

baltfood workshop at Food Trend Day 2011



The workshop “Planning Food Studies” was embedded within the fifth Trend Day hosted by the Northern German food industry on February 17th, 2011. In the morning session welcome and event kick-off were done by Jochen Brügggen, personally liable partner, H. & J. Brügggen KG, Bernd Saxe, Mayor of the Hanseatic City of Lübeck and Dr. Tamara Zieschang, permanent Political Secretary of the Ministry for Science, Economics and Transport in Schleswig-Holstein.

The baltfood partners had the opportunity to join the morning session. The baltfood workshop started after lunch for the partners and external guests. The main topic in the morning session “enjoy so-

cial media.....let’s keep in contact” was introduced by Prof. Martin Grothe, Managing Director of complexium GmbH, who presented the opportunities and risks of social media for the food industry. Frederike Ahlers, Director of Public Relations, FRoSTA AG, continued with her presentation “Social Media, a First-Hand Report: Transparent Corporate Communications as Exemplified by the FRoSTA Blog”.

Björn P. Jacobsen (as representative of the lead partner) opened the baltfood workshop in the afternoon. Especially the external invited guests were given a short introduction to the baltfood project, pointing out that this workshop focuses on developing market access to defined regions – St. Petersburg / Moscow, Belarus and Ukraine. After that the content of three market access studies was defined which should serve as an opener for the respective markets. Following speakers were: Martin Löhrike, the Managing Director of the Jürgen Löhrike GmbH, Perttu Korolainen, the Managing Director of Kankaisten Öljykasvit Oy and Jenny Bergsten, Deputy Director of Øresund Food.

Overview of actual baltfood projects

The baltfood workshop “Planning Food Studies” on the Food Trend Day 2011 attracted very good feedback. Read more about this topic on this page.

The ICT-based support tool “baltfood R&D Network” is a database to get to know R&D institutions with food research facilities in the Baltic Sea Region. To find specific needs, search the databases for equipment, processes, products, institutions or countries. More on page 2.

Three baltfood fact finding tours will take place in the autumn of this year. In September the first tour goes to St. Petersburg, in Oktober to Belarus and in November to Ukraine. Find out more information about the program on page 3.

Brügggen probiotic cereals for the Canadian market- read more about these innovations on page 4.

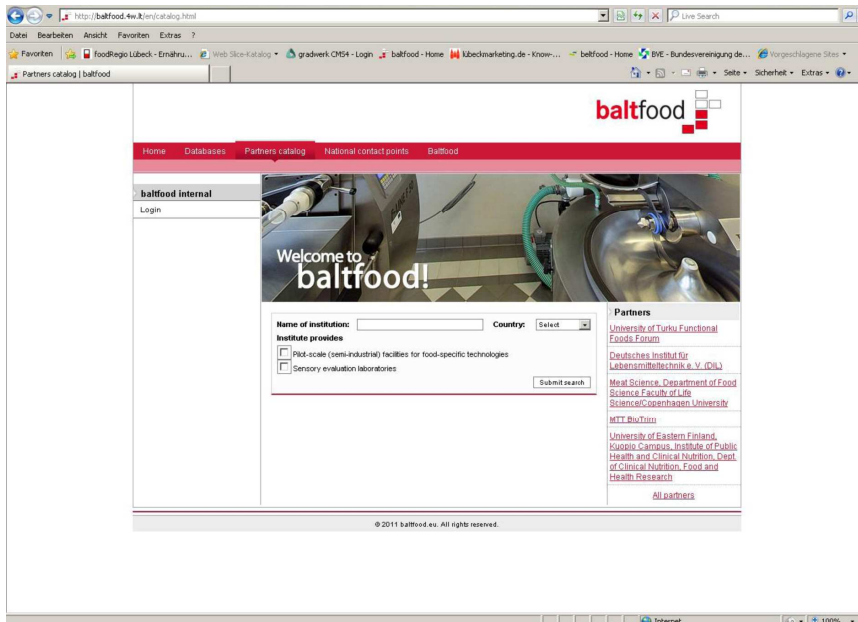
We wish you a good reading!



