



Food & Bio Cluster  
Denmark

# YOUR GATEWAY TO SUSTAINABLE INNOVATION

FOOD & BIO CLUSTER DENMARK [2024]



Danish Board of  
Business Development



### **ABOUT FOOD & BIO CLUSTER DENMARK**

As designated by the Danish Board of Business Development and Danish Agency for Higher Education and Science, Food & Bio Cluster Denmark is the national cluster organisation for food and bioresources. The cluster's work is financed by membership fees, private funds, the Danish Board of Business Development, the Danish Agency for Higher Education and Science, and the European Union.

In 2022, ECEI (the European Secretariat for Cluster Analysis) awarded Food & Bio Cluster Denmark with gold certification, which is the highest European recognition for clusters.

This report has been produced with support from the Danish Board of Business Development and co-financed by the European Union.

### **FOOD & BIO CLUSTER DENMARK IS TEAMING UP COMPANIES WITH KNOWLEDGE INSTITUTIONS TO CREATE INNOVATION IN THE SECTOR**

Danish and international universities and knowledge institutions are constantly generating new and valuable research. At Food & Bio Cluster Denmark, we believe this can make a crucial difference to the efforts of the Danish food and bioresources sector to be globally competitive and a world leader in innovation and sustainable development of the entire value chain.

Therefore, we consider it to be one of our most important responsibilities to bring researchers and companies together. By helping our members work together with relevant knowledge institutions and leading experts we help them solve challenges and create sustainable and competitive solutions, both home and abroad.

Do you want to work with knowledge environments that have specialised knowledge about a specific challenge you are facing? Contact Food & Bio Cluster Denmark and we can help facilitate contact with the most suitable knowledge institutions and experts.

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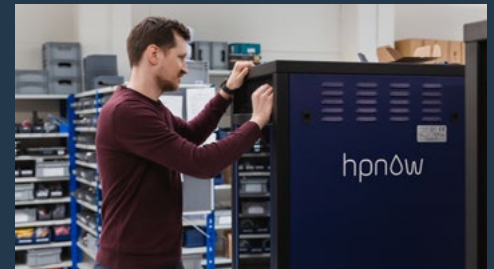
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»Because suddenly you can extract taxol without killing the tree. That was the moment I started thinking about those Taxus Baccata my dad had planted back home many years ago.« **Page 20**



# Dear reader,

Welcome to 'Food & Bio Cluster Denmark – Your Gateway to Sustainable Innovation'.

## Steadily growing membership

At Food & Bio Cluster Denmark, we are excited to present you with our brand new annual publication. It is our privilege to work with inspiring companies, knowledge institutions and other operators in the cluster. What we hope to achieve with this publication is to give you access to go behind the scenes and experience the extraordinary innovation and entrepreneurship of the Danish food and bio sector.

Today Food & Bio Cluster Denmark has more than 460 members, and this number is steadily rising. In 2023, we experienced a growth rate of 20%. Our members come from our five main target groups: startups, SMEs, large companies, universities and knowledge institutions, and municipalities and NGOs. Each brings valuable stories of innovation and research crucial for driving the green transition.

## Our diversity: as told by our members

In this publication we have turned the spotlight on four different members, which is not an easy task, as there are so many great examples within our sector, making it a tough decision to choose just a few to showcase.

But these four cases paint a beautiful picture of the diversity in our cluster, each representing the immense potential of the food and bio community in Denmark. You will meet companies at the forefront of tackling serious global food and bioresource challenges, from addressing inefficiencies in the food industry to pioneering advancements in the use of bioresources for biomedicine or sustainable materials.

The companies are led by individuals who are smart, passionate and committed to making a positive impact. Together they demonstrate the diversity in our membership portfolio and represent very different areas within our cluster. I hope you will find them as fascinating and inspiring as we do.

## Connections, collaboration, cultivation

As the national cluster organisation for food and bioresources, our main goal is to connect knowledge with innovative businesses and help them bring new ideas to market efficiently.

For example, we host events year-round where our goal is to establish a foundation for fresh and sustainable ventures. And we facilitate workshops, networking sessions and conferences to inspire collaboration among companies, driving innovation and promoting sustainable growth, connecting them with the latest research at universities and knowledge institutions. Discover much more about this on the following pages.

