

# ØRESUND FOOD

## - ANNUAL REPORT 2010



# GET INTO THE GAME

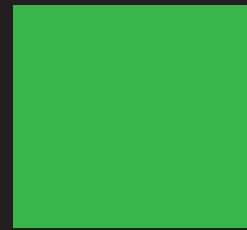
FOOD-BOY is a user-driven development tool for food innovation, designed as a game. It turns serious food innovation into a game, where the players are challenged to co-create and bring market-relevant ideas to the table.

We invite Food SME's to use FOOD-BOY to upgrade their innovation processes, kick-start projects or boost strategy development.

FOOD-BOY is for everyone – no training is needed. Customers, suppliers, collaborators, consumers, chefs or any other stakeholder can be invited to play along, to strengthen the innovation process.

Would you like to test FOOD-BOY?

# FOOD INNOVATOR



## Contact:

Kirsten Poulsen,  
Firstmove  
tlf +45 3312 7128

or

Jenny Bergsten,  
Øresund Food  
tlf +45 2875 4090



# CONTENTS

---

CHALLENGES AND OPPORTUNITIES – Chairman’s words	4
INCREASING INNOVATION – letter from the Director	5
WHAT CAN ØRESUND FOOD OFFER YOU?	6
PROJECTS OVERVIEW	7
TASTY AND HEALTHY FOODS – Healthy Growth	8
THE MODERN FOOD INDUSTRY – is much larger than anticipated	9
PEOPLE, PLANET, PARTNERSHIP – Europe’s future	10
REVITALISING THE FOOD SECTOR – in a European perspective	11
ØRESUND FOOD – through the strategic lens of another eye	12
IS THERE A NEED FOR CLUSTERS – in the food sector?	12
BOARD	13
SECRETARIAT	13
MEMBERS	14
ACTIVITIES OF THE YEAR 2010	16
FINANCIALS	18

# CHALLENGES AND OPPORTUNITIES

## – Chairman's words

---



Mats Larsson

### Renewing the organisation

Øresund Food celebrated its 10 year anniversary last year and has since started a journey towards becoming an independent cluster organisation. This journey has been an example of how to, through strategic discussions, innovate yourself and renew an organisation according to the wishes and expectations of members and other stakeholders. I feel strongly that Øresund Food in 2011 and onwards, will play a more important role in the innovation system as the neutral meeting place for industry, academia and authorities.

**"Øresund Food will in 2011 and onwards, play a more important role in the innovation system as the neutral meeting place for industry, academia and authorities."**



### Being member of a cluster

During 2010, the food sector experienced challenges, as many other sectors did, with a stagnating market and an overall economic crisis. However, we are lucky to work in a sector of "primal need," where economic fluctuations play a less important role than in other sectors. The key to survival in the food sector depends on the ability to address all the challenges and opportunities in the market. And this ability is based on innovation. Working with innovation in a modern company is a question of building knowledge communities, getting inspiration, developing and sharing new ideas – something that cannot be done alone! For me, this is the key to being a member of a cluster and taking an active part in cluster organisation activities.

**"Working with innovation in a modern company is a question of building knowledge communities, getting inspiration, sharing and getting new ideas – something that cannot be done alone!"**

### Combining clusters can create new markets

In the Øresund Region we have unique opportunities to expand and develop our businesses in new areas. The fact that the region has several strong disciplinary clusters creates an excellent opportunity to combine these and create new markets. Sustainable energy in combination with food industry and logistics can together become an important participant in the market of bio-energy, bio-fuels, bio-refinery products and smart logistics. This is just one of many opportunities the food industry should embrace with the help of skilled cluster organisations such as Øresund Food.

**Join the community in 2011 and participate in the future of the modern food industry!**

Mats Larsson

R&D Director of Lantmännen  
Chairman of the board – Øresund Food

# INCREASING INNOVATION

## – Letter from the Director

---



Maria Olofsdotter

The food sector's leading position is at risk  
The food and drink industry is the largest industrial sector in the Øresund Region as well as in Europe. This leading position is however at risk, since we are increasingly unable to compete on cost alone. Innovation, leading to new products, services and production processes, is an important determining factor for profit improvements. Øresund Food takes on the following challenges related to creating an efficient innovation environment for the food sector:

### Customer and end-user focus

Because of a lack of end-user involvement, the traditional push-to-market innovation strategy has led to a situation where hundreds of products are released on the market only to be pulled out soon after. Understanding and involving consumers and end-users are important tasks that need to be incorporated in the innovation process. Therefore, we need to develop new and different innovation models, new market strategies and more knowledge on trends, consumers and end-users.

### Exploring new business areas for the food sector

One way to secure increased competitiveness and knowledge based innovation in the food sector is to create tighter links with discipline areas that influence food and food production. These could be the health and welfare

sector, energy sector, clean tech sector including biofuels, logistics sector, ICT and design – strengths, and therefore possibilities that are present in the Øresund Region. At the same time creative thinking on innovation is important in order to include service innovation and concept development that can create different value chains within the food sector.

“Through creation, sharing and utilisation of knowledge Øresund Food is working on realising the aim of a stronger food sector in the Øresund Region in the future.”

