



# Bavarian Food Cluster



## Future Food

Future-oriented  
projects and events

## Food Lab

Raum Null as a playground  
for culinary innovation

## Food Startups

Support for  
product development

# Introduction

“Working together means progress”. This has been our motto since we launched the cluster initiative in 2006. Together with the players in Bavaria’s food and agriculture industry, we have established a platform in recent years that acts as a meeting place for us. We foster effective and sustainable links between producers, the nutrition trade, the food industry, science, trade partners as well as restaurateurs and consumers. In this way, the Food Cluster facilitates a wide variety of collaborative projects and value-retaining knowledge sharing. Medium-sized companies, in particular, often don’t have it easy in the food industry. It is therefore crucial for us to support the industry players in Bavaria and to secure their position in the market economy. By connecting like-minded entrepreneurs and the corresponding target groups, we are creating the basis for regional partnerships and stable value creation chains. In doing so, we strengthen all those involved for the long term – which simultaneously benefits Bavaria’s entire food industry. “New approaches” is one of the key terms here. Be it previously unseen ingredients, modern production processes or food preparation techniques – openness to new things and the willingness to develop further are of great importance, especially in our fast-moving times.



**Michaela Kaniber**  
Bavarian State Minister  
for Food, Agriculture  
and Forestry

**Angela Inselkammer**  
President of DEHOGA  
Bavaria and spokeswoman  
for the Food Cluster  
since 2017



The Food Cluster creates a space where innovation can take place: thanks to a diverse range of events and workshops related to current food trends and topics which shape the future of the food industry, players in the food industry are provided with information and made aware of the challenges of the future. We offer qualifications and further education to open the door to new knowledge, new technologies and new opportunities – without forgetting the existing traditions.

Not only this, we set great store by offering a platform to small start-ups as well, supporting founders in building up their businesses and thereby bringing a breath of fresh air to Bavaria’s food landscape.

This brochure is intended to give you an insight into the services of the Food Cluster and provide you with information about how the players in the Bavarian food industry benefit from active involvement with the Food Cluster. We can look back on our previous achievements with pride, and

at this point we would like to thank all those involved for their commitment. Of course, we are still there for our partners and we want to look after their individual needs so that the Bavarian food and agriculture industry can look forward to a future full of opportunity.

# About us

The goal of the Food Cluster is to reinforce Bavaria's competitive and innovative position as a location when it comes to food. As a networking platform, the Cluster brings together important players from agriculture, the food trade, the food industry, science and food retail. It offers stimuli, supports the topics of the future and provides startup financing for innovative ideas. The Food Cluster is based at the Kompetenzzentrum für Ernährung (KErn- Competence Center for Nutrition) in Kulmbach, Upper Franconia.

## Supporting innovations. Strengthening regional networks. Creating international connections.

The Food Cluster observes the developments in the food industry attentively to identify innovations and to develop relevant, forward-looking projects and events for the Bavarian food and agriculture industry. Since the Food Cluster was founded in 2006, as part of the Cluster Offensive in Bavaria, more than 200 projects and 1,300 events have been launched and supported. Within the scope of cluster activities, building up regional networks and value creation chains as well as confidence in the regional economy is a matter of great importance. This is because food from the region comes with a great number of benefits – for consumers, for producers and for the region as a whole.

The growing internationalisation of the Food Cluster through delegate trips and discussions with representatives of the food industry, e.g. from Denmark and Israel, which are hotspots for new developments in the food industry, make it possible to think outside the box and facilitate collaborations for Bavarian food companies in the Food Cluster network.



Grafik: istock.com · Color-life

## Premium membership

As an open network, all those who work in the food sector are welcome in the Cluster. Premium membership guarantees free-of-charge participation in the annual network meeting held by the Cluster. You will have priority for registration and allocation of spaces at events and access to information about support as well as support programmes. Your company logo will also be featured on our website.



*...further information, current dates, news and contact partners can be found on [cluster-bayern-ernaehrung.de!](http://cluster-bayern-ernaehrung.de/)“*

You can also subscribe to our newsletter there.

Follow us on our social media channels:

 LinkedIn  
Cluster Ernährung  
am KErn

 Twitter  
@CIErnaehrung



Dr. Simon Reitmeier  
(Managing Director  
at Food Cluster)



Johanna Kallenbach  
(Cluster Manager  
at Food Cluster)

# Regionalism

## Natural. Nearby. Sustainable

The Food cluster is a competent partner when it comes to building up regional networks and reinforcing value creation chains, in order to unlock the full potential of the Bavarian food industry. It's not just the environment that benefits from local products – it's also producers and consumers.