Additionally you will find information about how we at the cluster have helped companies grow and accelerate the speed of their business development in numerous ways.

## Inspiring insight into how the cluster works

I hope that this publication will give you an insight into our efforts to secure financing, establish contacts and facilitate collaboration with the right expertise, while also offering industry-specific sparring and support.

As you delve into the four company cases featured in this publication, you will gain insight into how our work translates into real-life impact.

As CEO of Food & Bio Cluster Denmark, I am happy to give you an insight into how our national cluster organisation collaborates across the value chain, integrating groundbreaking research with business development to address some of the most pressing challenges the cluster faces.

Driving innovation and supporting our members on their journey toward sustainable solutions is truly inspiring. If you're not already a member, I hope these examples inspire you to consider how we can assist you in advancing your business.

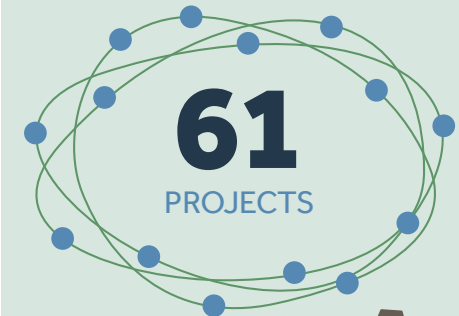
Enjoy reading.

**LARS VISBECH SØRENSEN,**  
CEO of Food & Bio Cluster Denmark



## KEY NUMBERS

Partners in 65 countries



**2.2 billion DKK**  
project portfolio

# Become a member – gain access to a unique network

Become a member of Food & Bio Cluster Denmark and gain access to a national and international ecosystem where knowledge, networks, collaborations, business development and visibility are the central elements.

Through Food & Bio Cluster Denmark, you become part of a unique network of peers and potential business partners with the same goals as you. Through our network, you can share experiences with other members, gain new knowledge through the member-exclusive professional network groups and get professional sparring from our dedicated employees.

We are the compass that can guide you and your business through the many services offered through the cluster. We can match you with the right business partners and assist you with applications, funding and project opportunities.

If you sign up as an organisation with more than 10 employees, you will be assigned a dedicated key account manager to help you with what is most important to you and your company. If your company has less than 10 employees, you will get access to a team of key account managers ready to provide advice and guidance to optimise your business journey.

At Food & Bio Cluster Denmark we build a bridge between knowledge and business. You become part of an ecosystem consisting of everything from universities and multinational companies to small startups within food and bioresources.

There are only two requirements to become a member:

- Either you have a CVR number or, if you're not a Danish company, a tax number
- You must work with something related to food or bioresources

Do you want to know more about the value of your membership? Contact us today.



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Members in  
Food & Bio Cluster  
Denmark



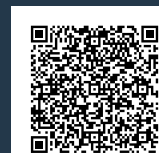
*Being a member of the Food & Bio Cluster Denmark has been incredibly valuable for Grounded. The cluster has a wide array of skills that have played a major role in our development of the company and our products. We've used the expertise of a large handful of the cluster's people. They have helped with sparring, knowledge and contacts in relation to labelling, approvals, leads, sustainability, EU project opportunities and matchmaking in general.»*

**TINUS BYRGESEN,**  
Co-founder, Grounded ApS

## AS A MEMBER YOU'LL RECEIVE ALL THESE BENEFITS

- Free access to subject-specific network groups
- Discounts on selected events and conferences
- First in line for new projects
- Discounts on 1:1 services
- Collaborative projects tailored to your needs
- Individual membership support
- National and international visibility
- Access to Key Account Manager
- Help with matchmaking
- Free entry to the Food & Bio Summit
- Logo at Foodbiocluster.dk
- Right to vote at the AGM and eligibility for election to the board
- Participation in trade shows, workshops, events etc
- Overview of projects
- Access to the latest knowledge in the industry
- Food & Bio Cluster Denmark's newsletter in your inbox
- Access to reports and analyses

Become a  
member of Food  
& Bio Cluster  
Denmark



# »The four benchmarks are anything but 'corporate speak': they show who we are and the difference we strive to make together with our members«

At Food & Bio Cluster Denmark, we work hard to help our member companies accelerate their businesses and innovation. The purpose of our organisation is formulated in four benchmarks.