### Improving innovation and entrepreneurship environments

Growth in the food sector must build upon knowledge intensive production creating added value that consumers are willing to pay for. This calls for a business environment that enable spinouts from both business and universities to grow and increases the number of knowledge based entrepreneurs. Further development and integration of the innovation infrastructure is needed in the Øresund Region and at the same time we need to get better in using the facilities present. Finally, we need to convince venture capitalists to invest in the food sector.

### Creation, sharing and utilisation of knowledge

Øresund Food is working on realising this agenda through creation, sharing and utilisation of knowledge with the aim of a stronger food sector in the Øresund Region in the future.

Maria Olofsdotter

Director of **Øresund Food**



# WHAT CAN ØRESUND FOOD OFFER YOU?

## INNOVATION AND R&D

- Access to pilot plants and sensory labs
- Methods, methodology & tools
- Workshops, Seminars, Conferences
- Match-making
- Assistance with project definition
- Assistance with projects application and fundraising
- Project management

## INTERNATIONAL OUTLOOK

- Delegations and visits
- Large international business network
- Large international research network
- Match-making
- European projects

## INTERDISCIPLINARITY

- Cross border collaboration
- Public Private Partnerships
- Match-making
- Bridge building
- Focus on Gastronomy & Sensation
- Focus on Food & Health
- Focus on Production & Sustainability
- Access to knowledge on logistics, ICT, sustainability, entrepreneurship, materials



**ØRESUND**  
FOOD

## KNOWLEDGE

- Access to food companies
- Access to food science & scientists
- Professional networks
- Knowledge sharing
- Workshops, Seminars, Conferences
- Analyses, reports and counselling

## LOBBYING

- Large network of regional, national and international decision makers
- Systematic information
- International network
- Food media contacts

## TRENDSPOTTING

- Access to mega trends
- Methods, methodology & tools
- Access to existing material & research
- Presentations
- Workshops, Seminars, Conferences

## Did you know?

Øresund Food is a cluster facilitating organisation. We create networks and projects between private industry and public research, between the food sector and related sectors such as biotechnology, environment, ICT and logistics and between Denmark and Sweden. Our work has been recognised and praised by OECD, the EU Commission and independent evaluation agencies.

Øresund Food is financed by participating universities, the Capital Region of Denmark, Skåne Regional Council, Region Zealand, Øresund Food's members and the EU.

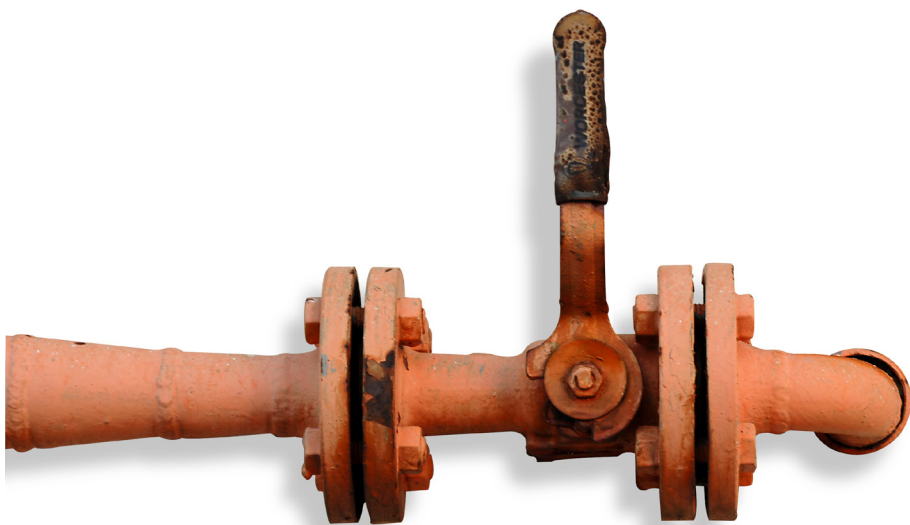
## Our mission

Our mission is to offer cross-border meeting places and collaborative projects that encourage innovation and enhance the food cluster's competitiveness. The strength of our offer is our ability to combine efforts across research and business sectors and national boundaries. We will continuously work to create, share and utilise knowledge – with a focus on innovation and innovation methodology.



# PROJECT OVERVIEW

---



The following projects are collaboration platforms with companies and research institutions:

## - Current projects

Healthy Growth – 2008-2011. EU Regional Development Fund project together with Region Hovedstaden within Food & Health. Budget 15,8 million DKK. Øresund Food project leader.

Food Innovator – 2009-2012. Developing a user-driven innovation tool designed for food products. Budget 6,3 million DKK. Øresund Food project leader.

FoodBEST – 2010-2012. SFR og Interreg IVa project that works to create a framework for a Food-KIC in the Øresund Region. Budget 10 million DKK. Øresund Food project leader.

baltfood – 2009-2012. Interreg IVb project that creates foundations for growth in food product SMEs through trend identification and competency development. Budget 10 million DKK. Øresund Food project partner.

Children's Best Table – 2010-2012. Food and food culture for children. How can we work with children in the innovation process? Budget 3 million SEK. Øresund Food partner.

## - In the pipeline

Ingrid – 2011-2012. Innovation network with focus on food ingredients. Budget 10 million DKK. Øresund Food project leader.

Network for experience economy in primary production: Creating marketing, experiences, and added value – 2011-2013. Nine innovative farm boutiques are involved in learning how we create growth through experiences. Budget 1,6 million DKK. Øresund Food project partner.

