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**Your state initiative with a qualified network!**

The state initiative of the food industry (Landesinitiative Ernährungswirtschaft) has its headquarter at the German Institute of Food Technologies (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-orientated, ecological and socially sustainable growing food system.

**Central tasks of the state initiative:**

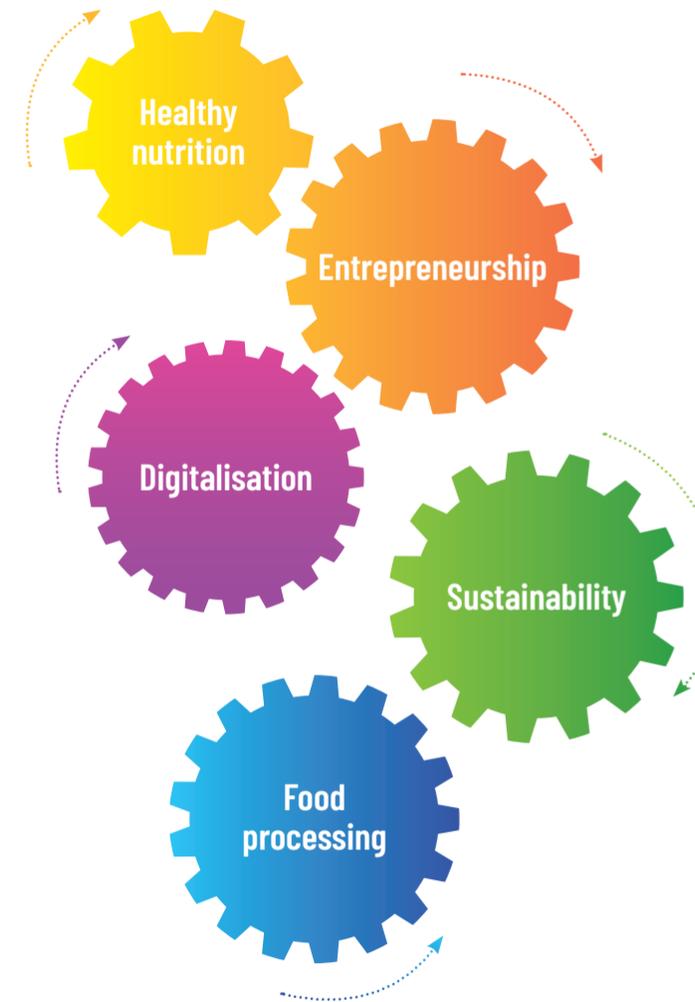
- Networking
- Initiation and accompaniment of innovation projects
- Establishment and maintenance of cooperation relationships
- Public relation
- Client support (Niedersächsisches Ministerium für Wirtschaft, Arbeit und Verkehr)

**Our contribution**

In Lower Saxony, the food industry is the 2nd largest sector after the automotive industry. A large number of small and medium enterprises characterize the industry and build the backbone of this important sector. Due to limited margin, investments in research and development fields are clearly below one percent of sales, especially for smaller companies. Through the active networking of business, research, politics and society, LI Food tries to accompany the industry in facing the challenges in the five fields of action and to support them with various activities. The key to a successful development of the food industry in Lower Saxony lies in target-oriented innovations.

**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.



**LANDESINITIATIVE ERNÄHRUNGSWIRTSCHAFT NIEDERSACHSEN**

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## Healthy nutrition

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.

### OUR MAIN TOPICS:

- Exchange with companies of the food industry in Lower Saxony – Reduction 2020
- Corporate Social Responsibility (CSR)
- Healthy nutrition
- Safe food
- Nutritional competence



## Entrepreneurship

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.

### OUR MAIN TOPICS:

- Technical support
- Market entry
- Digital business models
- Cooperation with incubators
- Analysis of strengths and weaknesses startup scene



## Digitalisation

The Lower Saxony food industry produces high quality food and is able to improve it continuously. With the bundling of know-how from the food and IT industries in the network, new technologies such as Blockchain or Big Data enable more transparency in the food production. In the area of food safety, the use of digital technologies can provide more security through better traceability throughout the value chain.

LI Food intends to work with companies in the industry to develop practical solutions.

### OUR MAIN TOPICS:

- Industrie 4.0
- Blockchain
- Decentralization
- Additive manufacturing
- Smart Factory



## Sustainability

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.

### OUR MAIN TOPICS:

- Alternative protein sources
- Use of bypass flow
- Life cycle analysis
- Values, moral, ethic
- Healthiness



## Food processing

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.

### OUR MAIN TOPICS:

- Product development
- Innovative processes
- Automatization technology
- Food safety and quality management
- Biologisation