**01** Deliver sustainable food that is tasty, healthy and safe to a growing world population.

**02** Deliver optimal solutions for sustainable production and efficient utilisation of bioresources.

**03** Ensure sustainable green transformation of the food and bio cluster towards climate neutrality.

**04** Make full use of the opportunities in technology development within biotech, digitisation and automation.

## Why does Food & Bio Cluster work with these four benchmarks?

»The ambition with the four benchmarks is to be able to formulate our entire strategy and vision in relatively few words. So much is happening in the Food & Bio sector right now for both Danish companies and internationally: technologically, on the consumer side and politically. Therefore, it is crucial that we as an organisation can maintain focus on achieving our overall vision. Four concrete, precise benchmarks help us to achieve and keep that focus.«

## How does Food & Bio Cluster Denmark use the benchmarks in its daily work?

»I think we use them very actively. Overall, it is the work with the benchmarks that ensures we fulfill our overall vision and responsibility as a cluster organisation. At Food & Bio Cluster Denmark, we organise professional networks – all of which are based on one or more benchmarks. When we select the projects where we can help secure financing, the projects point to one of the benchmarks. When we organise events and knowledge sharing, it is based on the benchmarks. We host idea competitions where we award prizes in categories for each benchmark. So in many different ways the benchmarks are directly involved in our work.«

## Why are Food & Bio Cluster Denmark's benchmarks focused on these four different subjects?

»As a cluster organisation, we cover a number of different areas within the Food & Bio sector. We cover the entire supply and value chain: from primary production to the processing of bioresources. We cover the development and distribution of new foods and value creation with biological sidestreams. Our aim is also to create environmentally and climate-friendly alternatives to current practices in various industries and help reverse the major global climate problems our world is facing. All these different challenges are embraced by Food & Bio Cluster Denmark. This is hopefully what is reflected in our four benchmarks.«

**LARS VISBECH  
SØRENSEN,**

CEO of Food & Bio Cluster Denmark

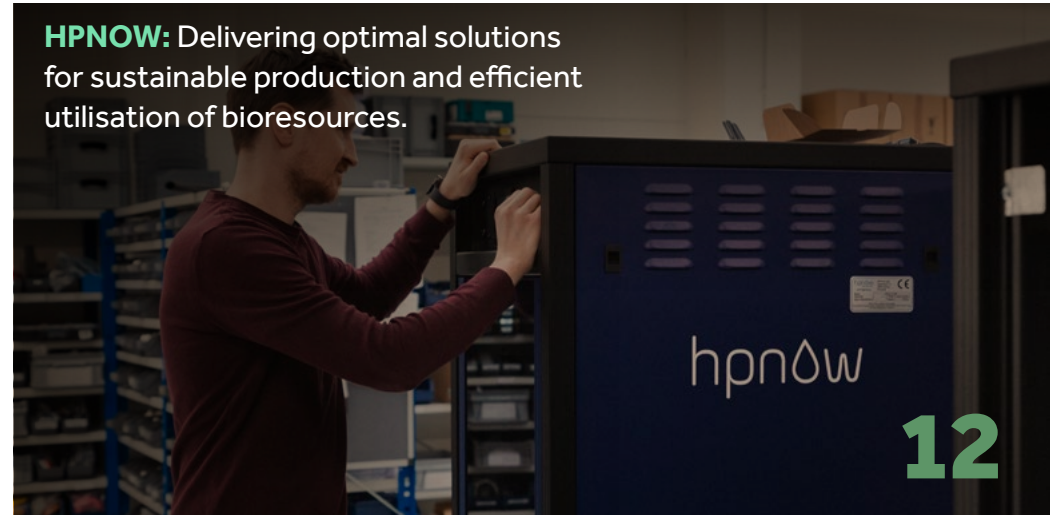
# Four benchmarks

On the following pages you will meet four of our member companies. Each one represents our four landmarks. These are companies that Food & Bio Cluster Denmark has supported with know-how and financing, which we continue to help to further realise the potential of their business and expand to a larger market.

