Baltfood goes public – first results presented!

The baltfood workshop "Results from Trend Studies and Focus Groups" took place on the 18th of February 2010 in Lübeck. The workshop was embedded in the foodRegio Trend Day and 120 guests came to follow the presentation of a select panel of prestigious speakers from the fields of management, research and consulting.

The baltfood workshop started in the afternoon with a presentation on identification of food trends in the Baltic Sea region. For this purpose a web-questionnaire was developed and sent to experts from the food industry, research and highly qualified consultants. As a result three food trends were identified:

1. Food and Health, *consumer see fresh and natural as a health message*
2. Food consumption as an expression of self, *you are what you eat*
3. Food and sustainability, *fair-trade*

To analyze food trends at an early stage and to deal more efficiently with the flood of information on trends in the food industry the baltfood TrendWiki – a computer-based tool – was developed and introduced within this workshop. A demonstration of TrendWiki was given online, showing how this tool works, how the companies can chat in the forum, find articles, write reviews, add to the TrendWiki and communicate with each other.

At the end of the baltfood workshop the Lübeck University of Applied Sciences presented their first e-learning course for the food industry in the Baltic Sea region, "Healthy to Go – Food Innovation".

Please read more about this topic on the second page.

It was a very successful and interesting workshop!

The baltfood project on the right track

Over 60 participants attended the first e-learning course for the food industry in the Baltic Sea region. The successful establishment of the baltfood academy with an e-learning platform for lifelong learning took place at the end of June. This is the first transnational e-learning course for the food industry. Read more about this on page 2.

To deal more efficiently with the flood of information on trends in the food industry the baltfood TrendWiki has successfully been developed and implemented. This computer-based tool enables the food industry to identify trends at an early stage. For detailed information read page 3.

Sometimes it is worth to have a look at the past. Read more about the baltfood workshop "Results from Trend Studies & Focus Groups" on this page.

LOERKE cleenius – the future of automated hygiene, a company with a new dimension of cleaning facilities for the food industry, for detailed information read page 4.
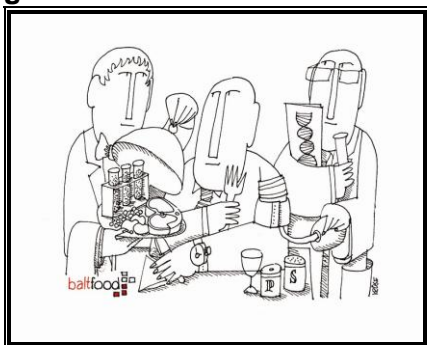
We wish you a good reading!

Your baltfood project team

"Healthy to Go – Food Innovation" Success with healthy convenience food

The baltfood project takes over a pioneering task in view of the first currently developed transnational e-learning course "Healthy to Go – Food innovation" for the food industry in the Baltic Sea region

Food & health - serving a menu according to your personal profile

The Luebeck University of Applied Sciences developed and introduced this course in cooperation with the Danish company Viventes. While the university was responsible for the technical affairs, Viventes created the content. The concept was the process from product idea to market:
What are healthy convenience products? Nutritional aspects of fast food. How to create healthy food products? Market launch of healthy convenience products.

More over 60 participants from six countries of the Baltic Sea region attended the course "Healthy to Go – Food Innovation". This course with a learning workload of 30 hours during five weeks (including pre- and post-processing and assignments) and a 100% participation via web offered the participants the advantage to learn independent from time and place as well as in international groups. The participants received a profound overview by interactive and practical exercises, case studies and studying material. Nobody was alone in the virtual class room, on the contrary, the discussion forums were used extraordinary. The possibility to ex-

change information with colleagues from other countries was used actively, e.g. to receive more information about national food law requirements or consumption habits and preferences within the convenience segment of the participating countries in the Baltic Sea region.

The pilot-course was successfully finalized on June 30th and the baltfood participants took the opportunity to present the course content and methodology to the public. A simultaneous presentation via video conference took place in Copenhagen, Kaunas, Turku, Lublin and Luebeck. As a highlight of this event a letter of intent was jointly signed by the present representatives of the regional authorities and the State representatives of the six participating countries. These signatures demonstrate a clear and positive signal of the regional administrative level to support actively the baltfood network and especially the baltfood academy.