Your baltfood project team



baltfood R & D Network



E-learning course “Healthy to go - food innovation“: third round starts on Sept 15th, 2011

More than 60 participants from six countries of the Baltic Sea region attended each of the first two courses “Healthy to Go – Food Innovation” offered by the baltfood academy in 2010 and 2011.

This course with a learning workload of 30 hours during five weeks (including pre- and post-processing and assignments) and 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 next course “Healthy to Go” will start on **September 15th, 2011** and will last **until November 10th, 2011**.

Registration: until **September 10th**

Online: <http://www.oncampus.de>

Baltic Sea Region countries have a strong network of R&D institutions with food research facilities where scientific innovators are focused on developing leading-edge food products and technologies. The new ICT-based "baltfood R&D tool" is the online database to get to know these food technology centers. The primary goal is to assist SMEs to commercialize food products and bioactive ingredients.

Each “baltfood R&D Network” member offers a wide range of pilot scale equipment and sensory analysis laboratory services for the food industry. You can find this broad food technology expertise in the new online portal. On the Internet:

<http://www.baltfood.org>

→ **project results**

Some members of the “baltfood R&D Network” offer unique or specialized technological equipment, such as high pressure homogenisation, which can be applied to various raw materials. Some members evolved commodity-specific equipment, such as vegetables or meat processing.

By leveraging the resources at each centre and creating databases of pilot scale technology laboratories and sensory analysis laboratories, industry clients have access to product and process development, small-scale processing and sensory analysis services.

The idea behind this online tool is that for example a Finnish company wanting to introduce a new / refined product in the Lithuanian, Polish and German market will be offered a single point of contact

(the “baltfood R&D network”) for contracting its product testing (like sensory testing) in three different markets. If this example is taken further, the “baltfood R&D network” needs to include product testing / sensory labs in each of the BSR states. These facilities must be able to deliver standardized / quality assured results. This whole process needs to be handled by the ICT tool “baltfood R&D network”.

St. Petersburg, Sept 19-21th, 2011

Monday, September 19th

19:00 get-together & welcome
19:15 introduction to the Russian food market
20:15 practical details of the tour
Carita Vastinesluoma, Fenno Consulting

Tuesday, September 20th

Seminar in the morning:

9:30 – 10:00 results from market research. Karen Liebing, Free and Hanseatic City of Hamburg, Oliver Rentzsch, Rentzsch Consulting

10:00 – 10:30 food retail chains in Russia. Director Anna Shljanina, Trade House Lend

10:30 – 11:00 new trends in the Russian food market. Director M. Kisin, GoodsMatrix.ru

11:15 – 11:45 development of Russian horeca industry. Director of Regional Development, Konstantin Velly, Uhrenholt LLC

11:45 – 12:15 How to do it successfully in Russia? Representative of a Western food company in Russia (TBC)

Afternoon field trip:

15:00-18:00 company visit, Karat Plus –Bakery

Wednesday, September 21th

Morning field trip:

9:30 visit to a Finnish-owned retail chain Prisma
10:30-11:45 visit to Russian premium retail chain Land
12:00-13:30 visit to Russian fast-food chain Teremok

baltfood fact finding tours to Eastern Europe

From September 19-21th, 2011 the baltfood project partners are organizing a 3-day Fact Finding Tour for food industry professionals – both sales / marketing managers as well as product development managers - to St. Petersburg, Russia. Tours to Belarus and Ukraine will follow.

The fact finding tours should offer useful information on which way the export of food has been arranged and what has to be taken into consideration if a company aims to start or enlarge own export activities to one of these countries. During the tours participants get acquainted with the local and western actors of the branch. The intention is to encourage connections between the baltfood partners and the local representatives of the food industry.

The first tour in September will lead to St. Petersburg, while the second tour in October will direct to Belarus, and the third tour in November will focus on the Ukraine. The aim of the fact finding tours is to get a practically oriented picture of the local food industry, in the first run of St. Petersburg and the surrounding Leningrad area.