Industrial symbiosis – Using waste from the food industry in biorefinery processes. Region Sjælland. Budget ca. 5 million DKK.

Sustainability in food production. Interreg IVa. Budget ca. 20 million DKK.

FoodBEST – Extension. Budget ca. 10 million DKK. Øresund Food project leader.

Students as Øresund Region ambassadors in foreign countries – Interreg IVa. Budget ca. 10 million DKK.

Metropolis as driver for urban development – Project on marketing and sales avenues for consumers in cities. Budget ca. 10 million DKK.

# TASTY AND HEALTHY FOODS

## - Healthy Growth

The focus on Food & Health has been intensive in Øresund Food in 2010. "The EU funded project Healthy Growth aims at developing tasty and health promoting foods and has initiated collaboration, networking and knowledge sharing across the public and private sector", says project manager Mie Bendtsen. The most visible parts of the project are the Winter School seminars and international conferences, but the project also funds PhD projects, educational courses and knowledge maturation.

### Future talents in food

In total seven PhD projects have been initiated by Healthy Growth. All projects are collaborations between universities, private companies and Healthy Growth, and much is expected from these projects that simultaneously dive deep into science and increase public-private cooperation.

#### The PhD projects' topics cover:

- Prostat - effects of probiotics on satiety
- Will vitamin D fortified food benefit the Danes?
- Innovative applications of marine phospholipids for development of healthy food
- Bacterial impact on the intestinal metabolome
- Development of a healthy New Nordic Diet
- Design of stable probiotic bacteria cultures for new functional foods
- User oriented innovation and communication in development of healthy meal elements for kindergartens.

### Uncovering new commercial potential

For ideas to be commercialised, they need to be matured and tested. Healthy Growth has initiated four knowledge maturation projects: Prebiotics and dietary fibres from seaweed and algae; Food-drug synergies; Testing Malmö

Nordic Dining; and Innovative food service for elderly. Through these collaborative projects knowledge is matured, shared and transferred, and concepts are being tested for commercialisation.

### Increased competencies and competitiveness

One way to heighten the competence level in the food industry, and thus create growth and competitiveness, is to increase knowledge transfer through education courses, specifically targeted to the food industry. Healthy Growth has initiated five projects developing educational courses: Lipid science & technology; Product development for health and taste; Human digestion & absorption – a mechanistic understanding; Food allergy & catering; Better routines, more knowledge and higher food safety; and Change management in food service.

"For ideas to be commercialised, they need to be matured and tested. Through these collaborative projects knowledge is matured, shared and transferred, and concepts are being tested for commercialisation."

### A regional and international meeting place

2010 was the year for two large scientific and international conferences on vitamins and resveratrol that attracted attendees from around the world. The conferences were the first of their kind, and Øresund Food expects to be part of the next conferences in 2012. The 2nd Winter School on "Bioactive compounds in food" ended in 2010 and the 3rd on "Individual Health & Nutrition" was successfully initiated.

## Winter School 2010-11

### Individual Health & Nutrition



# THE MODERN FOOD INDUSTRY

- is much larger than anticipated

## Traditional statistics needs modernisation

"Food is one of the areas where the Øresund Region shows a large quantity of academic and industrial competencies, but it is difficult to document since traditional statistics only include food business according to a very narrow and old-fashioned food manufacturing definition," says Maria Olofsdotter, director of Øresund Food.

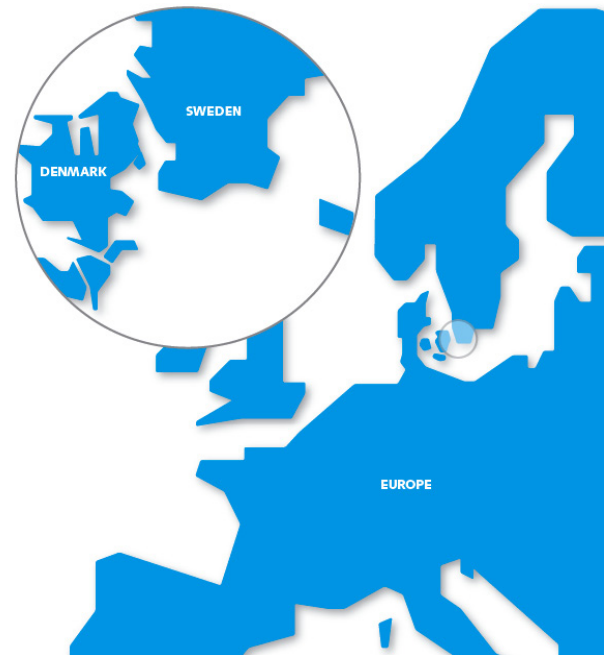
## Redefining the food sector in the Øresund Region

For this reason, Øresund Food initiated a redefinition of the food industry from a modern perspective, finding that not only traditional areas of the food industry, but also industries and disciplines that act in symbiosis with the food industry should be included in a modern definition.

"Traditional statistics only include food business according to a very narrow and old-fashioned food manufacturing definition. With these results, we want to effectively brand the Øresund Region as a world leading food region attractive for foreign investments."

## A new take on the statistical definition

The result is a report in two parts focusing on the statistical definition of the food industry and on the knowledge competences in the Øresund Region. "With these results, we want to effectively brand the region and underline the fact that the Øresund Region is a world leading food region attractive for foreign investments," suggests Maria Olofsdotter. The full report can be found on Øresund Food's website, but some major conclusions are worth highlighting.