**REDUCED:** Delivering sustainable food to a growing world population that is tasty, healthy and safe.



**HPNOW:** Delivering optimal solutions for sustainable production and efficient utilisation of bioresources.



**PLANETDAIRY:** Ensuring a sustainable green transformation of the cluster towards climate neutrality.



**HJORTHEDE PLANTESKOLE:** Making full use of the opportunities in technology development within, for example, biotech, digitisation and automation.



## SUSTAINABLE FOODS



**Reduced**

**Home turf:** Nordhavn in Copenhagen

**Idea:** A unique fermentation technology that can turn sidestreams from the food industry into sauces and stocks.

**What is 'green' about it:** In a world where too much food is wasted, Reduced turns food sidestreams into a new and delicious ingredient.

**Background story:** A Danish chef and lawyer teams up with an Italian fermentation expert to reduce food waste.



# The art of turning wasted food into umami

In a global food industry where edible and nutritious resources are discarded for no good reason, Reduced is going in a completely different direction. »We are doing our best to optimise and close the loops in a broken food system.«

Extremely loud dance music is playing in the production facility. We are in an area of Copenhagen called Nordhavn. Many believe that Copenhagen has become too expensive and too 'tidied up'. If that is the case this particular area never got the memo. Seagulls are everywhere, their shrieks accompanied by an incredibly strong odour of fish. The road is filled with potholes, and no new buildings are in sight. »Is this a Friday thing?« I yell, referring to the rave party. Lorenzo Tirelli, a tall charismatic Roman, laughs: »Probably more like an everyday thing. Working in production can be a hard physical job. We like to lighten it up with some music.«

## Delicious sidestreams

Lorenzo Tirelli is the head of research and development at Reduced. The unpolished location of the company headquarters is sort of fitting: the main idea behind Reduced is to take sidestreams from the food industry – all those otherwise delicious vegetables and ingredients that weren't pretty enough to make the cut – and turn them into something tasty.

One of their products is an umami mushroom sauce, which is perfect for adding extra taste to vegetarian dishes. The sauce is made of mushrooms from a sustainable Danish farmer. These mushrooms were either broken, ugly or had the wrong size to fit into standard packaging. Some 2,500 tonnes of mushrooms are produced in Denmark on a yearly basis, but approximately ten percent goes directly to the dustbin because they don't 'look the part' according to the modern food industry.

»In today's world, food is wasted not just because of how it looks, but also because of overproduction or because the ingredients are lost or simply underutilised. The amount of food that goes to waste is actually crazy,« says Lorenzo Tirelli.

## Brilliant fermentation

Lorenzo Tirelli is a true food globetrotter. Born in Rome, he has worked as a chef for more than 10 years: in the Italian capital of course, as well as Tuscany, Uruguay, France and Oslo. He has also worked with food from a scientific

perspective: at the University of Copenhagen he completed a master's in food innovation and health. It was during this time that he began working at Noma's fermentation lab.

»After that I landed at Reduced. Which was perfect,« he says.

The pairing between Lorenzo Tirelli, a fermentation geek by heart, and Reduced has indeed proven to make a lot of sense. The founders of Reduced had the idea of turning food sidestreams into great taste. Their new Italian partner knew how: fermentation.

»Where should I start? I love fermentation. The most delicious foods and drinks in the world are fermented. Wouldn't you agree? Cheese, sourdough bread, beer and wine. The list goes on.«

Theoretically speaking, fermentation is a process of chemical change in food or drink aided by yeast or bacteria. It is also, as a conversation with Lorenzo Tirelli demonstrates, a passion. At Reduced, Lorenzo and his

team have developed a unique fermentation technology that makes it possible to transform food sidestreams such as mushrooms, broccoli, chicken or even invasive shore crabs into super tasty sauces and stocks.

»We use broken rice to grow a type of fungi called Aspergillus. Then we take some of the fungi and add it to the food side product – mushrooms for example. Then we add a unique blend of enzymes, and we mix it up with some salt and water. That is our product. Explained very, very simply,« he adds excitedly.

## Going international

Reduced was founded in 2020 by chef William Anton Lauf Olsen and food-enthusiast Emil Munck de Voss, who is a lawyer by education. A year later, Lorenzo Tirelli got on board. Their products can be found in Danish supermarkets, such as Meny, but a large part of their customer base is actually made of other food companies and caterers that make their dishes even tastier by using the sauces and stocks made by Reduced.



