

Bavarian Food Cluster



Stimuli for the Bavarian food and agriculture industry

Dr. Simon Reitmeier

Managing Director of the Bavarian Food Cluster



About us

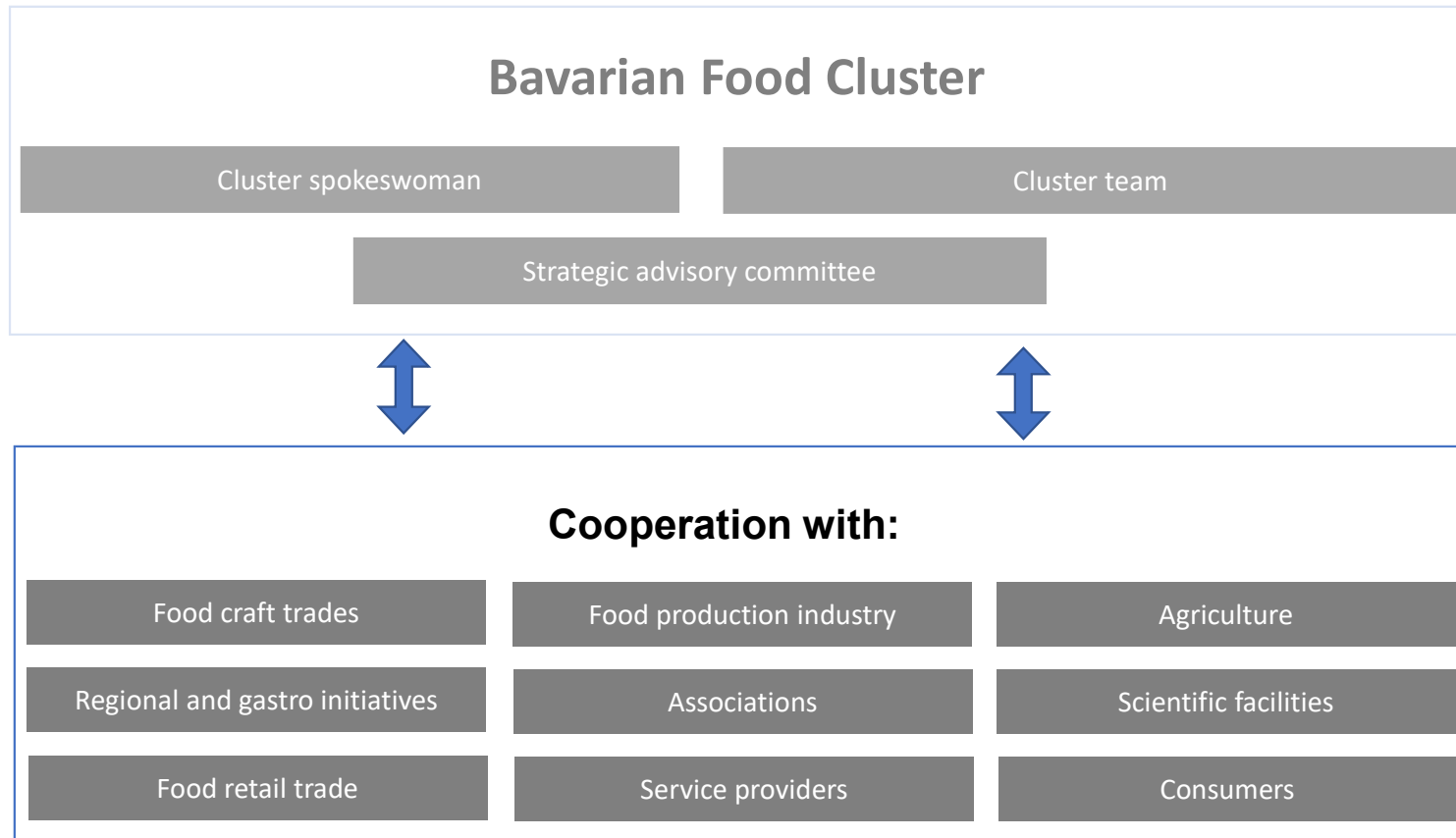


- Established in 2006
- Based at the Competence Center for Nutrition (KERN) in Kulmbach
- Main goal:
 - to **reinforce Bavaria's competitive and innovative position** as a location when it comes to food
- More than **260 projects** and **1.300 events** have been launched and supported



[Image brochure of the place for food Kulmbach](#)

