A pathway to market model for the commercialization of biotech products

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Abstract

Despite the positive attributes of biotechnology and significant potential benefits for the agriculture sector and consumers, the development and pathway to market for crops and products derived from biotechnology remains inherently challenging. In addition to the significant investment required and the complexity of the regulatory process, there is a realization that the product features, advantages and benefits alone may not be enough to guarantee success. Because of these challenges, technology proponents with a desirable trait(s) of interest face significant risks to their acceptance and adoption by value chain stakeholders and consumers.

Importantly, the value chain is often faced with an academic focused science and technology push for beneficial products rather than a value chain demand and pull for a product. Hence the role of industry groups within the value chain is a vital element in the successful introduction of crops and products developed through new technologies. Further, it is becoming increasingly clear that stakeholders, particularly in key markets and consumers, demand that both the producer and industry are legitimate, credible and trustworthy before they will support the introduction and adoption of crops and products derived from new technologies.

The complexity and challenges associated with the value chain for the introduction of new technologies such as biotechnology will be discussed.

Key words: commercialization, permission to operate, pathway to market