The tour program includes a get-together, seminars and company visits. After the tour the participants should have gained information, facts and personal experience of the present state and future development of the food industry in the three countries.

The group will consist of company representatives from Denmark, Finland, Germany, Lithuania, Poland and Sweden which also enables networking among peers interested in the three markets.

Detail information about the first tour:

Language of Fact Finding Tour

English is the main language. Presentation given in Russian will be translated into English.

Costs

Travel expenses, accommodation and some of the meals have to be covered by participants themselves. Meetings, the seminar, company visits, some meals and travelling within St. Petersburg are covered by the baltfood project. Accommodation in one person room in Moscow Hotel is about 170 €/2 nights, including breakfast.

Travel and Hotel information

St. Petersburg can be reached by train or by air. Railway stations are centrally located. If you arrive by air, please allow some three hours when you arrive to St. Petersburg before the program starts and four hours for return flight to travel to the airport and for waiting time in the airport.

Tour participants are asked to use their local travel agent to book the hotel room from Hotel Moscow. Visa will be required to travel to Russia and Moscow. The hotel will provide you an invitation for your visa. You have access to more detailed hotel information at: <http://www.saintpetersburg.com/hotels/moscow-hotel/>

Registration and information

The number of participants is limited to 20 persons (country specific quota).

Binding registration to tour should be made at the latest until August, **5th 2011 by email to:** riikka.saarimaa@utu.fi

The 12 partners of the baltfood project

Denmark

- Roskilde University

Germany

- Free and Hanseatic City of Hamburg
- Lübeck University of Applied Sciences
- University of Rostock
- Lübeck Business Development Corporation

Finland

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

Lithuania

- Lithuanian Cluster of Food Sector

Poland

- Lubelskie Voivodship, regional clustermanagement biofood
- University of Warmia and Mazury in Olsztyn, polish cluster with focus on dairy industry

Sweden

- Skåne Food Innovation Network
- University of Lund, Lund International Food Studies

Brüggen – innovative cereals for the Canadian market



In close co-operation with Canadian partners the H. & J. Brüggen KG in Lübeck has developed an innovative cereal line by the name of Yog Active® (registered trademark) and their latest product Oat-Maize-Crispies, fibre-filled products containing psyllium and inulin.

What makes Yog Active line so "innovative" are the yoghurt pearls with active Lactobacillus acidophilus bacteria (LA-5®) which make up 15% of the product. Lactobacillus acidophilus LA-5® supports the immune system, thus eliciting positive effects on well-being. Yog Active® combines rice flakes with freeze-dried fruit. The Yog Active® rice flakes are available in the following flavours: Strawberry Yoghurt, Kiwi Yoghurt, Blueberry Yoghurt

In May 2009, the product even won the desired Canadian Grand Prix New Products Award, one of the most important innovation awards in Canada, in the category „Shelf Stable Prepared Food“.

One of the latest innovations of Brüggen are the fibre-filled products containing psyllium and inulin which were also

originally developed together with Canadian customers, as psyllium with its blood sugar regulating effects has been greatly valued in Canada for some time now. Following suit, this idea was brought to Lübeck where it has been successfully developed further in terms of taste and optics.

Unlike its "firm to the bite" forerunner in Canada, the new extrudate stands out with a softer consistency. The reason for that: through a special procedure, a so-called salt reducer could be processed which reduces the sodium content of the product. And even with a low amount of salt.

The Oat-Maize-Crispies Psyllium+Inulin Strawberry Flavour consisting of a special mixture of oats, maize and wheat also contain valuable bran and shreds of oat. This pioneering idea invites for a great variety of flavours, as for example dried fruit, probiotic yoghurt pearls or pieces of chocolate may be added.

The Oat-Maize-Crispies with the probiotic fibre-filled combination psyllium and inulin is available in strawberry and other flavours including banana, cherry and raspberry.

More information: www.brueggen.com