

Press Release

Luebeck, August 23rd, 2011

Europe State Secretary of the German Federal State Schleswig-Holstein was informed about the EU-project baltfood at Brüggens in Lübeck

While visiting the cereal producer H. & J. Brüggens KG in Lübeck on August 15th, 2011 State Secretary Maurus got an overview of the successful international cooperation of the food processing industry in the Baltic Sea region in the *baltfood R&D network*.

The target of the INTERREG IV B-project baltfood is to successfully strengthen the position of the food processing industry in the Baltic Sea region and to exhaust synergies in the branch. The focus of the cooperation is international networking in field of research & development. The implementation of an international baltfood R & D network, in which companies have a simplified access to a variety of institutions in the R&D-sector, was demonstrated during the visit.

After a general introduction of the activities of the baltfood-project by Dr. Björn P. Jacobsen, authorised representative of the Business Development Corporation Lübeck GmbH (Lead Partner of the EU-project) and a presentation of innovations of Brüggens by Arne Jensen, head of research & development in the H. & J. Brüggens KG, the Finnish project partners Saara Lunden and Heidi Valtari from the University of Turku/Finland were invited to the meeting via a professional video conference. The two scientists had tested a Brüggens chocolate muesli in advance in their local sensory laboratory and presented their findings web-based by now.

State Secretary Maurus mentioned that from his point of view this project perfectly combines regional development and business promotion while including innovative research technologies. Especially in the food processing industry it is essential to discover trends early and implement them. International exchange within this procedure would be indispensable. Thanks to new communication media this interaction can be conducted without any problems. To his opinion research, product development and qualification are exemplary and successfully connected throughout the whole Baltic Sea region and within this traditional company of Brüggens.

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baltfood is an international project with the principal goal to enhance the competitiveness of the food industry in the Baltic Sea region. Under the general management of the Luebeck Business Development Corporation twelve partners from six Baltic Sea countries have founded the project. Within the first three years the project is supported by the European Union through its Interreg IV B Programme with an amount of 1,8 million euro.

The 12 partners of the baltfood project

Denmark

- Roskilde University

Finland

- Agropolis Ltd.
- University of Turku, Food Finland Theme Group

Germany

- Free and Hanseatic City of Hamburg, Authority of Economic Affairs and Employment
- Luebeck University of Applied Sciences
- University of Rostock
- Luebeck Business Development Corporation

Lithuania

- Lithuanian Cluster of Food Sector

Poland

- Lubelskie Voivodship, Regional Cluster Management Biofood
- University of Warmia and Mazury in Olsztyn, Polish Cluster Management for Dairy Farming

Sweden

- Skåne Food Innovation Network

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Baltic Sea Region
Programme 2007-2013

Part-financed by the European Union (European Regional Development Fund)

- University of Lund, Lund International Food Studies

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