



# baltfood

## **The Baltic Sea Region Food Cluster - Innovation and Competitiveness in Action**

baltfood is a EU co-financed project with the objective to stimulate innovation in the participating regions food sectors.

The food industry has developed into a highly competitive and strong industrial sector within the Baltic Sea Region. Emerging trends like more demanding consumers, changing functionality of food, a concentration process in the retail sector and shorter product lifecycles require a constant technological evolution. In this regard various deficits within the SME sector were identified: late recognition of food trends; low conversion of scientific findings into market-able food products or below average innovation rates.

baltfood is about to secure this dynamic, but very mature marketplace within the BSR by addressing common challenges and channelling know-how in process and product innovations through transnational co-operation.

The project partnership consists of 13 national and regional organizations from the business and scientific communities as well as public bodies representing food cluster organizations in six of the nine countries within the BSR. baltfood integrates local, regional and national food cluster organisations around the Baltic Sea into one commonly managed food cluster, thus making regionally embedded knowledge available on a wider geographical basis.

baltfood is directed at 3 areas; business, science and region.

There are different initiatives for each sector:

Business - development of a Food Trend Radar.

Science - development of a transnational pilot-scale & sensory lab, Food R&D Network and joint R&D proposals.

Region - development of a branding concept.

The branding concept will be applied for the world-wide promotion of the cluster. Furthermore, baltfood will identify actual and future food innovations and trends disseminating them into the food production throughout the Baltic Sea Region.

To successfully transfer knowledge from science into the production process adequate training curricula will be developed and a Baltic Food Academy shall be established.

Øresund Food has been involved in the development of e-learning courses directed at the food sector for the science area. Moreover, they are in charge of creating spin-offs from baltfood. They have therefore been involved in the creation of Seed Project Services for the science area which entails processfacilitating, seed money and match-making.

The project contributes to the Baltic Sea Strategy and will help to make the Baltic Sea Region a prosperous place.