

Table 1.2 *Features of the Life Sciences Integrated paradigm*

<i>Drivers</i>	science-led integration of food supply chain; tight managerial control
<i>Key food sector</i>	capital-intensive use of Life Sciences (agrofood); food retailers dominate supply chain; reliance on intensive agriculture for economies of scale
<i>Industry approach</i>	aims for industrial-scale application of biotechnology primarily in agriculture but increasingly in manufacturing (enzymes not just GM); uses a mixture of chemical and biological inputs
<i>Scientific focus</i>	links genetics, biology, engineering, nutrition; control from laboratory to field and factory; science presented as neutral but tailored by industry-led/ oriented funding
<i>Policy framework</i>	top-down, expert-led; backed by trade and finance ministries; challenges regulatory, industry, policy and public boundaries
<i>Consumer focus</i>	production of 'champion' products (eg functional foods to appeal to individual choice); structured choice; food features can be designed to appeal to market-derived characteristics
<i>Market focus</i>	global ambitions; large companies dominate; 'Life Science' fix is the only mainstream business model
<i>Environmental assumptions</i>	intensive use of biological inputs; claims to deliver environmental health benefits
<i>Political support</i>	fast-developing; divisions among both rich and poor countries about how to interpret Life Sciences paradigm
<i>Role of knowledge</i>	top-down; expert-led; hi-tech skills; laboratory science base
<i>Health approach</i>	relies on novel but unproven impact; argues that health can be fixed technically by new combination of screening on an individualized basis; seeks to improve beneficial traits of crops for human health