## Double the size

The private food industry cluster in Denmark employs around 158,000 people (5.6% of the total workforce), more than double the 70,000 generated by using the traditional definition. The same goes for Sweden where the private food industry cluster employs around 131,000 people (3% of the total workforce), more than double the 58,000 employed according to the traditional definition.

## The whole food value chain is represented in research and education

The diversity of food related research and education activity in the Øresund Region is great, and much interdisciplinary activity takes place. However, not all areas are equally well covered; for example, production improvement and packaging science are less in focus, while agriculture and food and health are well represented. The region has a broad variety of complementary players, both public and private, that support food research, education and innovation.



# PEOPLE, PLANET, PARTNERSHIP

## - Europe's future

### European competitiveness needs innovation

That the world is faced with challenges in terms of health, environment and population growth is old news, as is the fact that European competitiveness leaves room for improvement. The order and the specifics of the obstacles are constantly being discussed, along with solutions. Wherever you turn to find solutions, the word "innovation" seems to be involved.



Mella Frewen

"Innovation is a key if we want to continue to improve our ability to develop new products, upgrade and improve our manufacturing processes, and gain access to new markets."

### Turning challenges into opportunities

Mella Frewen, director general of the Confederation of the Food and Drink Industries in the EU (CIAA), states that turning challenge into opportunity is the only way the food industry can keep up. "One of the major challenges of Europe's food and drink industry remains our capacity to innovate. Innovation is a key if we want to continue to improve our ability to develop new products, upgrade and improve our manufacturing processes, and gain access to new markets". Mella Frewen continues "This is the only way for the food and drink industry (Europe's largest manufacturing industry) to bolster its competitiveness to continue to respond to evolving consumer demands for safe, tasty and high quality food and drink products".

"The Innovation Union is part of the Europe 2020 strategy for a smart, sustainable and inclusive economy. It aims to improve performance, remove obstacles to innovation and create better public-private-partnership in innovation in the EU."

[ec.europa.eu/research/innovation-union](http://ec.europa.eu/research/innovation-union)

### Address bottlenecks to boost potential

The European food sector needs a changed innovation environment within the EU. "To address the major challenge of securing an 'Innovation Union' for Europe's food and drink industry, a number of bottlenecks to innovation remain to be addressed and eliminated if we want to boost our potential in this area", Frewen states. For example, the implementation of conflicting policies and legislation within the EU should be prevented. Additionally, SMEs should be encouraged to become more innovative by reducing barriers to their participation in R&D activities.

### How to increase SME innovation

One way to increase SME innovation is by creating more collaboration with innovative institutes of research, education and small and large innovative companies. Food-BEST, the project described on page 11 was initiated by Øresund Food to create a new community based on these ideas.

Read more on CIAA: [www.ciaa.eu](http://www.ciaa.eu)

## MENU

CHALLENGES

COMPETITIVENESS

DEMANDS

CAPACITY

INNOVATION

# REVITALISING THE FOOD SECTOR

## - in a European perspective

Collaboration can lead to commercialisation. For Øresund Food, it is clear that conditions for innovation in Europe can be improved by obtaining a better flow of students, research and business within the union's borders. By involving businesses, collaboration leads to innovative ideas that are much more likely to be commercialised and thereby speed up economic growth. These ideas are in line with the "Knowledge Triangle" introduced by President of the European Commission José Manuel Barroso. The Triangle links research, education and business as three central and strongly interdependent drivers of the knowledge-based society. This is where the FoodBEST project takes its starting point.

### Organisations in the FoodBEST board of representatives:

Arla Foods Amba  
Centre for Advanced Food Studies (LMC)  
Danish Technical University  
DHI Group  
Faculty of Life Sciences, University of Copenhagen  
Lantmännen  
Lund University  
Lund University Food Science  
Skåne Food Innovation Network  
Skåne Regional Council  
SLU  
The Danish Agriculture & Food Council  
The Danish Food and Drink Federation  
The Swedish Food Federation  
The Swedish Institute for Food and Biotechnology (SIK)

### Rethinking the innovation environment

In May 2010 the Danish/Swedish EU-project was established under the name FoodBEST for creating a European food innovation collaboration (Interreg/European Regional Development Fund and lead by Øresund Food). "The uniqueness of this project is that it is re-thinking the whole innovation environment for the food sector in Europe including both academia and business but focusing on education. Thereby, it avoids becoming a classic public private research project", Maria Olofsdotter, formal project leader of the Interreg-project, explains. The project has so far resulted in a secretariat, a board of representatives, an ambassador corps for lobbyism, and not least an international consortium collaboration with French and Dutch cluster organisations.

### EIT up for evaluation

The coming year will be decisive for the project: First of all, it will be the year in which the European Institute of

Innovation and Technology (EIT) will be evaluated and its future agenda will be outlined. This will define the strategic direction of the FoodBEST project. The partners expect the project to attract attention from key European bodies.



Frans Kampers

"With FoodBEST, a European system for food innovation will be achieved - a system that can increase the efficiency of the European food sector."