According to a survey, as many as 85% of German consumers prefer locally produced food. As a result, the interest in products which are "made in Bavaria" is now clearer than ever. We support local players by bringing them together with other producers and interest groups. This allows us to build up regional value creation chains or to further develop existing ones. For example, logos are designed during workshops and marketing strategies are developed, trade fair presentations are prepared or specific further training courses are delivered. In short: everything that regional initiatives in Bavaria require for startup and further development.



Grafiken:  
istock.com  
UnitoneVector

### "Wirt sucht Bauer" ("Landowner seeks farmer")



Weitere Infos unter  
[www.wirt-sucht-bauer.de](http://www.wirt-sucht-bauer.de)

The unique nationwide gastronomy platform "Wirt sucht Bauer" creates digital connections between the hospitality industry, agriculture, viticulture, horticulture, hunting and fishing and brings the target groups together. The Bauer-sucht-Wirt network now has more than 1000 participants, and the participating producers offer around 450 different regional products – including classic foods such as pork, carp or seasonal vegetables, but also specialities such as bison meat or Bavarian whiskey.

### Geprüfte Qualität - Bayern (Verified quality from Bavaria)

With the state quality and origin assurance programme „Geprüfte Qualität - Bayern“, Bavaria is a pioneer in cross-stage quality assurance for regional foodstuffs. GQ-Bayern imposes additional product quality requirements and clear conditions on production and processing, and compliance is monitored by approved private sector certification bodies and is subject to state supervision. These products are exclusively manufactured and processed in Bavaria. The bearer of the „Geprüfte Qualität - Bayern“ seal is the Free State of Bavaria, represented by the State Ministry of Food, Agriculture and Forestry (StMELF), which also decides on the granting of licences, approves quality and testing regulations and approves the testing facilities. The Food Cluster supports the Bavarian quality and origin assurance programme “Geprüfte Qualität – Bayern”. Thanks to its function as a network, it generates new participants and reinforces communication between producers, processors and food retail.



# Qualification

Frank Stübinger, a spice sommelier who has worked at the Genussakademie since 2014  
Photo: Genussakademie Bayern



## We make education palatable

The Genussakademie Bayern is a key provider of the Food Cluster's further education offer. As part of the "Premium strategy for food" run by the Bavarian State Ministry for Food, Agriculture and Forestry (StMELF), the Genussakademie Bayern offers a unique programme of courses to provide specialist staff working in the food industry with new qualifications.

The programme currently includes sommelier training in the specialist areas of cheese, meat, spices and brandy. These training courses in the fields of wine, water and beer are supplemented by the cooperation partners of the Würzburg Chamber of Industry and Commerce, Doemens and the regional butchers' guild association. The training courses impart extensive knowledge about the respective products and also interdisciplinary content from the sommelier cosmos, which is of high practical value for the participants. It not only helps to drive innovation in daily life, but also makes an important contribution to the qualification of specialist staff and profiling of the Bavarian food industry.

In addition, the Genussakademie Bayern offers one- or two-day workshop courses in which participants gain individual knowledge and expertise on topics such as product typology, processing techniques, food trends and sensor technology. The courses are designed for specific target groups and are delivered in a practical way.

**GA**  
**GENUSS**  
**AKADEMIE**  
**BAYERN**



In her delicatessen, Sommelière Kathrein van Strien produces cheese and allows it to ripen using her expertise. She particularly focuses on regional cheeses from Bavaria.  
Photo: Genussakademie Bayern



Dr. Thomas Pabst monitors the complete production process during the distillation of brandy.  
Photo: Genussakademie Bayern



For Dr. Thomas Pabst, a brandy sommelier, quality starts with the raw ingredients. He grows the fruit for his brandy in his own orchards.  
Photo: Genussakademie Bayern

# Future Food

Innovation is the key to economic growth. The right idea, the right product and the right marketing strategy are required – this will make a food business more competitive. But successful implementation of innovation is often a complicated undertaking, especially for small and medium-sized enterprises. This is why the promotion of food innovations is very important to the Food Cluster. We offer future-oriented projects and events which open up new topic areas to participants.

Grafik: istock.com · Color\_Life



## GLOBAL FOOD SUMMIT

Food for a transforming society

### Global Food Summit

The Food Cluster is co-organiser of the annual Global Food Summits. At the summit, forward-looking and topical subjects concerning the food industry are discussed. Stakeholders from the international food industry are provided with information about the opportunities created by innovation and artificial intelligence in closed production and waste cycles and are encouraged to exchange information. By hosting the event, Bavaria is generating significant stimuli with regard to future food supply, innovative technologies and production methods, from which the regional economy will benefit in the long term.

### Way to Future Food

In collaboration with the Adalbert-Raps Foundation, the Food Cluster is launching another event format – Way to Future Food. This is based on current trends and developments in the food industry, including alternative sources of protein and plant-based food (just plants, no animal products).

The ecological balance of insects is exemplary, and insect breeding can also be worthwhile from an economic perspective.



