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Traditional Food Network to improve the transfer of knowledge for innovation

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Traditional Food Network to improve the transfer of knowledge for innovation (Project duration: 2013-2016)

✓ **TraFooN** provides support to traditional food SMEs with focus on food products made of grains, fish, fruits, vegetables and mushrooms.

- Driving synergies between tradition and innovation for small and medium sized bakeries (safety, health, new processes, marketing concepts...)

✓ **TraFooN** has established a knowledge transfer network

✓ **TraFooN** has conducted training workshops in different countries

- Detection of needs

- Supporting knowledge transfer

✓ **TraFooN** will come up with a Strategic Research Agenda on e.g. grains

Overview about needs from 16 traditional bakeries in Germany (2014)

- 2 central needs:

- Marketing Know-how: How do I market my products, how do I gain new /keep my customers ?
- New, innovative methods in the production process / new materials, new technics in the manufacturing process ?

Overview about the grain landscape in BW (2015)

Agricultural production land : 450.600 ha

Main grains:

1. Winter wheat (incl. Spelt and Einkorn): 231.100 ha
2. Winter barley: 93.600 ha
3. Summer barley: 64.600 ha
4. Triticale: 22.600 ha
5. Oat: 20.700 ha
6. Maize: 204.500 ha

=> Yield in 2015 (without maize): 30,7 Mio. dt

Overview about the bakery landscape in BW (2015)

	1980	1986	1996	2008	2010	2015
# Bakeries	5.129	4.548	3.289	2.318	2.247	1.864
Employees / bakery	6,3	8,0	13,7	20,74	23,45	28,21
Turn over / bakery (in TEUR)	241	321	549	884	1.031	1.391

- Trend towards bigger bakeries: 4,3% of the bakeries made 65,3% of the total turn-over in 2015
- 5-8 % are Bio-bakeries
- 500 different bread varieties offered every day in DE

General Challenges for traditional bakeries in D

- Recruitment of young people / apprenticeships
- Competition from industrial bakeries
-> protection of the name „bakery“ envisaged
- Bureaucracy (e.g. minimum wage, declarations etc.)

Workshop on ancient grains in Stuttgart

Workshop from 5.-6. July between NBC and Steinbeis with support of the Landesinnungsverband für das Württembergische Bäckerhandwerk e.V. in the frame of TraFooN.



**Thank you for you
attention!**