The on-line course "Healthy to Go – Healthy Convenience Products" represents just the kick-off for a manifold virtual baltfood academy, where the
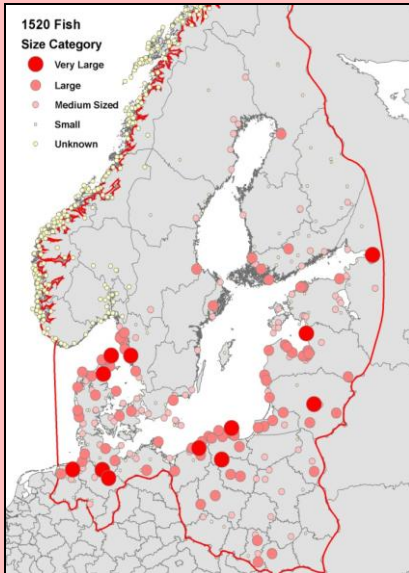
conceptualization of additional courses will be in accordance with the requirements of the food industry in the Baltic Sea region. It is planned to implement additional courses within this e-learning platform. The next course "Healthy to Go – Food Innovation" will start in autumn 2010, accompanied by the Luebeck University of Applied Sciences.

Furthermore other course contents are considered to be interesting for potential participants, e. g. hygiene, cerftification (HACCP, ISO, IFS), health and safety in the workplace. The band width is high and there is confidence in view of offering new and fascinating courses in the future.

However, we would like to take the opportunity to congratulate the successful course participants with all our best wishes for the future.

http://www.oncampus.de
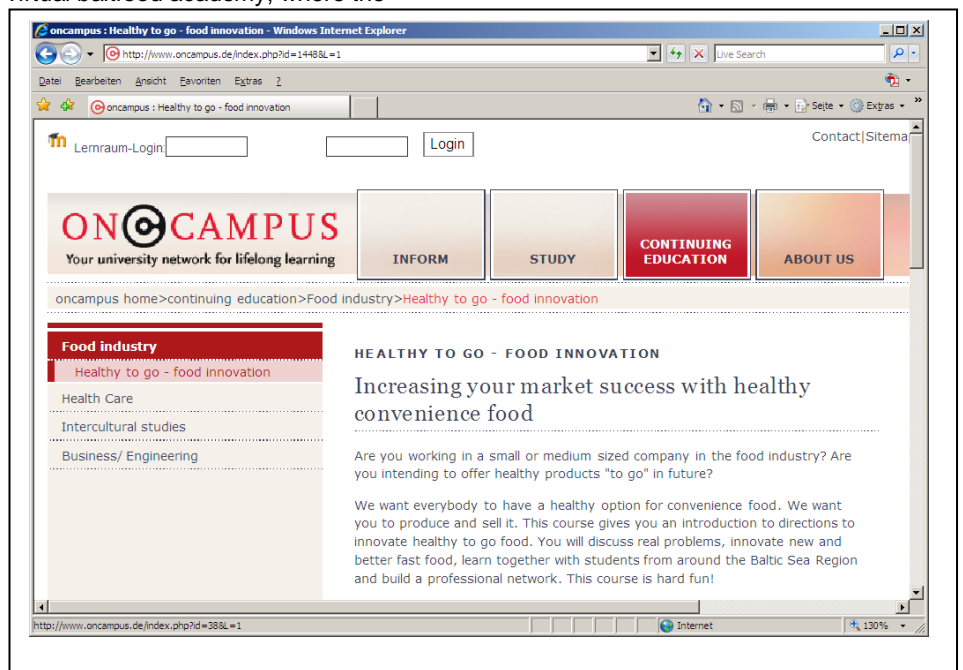
baltfood

Fresh report: The food industry of the Baltic Sea region

1520 Fish
Size Category
- ● Very Large
- ● Large
- ● Medium Sized
- · Small
- ○ Unknown

The baltfood project provides a platform for the food industry of the Baltic Sea region (BSR). This is an analysis of the potential of the BSR food cluster, focusing on the identification of regional concentrations of interconnected companies and institutions in the food industry incl. sub branches of the food industry and how they relate to each other.

Based on employment data and company data the food cluster dynamics for each participating region will be analyzed. The main focus is on observed statistical agglomerations and how the sum of the BSR regions in the food industry looks like. This analysis will show the current economic strengths and future developments of the sector.

In order to achieve the best possible mapping of clusters in the region a twofold approach was chosen. First we looked at the BSR from a macroeconomic angle with statistical aggregations, and second, we examined a microeconomic view with aggregations of the single companies. These two view points led to a diversified view on the food industry in the BSR, always remembering the limits of such analytical approach.
For detailed information on the companies in focus, please visit www.baltfood.org and search for the mapping application that shows the locations of the companies.