## Development of food scenarios

In 2017, the Food Cluster and the Competence Center for Nutrition (KErn), in collaboration with experts from industry, science and management, came up with scenarios that describe the possible developments in the food industry until 2030.

As a result of the coronavirus pandemic in 2020, the framework conditions for many players in the food industry changed massively. In order to future-proof food companies, the Food Cluster developed additional scenarios. These show what the food industry could look like post-pandemic.

There is also a plan for the development of disruption scenarios for the food industry. These take a look into the future of global, biotechnological changes in the food industry and position their impact in a regional context. With the help of this outlook, regional players, in particular stakeholders from the meat and dairy industry, will gain a greater awareness of the future structural change.



A key advantage of indoor farming is the high levels of resource efficiency due to reduced utilisation of water and non-use of protective agents.  
Photos: istock.com · Neznam (oben) / MichaelSapryhin (unten)

# Food Startups

The Munich startup Münchner Bauerngenossenschaft on their quinoa field on the outskirts of Munich.  
Photo: Münchner Bauerngenossenschaft eG



food  
collegen

## Experience. Explore. Experiment.

With its startup support programme, food collegen, the Food Cluster is showing its commitment to Bavarian founders. The focus is on the field of product development. Thanks to the Food Cluster's collaboration with Food Startup Inkubator Weihenstephan (FSIWS), the Weihenstephan Triesdorf University of Applied Sciences, Bavarian food startups can be offered a comprehensive package for a successful market launch. The target group for the food collegen programme is specifically farmers producing food, in addition to the usual food startups in food retail.

Innovative food products and production processes come to fruition in many recently-founded companies. Flavour is one of the most important factors determining success. Through the Food Cluster and its network of experts in the field of product development from its food lab Raum Null, food startups are offe-

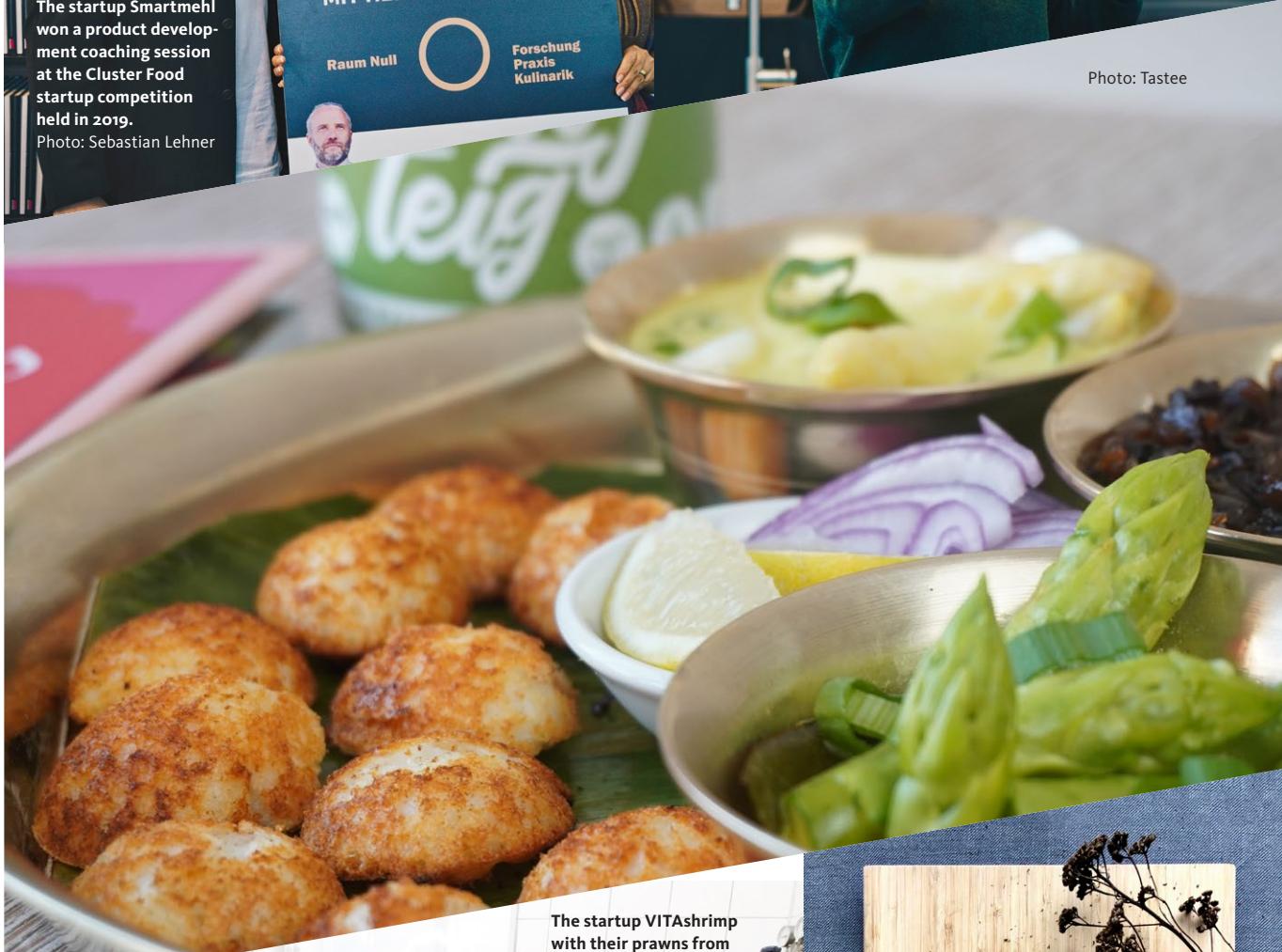
red consulting opportunities and personalised suggestions for improvement for their products in coaching sessions, webinars and workshops. In addition, practical information is provided about important steps in product development, from consumer research to sensory tests.

