

Bridging pulse tradition and modern innovation to accelerate food solutions to sustainable development: A convergent innovation research and action strategy

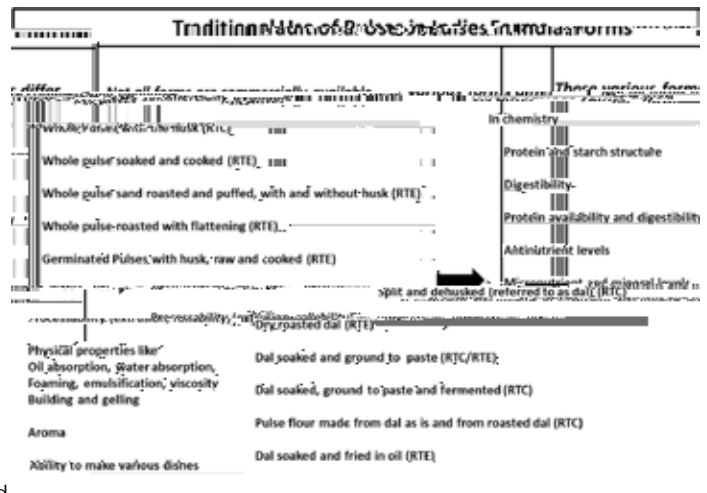
By Laurette Dubé, Vilas Shirhatti, and Sushil K Chaturvedi

over the course of the IYP, we build upon innovation research and action strategy to scale up and accelerate what pulses can contribute as food solutions to sustainable development.

Ambitious sustainable development goals (SDGs) have recently

combines the three themes of health of people, environment, and economy as integrative target in a strategic vision that bridge traditions with new products, processes and practices in a diversity of sectors in novel ways. With the IYP having positioned pulse as the future of food, clearly high potential for scale in integrating traditional pulse forms and processes into modern food innovation. Some traditional products, like roasted chick peas in India, are now inspiring modern food "renovation" in product categories like snacks that have gained over time a "junk food" label in consumer mind

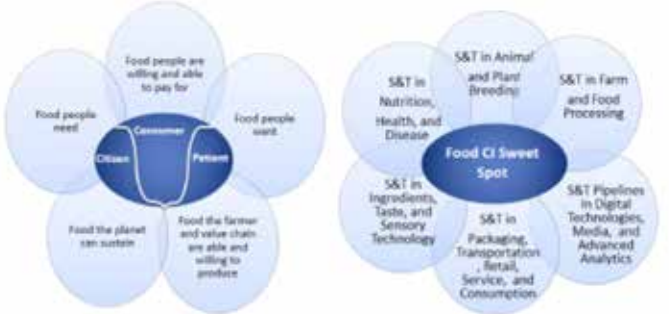
However, such synergy between pulse tradition and modern food innovation is still limited in its scale as traditional recipes and processes remains practiced largely at home level, or at best at small scale in local unorganised markets.



technology pipelines to advance traditional knowledge and accelerate the convergence of their single and collective investment on the production and consumption of whole and value added pulses products that address the health of people and planet while meeting consumers want at an appropriate price point for targeted markets and providing appealing incentives for farms and food businesses (what we have called the convergent innovation sweet spot).

Such food of the future can enrich food categories with modern appeals, like pasta, breakfast cereals, snack, breads and others.

Bridging S&T pipelines to meet from the onset CI sweet spot in single and collective innovation



(adapted from Boye, Global PIP workshop, 2016)

balance and more reciprocity between traditions and modern technologies and practices within and across crop, farm, food,

at scale though such strategy is facilitated by digital technologies and anchored into the most cutting edge science and tools from the behavioral, commercial and social sciences.



Dr. Dubé is a Full Professor and holds the James McGill Chair of consumer and lifestyle psychology and marketing at the Desautels Faculty of Management of McGill University, Canada. Her research interest bears on the study of affects and behavioural economic processes underlying consumption and lifestyle behaviour

for more effective health management and novel pathways for social and business innovation.



where he develops strategy for building health food ingredients business, identify future opportunities for this centre, ensure regulatory compliance and develop marketing strategies and new platforms for the new



high temperature & drought tolerance, post emergence herbicide tolerance, and development of varieties Western Australia. He has participated in different scientific programs held in Canada, Spain, Kenya and Syria.



“
**Eat more pulses,
 help fight hunger,
 save the world,**”