Enable the food industry to identify food trends at an early stage – Creation of TrendWiki

The idea of baltfood TrendWiki arose from an observance that people responsible for product development and research and development activities in small and medium sized food enterprises often have a lot of other duties on their shoulders and, as a result, time is the crucial factor limiting transfer of new ideas to marketable products. To free time of representatives of small and medium sized enterprises is the basic objective of the baltfood TrendWiki. To achieve this aim TrendWiki provides an open platform where several topics – new trends, markets, product ideas – can be discovered and talked about jointly with like-minded people from the Baltic Sea region.

baltfood TrendWiki has been developed as a tool for people who are concerned with latest changes in food industry, following and analyzing food trends, food markets and food related research. Various people could be interested in using baltfood TrendWiki: responsible person for research and development or a marketing person working in a small or medium sized food enterprise, researchers from research institutions, food consultant or other person working in food related organization, association or public administration.

The information which is offered by baltfood TrendWiki is in the form of databases. It contains in total five databases being concerned with:
1. Weak signals (news, reports, articles, scientific data related to food)
2. Trends
3. Megatrends
4. Drivers
5. Product examples

Currently three megatrends were identified by TrendWiki:
1. Food and Health
2. Food and sustainability
3. Food as consumers´self-expression

The tool works on "wiki" basis, the users are responsible and/or have the opportunity to give their contribution on the content and keeping it viable and updated by constantly sending new weak signals in to the database. The mass of weak signals may be discussed, further analyzed and processed to trends illustrating potential future scenarios. Product examples give the user an idea what kind of marketable products have been developed to answer these trends. The access to all information within this tool is free for all users.

The following of new events in TrendWiki has easily being created, the user can subscribe to newsletters and receive the corresponding information.

TrendWiki offers great advantages for the users:

1. Using TrendWiki means saving time during research activities.
2. Trend Wiki offers the latest information concerning the food sector from one place
3. TrendWiki contains large amount of categorized but unprocessed information one can process further as well as also ready processed data in the form of trends and megatrends
4. TrendWiki offers the opportunity to hear the view and opinions of other professionals and share own views with them

If you are interested in receiving more information about weak signals, trends, magatrends and product examples just login:

https://secure.trendwiki.fi/login

LOEHRKE cleenius – the future of automated hygiene

LOEHRKE is a Lübeck based company who has specialised in cleaning and hygiene technologies for the food and beverage industry for over 25 years. With over 80 employees, LOEHRKE provides full service internationally, including engineering, assembly, installation and on-site service of its state-of-the-art equipment. LOEHRKE has established powerful partnerships with both, machinery manufacturers and the industry's global players.

Over the past decades, the view of cleaning in these industries has very much shifted: from being regarded as a sheer necessity that will disturb the production process by far too often, hygiene in the majority of the food processing plants today is an opportunity for differentiating in quality, consumer satisfaction and a valuable contribution to nature's sustainability. Automated cleaning systems are a standard in modern production for a number of good reasons:
- highest product quality and shelf life
- repeatable cleaning results
- optimized consumption of water, chemicals and energy
- maximum machine utilization by reduced cleaning times
- improved work safety
- sustainability and environmental protection

"The first step is the awareness that there is a huge potential in improving long established processes", says Frank R. Biller, responsible for International Sales and Marketing at LOEHRKE. "Automated cleaning and hygiene will not only reduce the 'costs of cleanliness', they will also increase the equipment's performance and reduce unplanned downtime significantly." Instead of completely depending on the result of manual cleaning – which will depend to a large degree of the individual's skills, performance and time pressure – today's

food safety standards require 100% repeatability and dependability that only automated processes can provide. Once optimize, the same cleaning process will repeat itself automatically exactly when it is required – providing optimum safety and a 'peace of mind' for the responsible managers. As a consequence, LOEHRKE has continuously widened the range of equipment: Today it includes systems for conveyor lubrication, external machine cleaning, clean-in-place (CIP) processes as well as for water treatment and safe chemical storage.

Latest addition to the LOEHRKE family of products is the LOEHRKE cleenius®. The new robot combines all advantages of repeatable hygiene with most recent technologies. It will increase the productivity of process and filling equipment and – at the same time – reduce the consumption of energy, chemicals and water. Its modular rails system is easy to adapt so that it can easily be integrated into new plant configurations and can quickly be programmed for new tasks.
The use of robotics in this field is new and the advantages are convincing:
- significantly reduced installation work
- easily adapted and optimized
- combination with other service tasks and quality management functions

Typical application areas for the LOEHRKE cleenius® are process plants in the food and beverage industry, i.e. automated process and packing lines for meat, sausage and cheese, lines for frozen and processed food, beverage filling and seaming lines, etc. And since the cleenius® is an original LOEHRKE development, it meets highest expectations in operational economy, hygienic design and safety in operation and handling.
For further information:
www.loehrke.com