The cooperation partner Food Startup Inkubator Weihenstephan (FSIWS) offers a unique infrastructure for food startups. An interdisciplinary team made up of food experts from the field of engineering and experts from the field of business management & marketing support the food startups with individual coaching and workshops. The Food Cluster's support programme, food collegen, is heavily focused on product development, and is in perfect synergy with the Food Startup Inkubator Weihenstephan. There is therefore nothing standing in the way of Bavarian startups when it comes to successfully founding a business.



The Bavarian startup Yammbits pitching at the Cluster Food startup competition.

Photo: Sebastian Lehner



The startup VITAshrimp with their prawns from the Wittelsbacher Land – freshly-caught prawns from Bavaria.

Photo VITAshrimp:  
VITAshrimp GmbH



Photo: Magdalena Schlehuber

# Food Lab



Photo: Genussakademie

## Research. Practice. Culinary art.

A space for puzzles, passion and innovation: Raum Null offers this and so much more. The Genussakademie Bayern's experimental food lab brings together players from industry, trade and gastronomy with experts from science and research. Together, the interdisciplinary teams go off on a quest to find inspiring insights about foods and their preparation. Old and familiar things can be rediscovered completely or unusual things can be used for the first time – the aim is to enrich the Bavarian culture of enjoyment and to open up new perspectives.

Genussakademie Bayern offers practical qualifications concerning the topic of enjoyment and flavour development to players in the nutrition and food industry with an interest in the subject. Initiated by the Food Cluster, the Genussakademie now continues to develop as an established institution of the Competence Center for Nutrition of Bavaria (KErn). The Food Lab of the creative entity Raum Null is part of the Genussakademie that is particularly

driven by innovation. The Food Lab, run by first-class experts, offers the space to consider food from different perspectives and to create new interpretations based on this. The players thereby benefit both from the technical equipment provided and from the pooled expertise – so that they can drive forward product developments, design prototypes or discuss processes from various perspectives. This means that future-oriented stimuli are provided and learning potential is successfully and fully exploited. The insights gleaned in Raum Null are regularly published on the Food Lab website.

[www.genussakademie.bayern/raum-null](http://www.genussakademie.bayern/raum-null)



# Experimenting & Exploring

## Fermentation methods reconsidered –

Raum Null has been working on fermentation methods from Asian cuisine, especially involving the fungus, koji. Koji enzymes are able to break down carbohydrates, proteins and fats - the creative scope of this fermentation method knows no limits, and it can therefore be used in many innovative food products.



Photo: Genussakademie Bayern

## Extracting and preserving aromas –

this is another fascinating subject area being worked on by Food Labs. The processes of freeze drying and rotary evaporation are scrutinised under the microscope here. What are the possibilities for aroma extraction outside ordinary food preservation? And to take the thought process one step further: how can the flavour-intense extracts and substrates be used in cooking?



Photo: istock.com · vladimir\_n

## Traditional methods reconsidered

Smoking is a traditional technique for preserving food. We immediately associate classic products such as smoked ham with this. But Raum Null has moved the goalposts further to allow for new culinary thought processes. Because tofu, vegetables, cheese, drinks and desserts can also be refined from a flavour perspective through smoking.



Photo: istock.com · Shaiith



## Impressum

**Stand:** August 2020  
**Herausgeber:** Cluster Ernährung am kompetenzzentrum für Ernährung (KErn)  
**E-Mail:** Hofer Straße 20, 95326 Kulmbach  
**Website:** ernaehrungscluster@kern.bayern.de  
www.cluster-bayern-ernaehrung.de

**Gestaltung & Text:** Riegg Markenkommunikation · riegg.com