### An innovation system for the European food sector

"With FoodBEST, a European system for food innovation will be achieved - a system that can increase the efficiency of the European food sector because it combines focus with complementarity and avoids wasting resources in duplicating and competing efforts," as Frans Kampers from Wageningen University and Research Centre states. He has been appointed by the management of Wageningen University UR to carry out the project on behalf of the Dutch stakeholders.

### A European innovation community

The current Interreg-project is running until May 2012, but the hope is that a European innovation community grows out of it to revitalise the whole European Food Sector towards a healthy, sustainable, competitive food production for the world.



# ØRESUND FOOD

## - through the strategic lens of another eye

---



Peter Olesen

Foto: Jeppe Carlsen

### The food sector challenge

Most will agree that real innovation in the food sector in the Øresund Region is not at the level where it should be. This concerns the entire value chain – the agriculture and the primary production of raw materials and semi-processed products, processing in the food industry and retailers' risk appetite in sales and marketing. The biggest problem across the value chain is to develop new healthier, tastier and more sustainable food products demanded by consumers and citizens in the global community. In other words, the challenge is to create a positive synergy between the classical farm-to-fork value chain and a more user-driven innovation – a fork-to-farm value chain.

### The independent innovation network

It is amazing to see how well the scope, organisation, competences and overall strengths of Øresund Food address this challenge. Øresund Food works as an independent innovation network, which is not tied to individual stakeholders in the value chain. They always try to work across a set of well-developed skills in terms of knowledge sharing, knowledge transfer and innovation tools.

### Building bridges

I see Øresund Food's interdisciplinary vision and mission as a very critical and valuable factor for the future of user-driven innovation in the food area where increased public-private cooperation is vital. It is not just about the 'classic' interfaces in the triple-helix based innovation model: research and education (universities etc.) product development and marketing (industry) and the approval and acceptance of new products (authorities and consumers).

**"Øresund Food has a unique set of skills to be an independent bridge builder and collaborator."**

It is increasingly also about the many organisations in the Danish and Swedish food landscape which compete in providing knowhow and support to innovation, each driven by more narrow or specific fields of interest. Examples are the Center for Advanced Food Studies, DI Foods, Agrotech, Agro Food Park and VIFFOS in Denmark and Skåne Food Innovation Network, The Swedish Food Federation, SIK, and Food Science Sweden in Scania, Sweden. Øresund Food has a unique set of skills to be an independent bridge builder and collaborator across this field, based on both an inter-regional Danish-Swedish experience and the organisation's recognised role in inter-regional cooperation in the EU.

Peter Olesen

Owner of ActiFoods ApS and head of the board at The Strategic Research Council

## IS THERE A NEED FOR CLUSTERS

### - in the food sector?

---

### Networking and clusters

The development and production facilities in the food sector are very much based on tradition and experiences from "standard" technology. A way to expand possibilities and future market positions is spelled networking and clusters. The food industry goes from farm to fork and give many options for collaboration along the way. There is a tradition with very different and specific trade associations, which is a good way of networking.

Cluster organisations can bring development and growth

However, it can be even better through joining any food

cluster of importance. The outcome from such activities can give every single company or organisation a tremendous input in their own area of activities. A good cluster organisation will open up untraditional way of thinking, new strategies, new collaborations etc. Structured and organised cluster organisations will contribute to development and growth in the food sector on different levels for benefit of small regional stakeholders as well as stakeholders on a national or international level.

Lennart Lindahl

MD, Ideon Agro Food



## BOARD

---



**Mats Larsson**  
Lantmännen (Chairman)



**Niels Gøtke**  
Danish Food Industry Agency



**Annelise Fenger**  
Danish Veterinary and Food  
Administration



**Birthe Jessen**  
University of Copenhagen



**Lars Montelius**  
Øresundsuniversitetet



**Lennart Svensson**  
Region Skåne



**Kierstin Petersson-Grawé**  
Swedish Ministry of Agriculture



**Lars Zøfting-Larsen**  
The Danish Food and Drink Federation  
(Vice Chairman)



**Morten Andersen Linnet**  
Danish Agriculture & Food Council



**Alan Friis**  
Technical University of Denmark



**Anders Nilsson**  
Swedish University of Agricultural  
Sciences



**Lotta Törner**  
Skåne Food Innovation Network



**Ingegerd Sjöholm**  
Lund University



**Bengt Persson**  
The Federation of Swedish Farmers

## SECRETARIAT

---



**Maria Olofsdotter**  
Managing director



**Mie Bendtsen**  
Project Manager: Food & Health



**Jenny Bergsten**  
Project Manager: Gastronomy &  
Sensation



**Dorthe Bjergskov Nielsen**  
Project Manager: Production &  
Sustainability



**Niels Gerner**  
Executive Project Coordinator



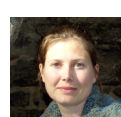
**Heidi Høy Dyrholm**  
Project Assistant



**Jytte Josephsen**  
Project Coordinator



**Nils-Olof Jönsson**  
Project Coordinator



**Julie Qvistgaard**  
Communication Manager



**Maura Loughney**  
Communications Assistant



**Kamilla Andersen**  
Communications Assistant

# MEMBERS

---

Your knowledge and innovation network

Øresund Food is your knowledge and innovation network within the food value-chain, and has been evaluated as a top-performing cluster organisation. We facilitate knowledge-based economic growth in the Øresund Region through collaboration, and by initiating, coordinating and participating in multidisciplinary projects within Food & Health, Production & Sustainability, and Gastronomy & Sensation.

