baltfood

Do you want to know more?

LÜBECK Business Development Corporation
Falkenstrasse 11
23564 Lübeck

Phone: +49 (0)451 70655-0
Fax: +49 (0)451 70655-20
E-Mail: info@baltfood.org

www.baltfood.org

baltfood –
The food industry **network** for **Northern Europe**

With 500,000 employees, 15,000 companies and an annual turnover of over 200 billion Euros, the food industry is one of the most dynamic business sectors in Northern Europe. But the companies in this steadily expanding industry face big challenges: customers are becoming more demanding, food trends are changing, business concentration is increasing, and product life cycles are becoming shorter and shorter.

To enhance the competitiveness of the food industry in this dynamic, fiercely contested and increasingly saturated market, twelve partners from Denmark, Finland, Lithuania, Northern Germany, Poland and Sweden have joined their forces in the baltfood network. The principal goal is to provide support for small and medium-sized businesses, enabling them to recognize trends more quickly, transform research findings more readily into marketable products and penetrate international markets with greater success.

There are three target groups for baltfood´s activities: companies in the food industry, university institutions concerned with the food industry, and local or regional institutions that are devoted to supporting the food industry.

Contact:
baltfood c/o
Wirtschaftsförderung Lübeck
Falkenstraße 11, D-23564 Lübeck
Phone +49 (0) 451 70655-0 · Fax +49 (0) 451 70655-20
E-Mail info@baltfood.org · www.baltfood.org

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Increasing your

Market Success by

Identifying Food Trends at an early Stage

baltfood TrendWiki

A computer-based tool to follow and analyze
food trends, food markets and food related research

People talk a lot about trends, and write about them even more, but few can really discern what is on the horizon. For this reason, baltfood is bringing together experts from companies and universities in order to identify relevant trends for the Baltic Sea Region.

To do so, experts have developed the baltfood TrendWiki, a computer-based tool that allows users to identify and analyse future trends at an early stage.

The information offered by the baltfood TrendWiki is contained in five interconnected databases being concerned with weak signals (news, reports, articles, scientific data related to food), trends, megatrends, drivers and procuct examples.

The tool works on a "wiki" basis, the users are responsible and/or have the opportunity to contribute to the content and keeping it viable and updated by constantly sending new weak signals to the databases. The access to all information within this tool is free for users, anyhow an access and password needs to be granted first.

The baltfood TrendWiki target groups are:

- Research and development personnel in the food industry,
- Marketing personnel in the food industry,
- Researchers from research institutions,
- Food industry consultants,
- Food industry organizations, associations, public administration.

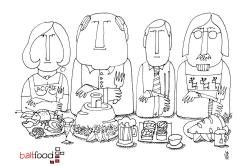Three megatrends form the basis of the baltfood TrendWiki:

1. "Food and health", *consumer see fresh and natural as a health message, no endless ingridients list*
2. "Food and sustainability", *ecolabling, fairtrade, organic*
3. "Food consumption as an expression of self", *you are what you eat*

Food and Health   Food and Sustainability   Food as an Expression of Self

The baltfood TrendWiki offers great advatages for the users:

1. Using the baltfood TrendWiki means saving time during research activities,
2. The baltfood TrendWiki offers the latest information concerning the food sector from one place,
3. The baltfood 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. The baltfood TrendWiki offers the opportunity to hear the view and opinions of other professionals and share own views with them.

Interested in more information about weak signals, trends, megatrends and product examples? Just ask for your access data:

https://secure.trendwiki.fi/login, we are pleased to meet you!