Stakeholders



Networking

- Networking platform:
agriculture, food trade, food industry, science and food retail
- Network events for our premium members
- Maintaining business relationships



Networking Event 2022



Public Relations

Website

www.cluster-bayern-ernaehrung.de

Newsletter

900 Subscriber

LinkedIn

Cluster Ernährung am KErn

1.300 Follower



Key areas of action

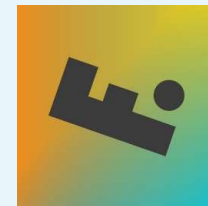
Regionalism



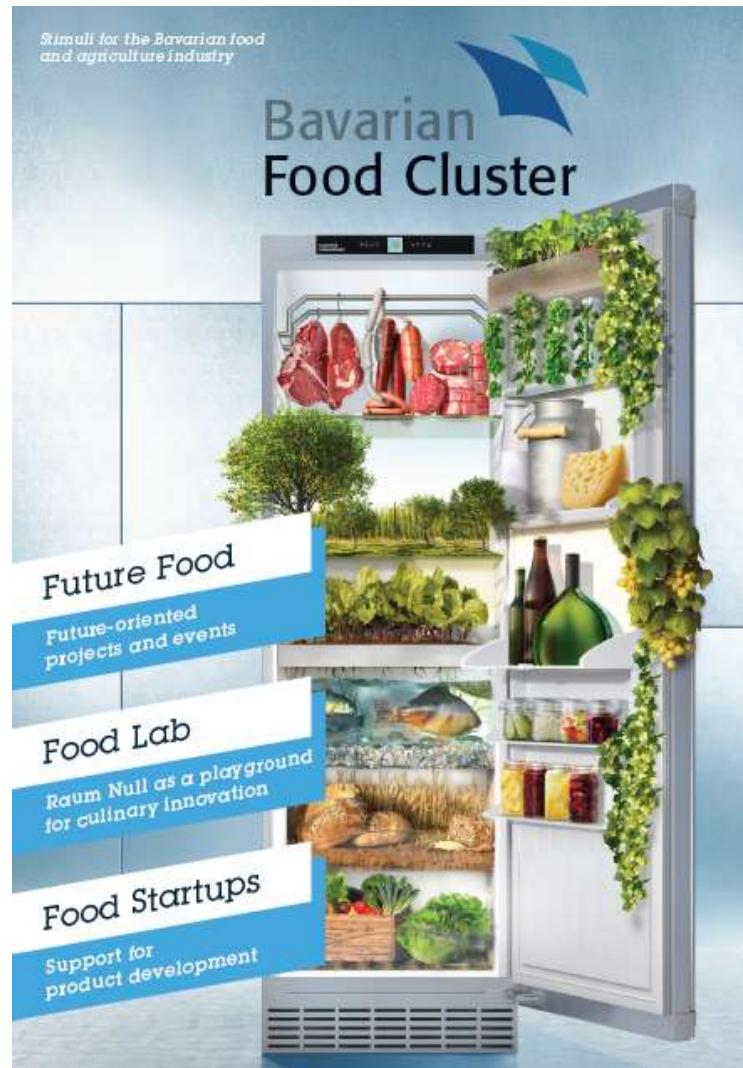
Qualification



Innovation



Innovation



Future Food



Development of future scenarios

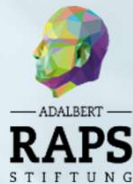
- Scenarios show how the agriculture and food industry could change
- Supports stakeholders in strategic planning
- 3 scenario studies have already been conducted
- Experts are currently predicting disruptive changes in the agriculture and food industry
- The changes mainly affect 3 areas: Sustainability, Agriculture and Novel Food



Future Food

F. WAY TO FUTURE FOOD

- Cooperation partner:
Adalbert-Raps foundation
- Current trends and developments
 - alternative sources of protein and plant-based food
- 2022: Insect Symposium



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Food Lab

Room Zero

- Target group:
players from the industry, trade and gastronomy as well as experts from science and research
- Aim:
to enrich Bavarian food culture and to open up new perspectives
- Insights are published on a [Blog](#)
- 2022: Food Lab on traditional grains



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Food Startups



Food Collegen

- Target group:
farmers producing innovative food and food startups
- Focus on product development
- Startups get feedback from experts



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Follow us on [LinkedIn](#) (Cluster Ernährung am KErn) and sign up for our [Newsletter](#).

For more information have a look at our [Website](#) (www.cluster-bayern-ernaehrung.de).

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Thank you!