Øresund Food's memberlist represent food manufacturers, bio-tech, ICT, design, innovation and professional associations. Large, medium and small companies, government agencies and municipalities, universities and research institutions are also represented.

## A

3A Business Consulting

ActiFoods Aps \*

Agro Business Park

AH Process

Arla Food amba

## B

Biomedical Nutrition (Biomedicinsk nutrition, Lund University)

## C

Center for Molecular Epithelial Cell Biology, LIFE/KU

Centre for Advanced Food Studies/LMC

Chr. Hansen A/S

CNTA-Ebro Laboratory

Coesam Scandinavia

Colloidal resource AB

Confederation of Danish Industries, DI Fødevarer

Copenhagen Institute of Technology – Aalborg University

CO-RO Food A/S

Cultimedia Information AB

## D

Danisco A/S

Danish Agriculture & Food Council

Danish Cooperative Farm Supply DLG

Danish Diet & Nutrition Association

Danish Enterprise and Construction Authority

Danish Technological Institute

Department of Food Science (IFV) LIFE

Department of Food Technology, Engineering and Nutrition, Lund University

Dept. of Trade & Industry, City of Helsingborg

Dining Development

## F

FF Skagen

Firstmove aps

Functional Food Science Centre, FFSC

## G

Green Center at Region Zealand

## H

Halskov & Dalsgaard Design

## I

Ideon Agro Food

IFAU -Institute for Food Studies & Agroindustrial Development

Insight Consult - Strategy and Innovation \*



## J

JobAdvice  
Jomfruens Egede

## K

Kristianstad University Culinary Arts & Food  
Sciences

## L

LABORATORIOS CINFA, S.A.  
LÁCTEOS BELATE  
Lantmännen  
Lund Food science Centre  
Lund University Food Science AB \*

## M

Medicon Valley Alliance  
Ministry of Food, Agriculture and Fisheries

## N

Nordic Council of Ministers (Nordisk Ministerråd)  
Nordic Sugar  
Novozymes A/S

## O

Oatly

## P

Pipersglace AB  
Probi AB  
Procordia Food AB  
ProOffice Life Science  
Pure and Applied Biochemistry LTH

## R

Region Zealand \*  
Rieber & Søn Danmark A/S

## S

Sans og Samling Gastronomi \*  
Sesam  
Skåne Food Innovation Network  
Skånemejerier  
Skåne Regional Council  
SLU-Alnarp  
Svalöf Weibull AB

## T

Technical University of Denmark, DTU  
Teknopol AB  
The Capital Region of Denmark  
The Swedish Food Federation (LI)  
The Swedish Institute for Food and Biotechnology  
(SIK Lund)  
The Öresund Committee  
Toft Care Systems ApS  
TænkSundhed

## U

University of Copenhagen

## V

VIFFOS - Videncenter for Fødevarer og Sundhed  
VIFU (Videncenter for fødevareudvikling)  
Viventes

## Ø

Øresund University

\* New members

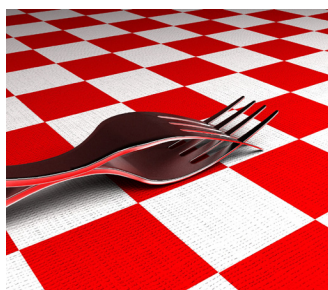
# ACTIVITIES OF THE YEAR 2010

## JANUARY

- Development of education course financed by "Healthy Growth": "Human digestion and absorption – a mechanistic understanding"
- Winter School 2009-2010: Seminar 4 – "Documentation of effects including analyses and methods for clinical trials"
- Food & Drugs Synergies, "Workshop A: Synergies for Bioavailability"

## FEBRUARY

- Food & Drugs Synergies, "Workshop B: Synergies for Safety, Efficacy, Stability"
- Winter School 2009-2010: Seminar 5 – "Various foods as source of bioactive compounds"



## MARCH

- FoodBEST secretariat is established to work for a food innovation community
- PhD project co-financed by "Healthy Growth" initiated: "User oriented innovation and communication in development of healthy meal elements"
- Winter School 2009-2010: Seminar 6 – "Bioactive compounds in foods – potential for prevention of disease?"
- Food & Drugs Synergies, "Roundtable: Workshop results and recommendations"
- Øresund Food General Assembly. Øresund Food announces new organisation name and logo, replacing 'Øresund Food Network.'
- Food KIC ambassador corps named
- Øresund Food co-arranges "10ideas10years," a day of inspiration, innovation and new ideas for the future, hosted by Øresund University and Øresund Science Region
- "baltfood": Øresund Food participates in development of monitoring tool for transnational food trends to be used by food companies
- Øresund Food ranked amongst top cluster organisations in benchmarking test by Kompetenznetze Germany
- Food Innovator, a project collaboration between Øresund Food and the trend-spotting firm first-move, is launched to develop an innovation tool for the food industry involving the consumer in product development

## APRIL

- Development of education course financed by "Healthy Growth": "Change management in food service"
- Development of education course financed by "Healthy Growth": "Food allergy and catering: Better routines, more knowledge and higher food safety"
- "Healthy Growth" calls for applications for PhD scholarships, development of education courses for companies, and knowledge maturation
- "Better Food at Work" project report and conference proceedings published. Conference (September 2009) was arranged by Aalborg University in cooperation with the Estonian Institute for Health Development, Øresund Food Network and the Nordbalt programme/Nordic Council of Ministers
- Øresund Food presentation on enhancing knowledge transfer processes at conference: "Linking in to global knowledge flows"
- Øresund Food arranges "Baltic Food Academy" workshop, discussing an ICT-based pilot course for food companies in the Baltic Sea Region.

