

Press Release

Luebeck, 06.07.2010

Creation of a new tool to identify food trends at an early stage to increase the food industry competitiveness

The idea of the baltfood TrendWiki developed from an observation that the people responsible for product development and R&D activities in small and medium sized food companies often have many other duties on their shoulders and, therefore, time is the main factor limiting transfer of new ideas to marketable products. The primary aim of baltfood TrendWiki is to free time of representatives of SMEs' operating on food sector. To achieve this, the tool offers an open platform where new trends, markets, product ideas etc. can be discovered and discussed together with colleagues located in Baltic Sea Region.

baltfood TrendWiki is a tool meant for people who are interested in the latest changes in food industry, follow and analyze food trends, food markets and food related research. User of baltfood TrendWiki maybe a person having responsibility on research and development or marketing person of small and medium sized food enterprise, a researcher working at a research institution, consultant or other person working in food related organisation, association or public administration.

baltfood TrendWiki provides information in the form of databases. It's comprised of totally five databases which are weak signals (news, reports, articles, scientific data related to food), trends, megatrends, drivers and product examples. Currently, three megatrends, health, sustainability and consumers' self-expression, form the backbone of the databases. The tool works on "wiki" basis meaning that the users are responsible/have the opportunity to give their contribution on the content and keeping it viable and up to date by constantly sending new weak signals in to the database. The mass of weak signals maybe discussed, further analyzed and processed to trends

Contact:

baltfood Janet Asefpoor c/o LÜBECK Business Development Corporation





illustrating potential future scenarios. Product examples give the user an idea to what kind of marketable products have been developed to answer these trends. All users have free access to all information the tool contains.

Users can subscribe to newsletters which makes the following of new events in TrendWiki easy.

The advantages of TrendWiki:

- saves time
- offers the latest information concerning food sector from one place
- contains large amounts of categorized but unprocessed information one can process further but contains also ready processed data in the form of trends and megatrends.
- offers an opportunity to hear view/opinions of other professionals and share your own views with them

The creation of TrendWiki will help to deal more efficiently with the flood of information on trends in the food industry.











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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 twelve partners of the baltfood project

Denmark / Sweden

 Øresund Food Network, Danish/Swedish Cluster Management for the food industry in the Øresund region

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

Finland

- Agropolis Oy
- University of Turku, Food Finland Theme Group

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
- University of Lund, Lund International Food Studies

Contact:

baltfood

Janet Asefpoor c/o LÜBECK Business Development Corporation Falkenstraße 11, D-23564 Lübeck Phone +49 (0) 451 70655-471 · Fax +49 (0) 451 70655-20 E-Mail info@baltfood.org · www.baltfood.org

