



## **A Food KIC will boost the European food sector**

Copenhagen, May 2011

The European food industry is the largest industry sector in EU with a turnover of €836 Billion. The food sector has impact on every European citizen: on their health, on the environment, on the economy as the major employer and also on the cultural diversity and national and regional identity.

The competitiveness of the European food industry is at risk. The high degree of labour intensive jobs makes the food industry vulnerable for global competition from countries with lower wages as f.i. Brazil and China. Thus, the European food sector experienced a loss of 400,000 jobs in only eight years from 1999 to 2007. At the same time, the European market share of the global food production decreased from 55 percent to 42 percent.

Since Europe is increasingly unable to compete on cost alone, effective and rapid, value-adding innovation will be needed. Innovation, leading to new products and production processes, is an important determining factor for productivity improvements and economic growth. Europe's leading position will be threatened unless timely and effective measures are taken to increase R&D investments and also improve educations and the innovative power of companies.

### **ABOUT THE FOODBEST CONSORTIUM**

Foodbest (best = business, education, science and technology) aims at boosting the European food sector. To boost the food sector means to create a much higher degree of knowledge-intensive jobs and to build the food sector on innovation and higher added value production and services.

Thus, Foodbest invites innovative companies, world-class universities, intelligent investors and public authorities to join innovative forces and to step into tomorrow's world of better and sophisticated products, services and knowledge.

Foodbest aims at raising €150 Mio per year for innovation from 2014 and ahead. The ambition is to raise a part of this amount by developing the best KIC, 'knowledge and innovation community', candidature – see the section 'The great potential of a Food KIC' below. The Foodbest consortium will thus be among the most dynamic and exposed food communities in the world.

### **Vision, mission and strategy**

The vision of Foodbest is to become *"The best facilitator for turning global challenges into business opportunities."*

The mission of Foodbest is *'to provide healthy and appealing food for a growing world population in a sustainable and competitive way'*.

The value chain *'create, transfer and exploit knowledge'* will be integrated as a holistic approach in all Foodbest projects. The objective is to build up the strongest pan-European food cluster. In this process, the strongest regions within education,

research and industry have been defined and four of these are already part of the Foodbest consortium (see 'Organisation' below).

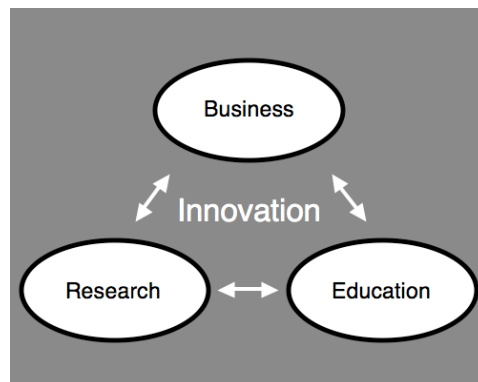
The long term strategy and content of the Foodbest consortium will be defined in collaboration with the funding partners. The overall themes as health, sustainability and food security will however be the key focus areas for the Foodbest – also in the long term.

### **Organisation**

The Foodbest consortium is organised by a pan-European consortium with Denmark/Sweden (the new bi-national DK/S Foodbest organization – supported by industry, academia and public authorities), the Netherlands (Wageningen University), France (INRA), UK (IFR – Institute of Food Research) and Italy (Bologna University). In 2011, the consortium will be extended with Italy. The organizing partners of Foodbest are all leading European food clusters/countries with the presence of world-class universities and powerful and innovative food companies. Foodbest will also establish strong ties with regional centres in Eastern Europe.

To make Foodbest fully operational, a number of funding partners throughout Europe must be committed to the consortium. The funding partners are about to be recruited among triple helix actors of excellences such as innovative companies, world-class universities and public authorities.

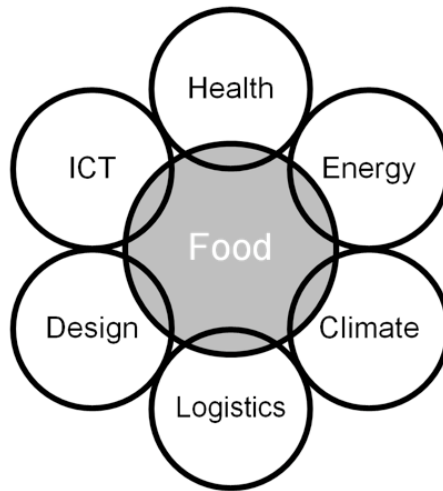
Foodbest builds its organising capacity on the basics of the knowledge triangle (Figure 1). Focus in research activities and good connections between business and education will improve the impact of research activities. Moreover, the link between research and industry will facilitate the transfer of results to the market, which will increase economic activity in the sector.



**Figure 1: Knowledge triangle**

### **THE GREAT POTENTIALS OF A FOOD KIC**

A Food KIC will be tailor-made for triggering the enormous potential of the European food sector. A Food KIC focused on health, sustainability and food security target giant up-coming markets and will also bring great opportunities for new important scientific fields and business areas in the cross-borders between food, energy, health, ICT, life sciences, logistics, etc. (see the Figure 2). Bringing such core competencies of Europe together in high-prioritized cross-border collaborations Europe will be in a favourable global competitive situation.



**Figure 2: Multi-disciplinary opportunities**

Within the existing framework of KIC a Food KIC will create 100,000s of knowledge-based jobs, attracts giant international investments, create numerous of new exciting scientific projects between academia and industry as well as develop many knowledge-based and highly competitive global oriented SMEs.

### **MORE INFO**

[www.foodbestoresund.eu](http://www.foodbestoresund.eu)

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