## MAY

- The Danish/Swedish "FoodBEST" project is formally established with support from Interreg
- The first International Vitamin Conference, arranged by DTU National Food Institute in cooperation with Øresund Food, is held
- Øresund Food hosts delegation of 16 niche food producers, marketing researchers and Chamber of Agriculture representatives from Estonia
- Presentation of the Øresund Food cluster at conference "First Congress of Agribusiness Biotechnology" and on Spanish TV
- Øresund Food granted funding of 4 million DKK from the Danish Agency for Science, Technology and Innovation's innovation network "INGRID." Project partners including: Danish Technological Institute, KU Life, and Aarhus University
- Øresund Food participates at REG-X, a knowledge and experience sharing day for cluster facilitators
- Øresund Food staff and members interviewed on work and values by German (Schleswig-Holstein) and Korean TV-stations
- Øresund Food and Øresund Org meeting with Mecklenburg-Vorpommern's prime minister regarding Øresund Food's participation in the EU pioneer project on Life Science in the Baltic Sea Region coordinated by Scanbalt

## JUNE

- Course: "Product development for health & taste" developed with support from the European Regional Development Fund and Vækstforum Hovedstaden via Øresund Food

- Øresund Food participates in seminar "Sustainable Food Systems – Food for All Forever" arranged by the Danish Academy for Technical Science (ATV)
- Øresund Food hosts delegation of 45 cluster facilitators from Estonia and presents lessons learned during 10 years of experience as a cluster facilitating organisation
- Report: "The food industry of the Baltic Sea Region" - analysis of the potential of the BSR food cluster
- "baltfood" launches first international e-learning academy: "Healthy to go – Food innovation."
- "FoodBEST": 24-hour meeting
- First "FoodBEST" representative board meeting
- First international "FoodBEST" consortium meeting with Dutch stakeholders in Wageningen, The Netherlands
- "FoodBEST" in the press: "Danmark vrager til Europas grønne elite" (Denmark excluded from Europe's green elite) in Mandag Morgen, June 18, 2010

## JULY

- Øresund Food helps develop report "Applying converging technologies for innovation in Nordic regions," published by Nordisk Innovationscenter
- "Baltfood" develops cross-national e-learning course for the food industry, intended to promote healthy convenience

## AUGUST

- Øresund Food presentation at Øresund-Hong Kong Innotech & ChinaBiz Summit
- Launch of "baltfood" TrendWiki, assisting food industry SMEs in keeping track of new trends

## SEPTEMBER

- Food & Drugs Synergies, "International Food-Drug Synergies Conference"
- "1st International Conference of Resveratrol & Health"
- Øresund Food participates in debate day: "Fast Food on the Menu"

## OCTOBER

- "Children's Best Table: Food-related activities for children, by children" is launched. Øresund Food, project partner
- Winter School 2010-2011: Seminar 1 – "Individual Health & Nutrition: Status and perspectives"
- "Healthy Growth" guest editor for "Better food at work: The Nordic Baltic experience," International Journal of Workplace Health Management
- Workshop for Danish/Swedish food companies with food industry representatives from Øresund, Lübeck and Hamburg held in Lübeck, Germany. Part of a German project preparing for a Fehmarn Belt region
- Second "FoodBEST" representative board meeting
- Seminar about "FoodBEST" for Wageningen University and Research Centre (The Netherlands) and KU-LIFE (Denmark)
- "FoodBEST" in the press: "Danske virksomheder og universiteter ind i kampen om Europas kommende 'MIT for fødevarer'" (Danish companies and universities in the battle to become Europe's future 'MIT for food') in Ingeniøren, October 29, 2010

## NOVEMBER

- Øresund Food helps fund FRIDA research project on food manners and health for children
- "FoodBEST" booth and first masterclass at annual EU SciTech conference and exhibition in Brussels
- First "FoodBEST" ambassador corps meeting
- Winter School 2010-2011: Seminar 2 – "Diet-Gene Interactions: Nutri-omics"

## DECEMBER

- Winter School 2010-2011: Seminar 3 – "Individual Food"
- "FoodBEST" participates at EIT seminar
- Second international "FoodBEST" consortium meeting with Dutch and French stakeholders in Paris
- Third "FoodBEST" representative board meeting



**10 IDEAS  
10 YEARS  
TO SHAPE YOUR FUTURE**

Thank you for a great conference!  
Crowne Plaza Copenhagen Towers  
11 March 2010  
230 participants

**KEY IDEAS**

1. Fossil Free Øresund Region	6. Creating World Excellence within Material Science
2. Nanostructures in Life Science	7. Intelligent Logistics
3. Hi-tech Health Food	8. NanoFood
4. Living Labs	9. Public Private Partnerships
5. Education & Growth	10. Climate & Consumption

# FINANCIALS

Øresund Food's basic funding is minimal when considering the level of activities in the network. The activity level can only be maintained due to the many projects that Øresund Food has been able to attract. On a long term scale, however, the basic funding and funding from member fees have to increase, to make sure that the organisation can keep up with the high level of project support. Øresund Food works as a triple helix organisation financed by universities, industry and authorities.

