Your state initiative with a qualified network!

The state initiative of the food industry (Landesinitiative Ernährungswirtschaft) has its headquarters at the German Institute of Food Technology (Deutsches Institut für Lebensmitteltechnik e. V.) and a network office at the University of Vechta. Our offices bundle knowledge and competences of the food industries of Lower Saxony. The initiative offers valuable technology and business competences across all sectors of the food industry. Goal of the initiative is the mobilisation and development of a high potential innovation-oriented, ecological and socially sustainable growing food system.

Central tasks of the state initiative:
- Networking
- Initiation and accompaniment of innovation projects
- Establishment and maintenance of cooperation relationships
- Public relation
- Client support (Niedersächsisches Ministerium für Wirtschaft, Arbeit und Verkehr)

Contribution to social acceptance

In addition to the technical challenges, more focus will be given to the social acceptance of Lower Saxony’s food industry in the future. The aim of LI Food is to promote confidence in the industry and social acceptance through the involvement of all stakeholders in the public discourse. LI Food accompanies the transformation of complex and global value chains. In addition to the economic challenges of the industry, this steady process of adjustments has to meet environmental and social concerns.
Healthy nutrition is going to be more important for companies. Not only nutritional-related diseases but also societal needs and political discussions put pressure on the food sector. Today, people are becoming more involved with their nutrition and relationship to health and well-being. The trend towards an alternative nutrition, especially vegetarian and vegan nutrition is becoming more important in this context.

LI Food would like to take a closer look at nutritional deficiencies and regulatory initiatives, such as reducing fat, salt and sugar. Furthermore it fosters the exchange with companies in the food industry in Lower Saxony.

The phenomenon of entrepreneurship is mainly concerned with the development of innovative products, technologies, services or business models. Nevertheless, new opportunities can be exploited with existing products for example by changing product characteristics or opening up new market potential. The cooperation of LI Food with various business incubators ensures optimal networking with different players in the value chain.

LI Food would like to improve the framework conditions for entrepreneurs and help them to cover the entire portfolio of starting a business. The aim is also to accelerate developments from companies (intrapreneurship) in order to make companies fit for future developments.

Sustainability in the food industry has many aspects, such as resource efficiency, future protein supply, ecological footprint or nutritional issues. Topics such as side-stream use or alternative sources of protein will be the subject of projects and events. Sustainability of food production is often an argument for or against the attractiveness of food.

Ecological, social and economic dimensions are increasingly becoming one of the strongest driving forces for innovation and ultimately, consumer purchasing decisions.

Today, the food industry in Germany and especially in Lower Saxony already produces at a very high level. Legal requirements, the requirements of retailers and consumer expectations contribute to a high level of quality and safety.

Research continues to provide new approaches and technologies to further improve the industry's quality and sustainability processes. The aim of LI Food is to promote the implementation of these results in the food industry, thereby increasing the industry's innovation potential.