



Part-financed by the European Union
(European Regional Development Fund)



“Session 3: Strategy development for food network”

Innovation of networks with food microenterprises

Birthe Kofoed Mortensen
University College Zealand, Denmark

Innovation

- a new and creative idea
 - the idea shall be realized and
 - the realized idea shall give value to others
-
- Junge; Dorte and Peter Lustrup *Social Innovation*
Publiser ViaSysteme, 2011 page 11

Ministry of education and
education institutions suggest some definitions:

- **Development** is to move from one place to another. Development is not necessarily an endgoal.
- **Creativity** is a substans of innovation, but also a seperate part. Creativity is the ability to think in a new way.
- **Innovation** is a creativ controlled proces. Creativity with a goal. Innovation gives value to others.

Brewery

- Denmark has a long history of brewing beer
- Carlsberg has brewed beer for nearly 170 years (JC Jacobsen)
- At Carlsberg is a big knowledge about brewingproces, different kind of yeast
- Carlsberg is willing to share their knowledge with microbreweries

Herslev Brewery

- established 2004, about 10 employees
- from 2014 organic production from their own fields.
- an organic farm producing crops (barley), producing beer and sells beer.

MARK HØ

- **Type**
Høøl or Hay beer



- **Description**
Mark Hø is a new type of beer brewed on hay instead of hop.
- Sourish
- Brewed on wild yeast – no bitterness from the hop.
- Mark is terroir
- Brewed on raw materials from only Herslev.
- MARK Hø smells of fresh hay, rubarbs and fresh fruits and the taste is between beer, cider and wine.

film from the brewery

- <http://www.herslevbryghus.dk/video/>
- Hay beer
- Terroir

appreciation

- MARK HØ nominated among the best beer in 2014
- 1106 new beer on the market last year from 120 breweries
- 10 beers are nominated

challenges?

- The beer is produced with hay instead of hop.
- Hay is not a food and not mentioned as one in EU before 1997.



Skeeis



ORGANIC ICE CREAM WITHOUT ADDITIVES

production

- started 1999 with 52 cows
- the basis of fresh cream and milk from jersey cows. These Dairy in Jutland.
- sugar cane from Paraguay
- eggs from Hedegård DK
- vanilla beans imported
- a gentle manufacturing process
- sold in some supermarkets in Germany and Denmark

protein vanilla ice cream

- **Contents:** Jersey-cream and milk, cane sugar, milk protein and Madagascar vanilla.

Nutritional content per. 100 g.:

Energy 1290 kJ (306 kcal.)

protein 8 g. (10,4 E%)

carbohydrate 15 g. (20 E%)

fat 24 g. (69,6 E%)

Available in: 100 ml.

Shelf-life 12 months.

the packing

- polystyrene packing – no deterioration in quality when transported from retailer to home.
- melts slowly and evenly.

Polystyrene: little weight (1-5 gram)

- an environmentally friendly choice

marks



The Fairtrade certification mark is your guarantee, that your purchase enables the improvement of working and living conditions of producers in developing countries.

The organic certification mark guarantee that all ingredients grow with out pesticides.

Elite-smiley can be obtained by companies who haven't had any remarks at the last 4 control visits conducted by the Danish food inspection system.