Figure 1. Øresund Food income pr. 2010  
Basic funding, members fees and projects

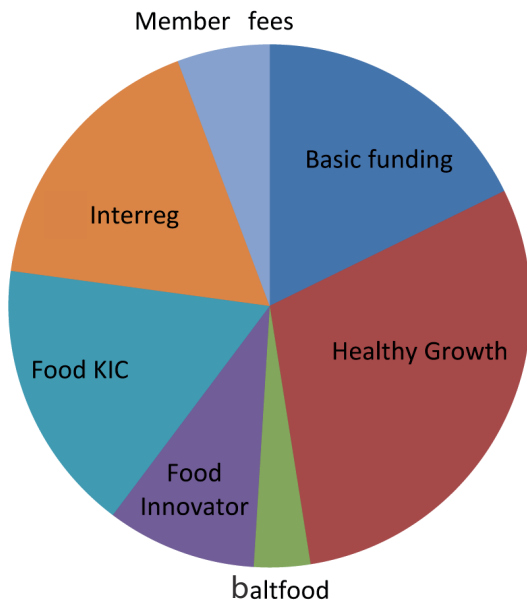
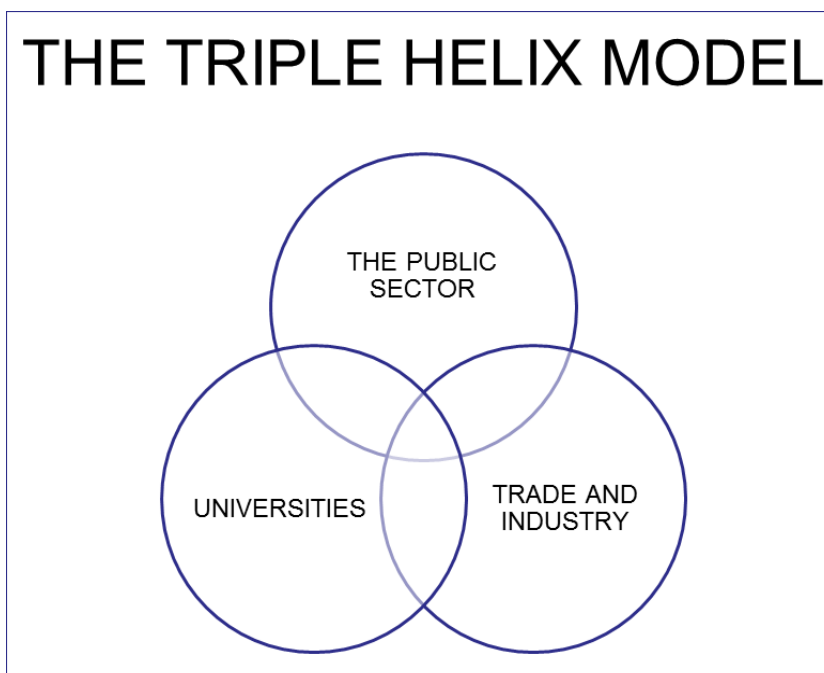
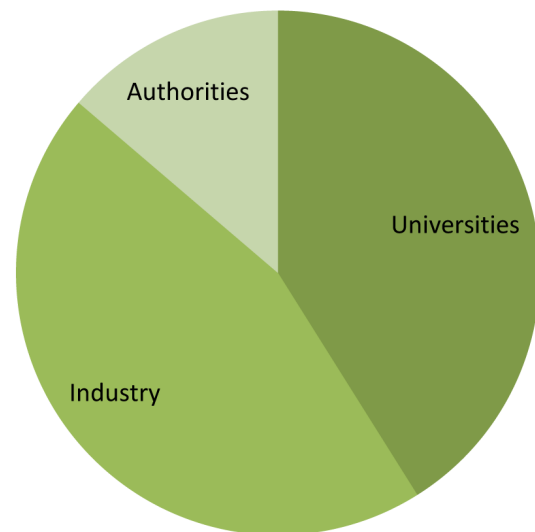


Figure 2. Value of the active involvement of stakeholders in Øresund Food. (Hours used in the organisation and its projects in 2010)





## Children's Best Table

Øresund Food, together with 7 municipalities in Skåne, Region Skåne, Malmö and Kristianstad Universities, explore children's take on food in the project Children's Best Table (Barnens Bästa Bord). The project is owned by Leader Skåne Nordväst Norra.

Aiming to generate new business ideas and collaboration, the project supports the interests of children in questions related to food and meal situations within 6 areas:

- |                     |                             |
|---------------------|-----------------------------|
| 1.School            | 4.Home                      |
| 2.Restaurant & Café | 5.Nature                    |
| 3.Food producers    | 6.Physical activities/Sport |

[www.barnensbastabord.se](http://www.barnensbastabord.se)

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

Øresund Food has joined forces with food clusters in 6 countries to provide support for small and midsize businesses, in recognizing trends, transform research into products and penetrate international markets.



[www.baltfood.org](http://www.baltfood.org)



# ØRESUND FOOD

[WWW.ORESUNDFOOD.ORG](http://WWW.ORESUNDFOOD.ORG)