with academic institutions such as the James Hutton Institute having been instrumental in developing many of the soft fruit varieties we can find on our supermarket shelves today.

This means Scotland is the ideal breeding ground for innovation – not only in varietal development and agronomy, but also, and importantly, in the development of added value soft fruit products that are aligned to the consumption preferences of increasingly sophisticated consumers.

It is against this backdrop that a small group of Scottish growers have teamed up to form a cooperative to grow and develop added value products from honeyberries. Honeyberries (also known as Haskaps) are nutritional powerhouses with 4 times the number of antioxidants in blueberries, more vitamin C than an orange, and almost as much potassium as a banana.

The new Make Innovation Happen service provides food and drink business in Scotland who are looking for information and support on innovation with a simplified, single access route. This service aims to make innovation more effective and accessible for businesses.

To find out more about the support available, please get in touch with the Make Innovation Happen team:

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