» The amount of food that goes to waste is actually crazy.«

The company has been part of two innovation projects funded by the EU and Danish Board of Business Development – one of them which is still ongoing. Both projects were spearheaded by Food & Bio Cluster Denmark. The projects gave Reduced an opportunity to research even deeper into particular aspects of sidestreams and fermentation.

»It has been super valuable in terms of refining our technology. The other thing is that through the projects we got an opportunity to work with some really interesting companies and academic institutions. We have been able to use a lot of the technical expertise in fermentation and biotechnology that we got from the Danish Technological Institute for example,« says Lorenzo Tirelli.

#### The next step for the company?

»We are going for eight new markets in 2024. We are going to bring our products to more European countries, including Germany, the Netherlands and Italy. So we are expanding. Right now, there are 15 people at Reduced. By the end of 2025 we want to be 25,« says the Italian fermenter.



Kathrine Lykke Kirk,  
Senior Innovation Manager  
at Food & Bio Cluster Denmark

As a member of Food & Bio Cluster Denmark, Reduced has participated in several projects. They have received sparring and been matched with various operators within food production and food service. They have also participated in our specific network that focuses on sidestream productions. Reduced has an extremely innovative approach to using sidestreams. Their products are relevant to one of the biggest challenges in today's food industry, which is how flavours can be developed for plant-based products. In a relatively short timespan, Reduced has developed new products, introduced them to the market and scaled their business. These are precisely some of the parameters we prioritise when we approve collaborative projects under our program 'Innovationskraft'.




# Get free knowledge and inspiration in your inbox

Sign up for our Food & Bio Cluster Denmark newsletter and receive free knowledge and inspiration in your inbox.

- Each month we send out two different newsletters focusing on:
- News about innovation, collaborations, funding opportunities, networks and business development.
  - Upcoming events

Choose which newsletter you want, and sign up here.

Scan the QR-code and sign up for our Food & Bio Cluster Denmark newsletter



By signing up for the Food & Bio Cluster Denmark Newsletter you agree to receive Food & Bio Cluster Denmark's newsletter with Danish and international food and bioresource market insights.

You can unsubscribe at any time by clicking the link in the footer of our emails. For information about our privacy practices, please visit our website.

# »We are ready to take off«

On the back of a successful fundraising, which secured 14 million euros, Copenhagen-based electrochemists HPNow are gearing up for the next step.

There is a quiet confidence to Rasmus Frydendal, CTO at HPNow. He is far from boastful, but seems self-assured and focused. Like a man who is looking forward to the next step. And why wouldn't he be?

»We are in a position to make our big leap. We feel like our product has matured a lot. It is ready. Now we need to expand our sales organisation and get more machines into the market,« he explains, shortly after serving up a cup of coffee at the company HQ in Søborg, Copenhagen.

## The perfect match

In September 2023, HPNow secured 14 million euros in a new fundraising round. The majority of the investment came from the Danish Export and Investment Fund (EIFO) and Novo Holdings. Both were introduced to HPNow by one of their contacts at Food & Bio Cluster Denmark.

»We were in talks with EIFO throughout 2022. They were quite keen to make an investment, but would prefer to have another investor,

from the private sector, join in as well. To validate what they were seeing. As per custom basically. So one of the people from Food & Bio Cluster Denmark that we have been working with was able to put us in contact with Novo Holdings. Which was perfect, because Novo Holdings has been looking to expand their field of investments to also include 'planet health'. Water and the environment, for example. They saw the potential in our product. Long story short, EIFO and Novo Holdings lead the investment round, joined by one of our existing investors,« says Rasmus Frydendal.

## A unique solution

It is not difficult to understand why investors would take an interest in HPNow. Based on research carried out at the Technical University of Denmark (Rasmus and HPNow co-founder Arnau Verdager were both PhD students on the project back then) with a focus on 'catalysts for electrochemical processes', the company has invented a new machine to produce hydrogen peroxide at the point of use.

Hydrogen peroxide limits the development of biofilm and other bacteria in irrigation systems. This makes HPNow's machine relevant to an almost endless number of industrial, agriculture and water tech enterprises. The system keeps plants from dying because the irrigation pipes have clogged up from biofilm growth and animals from becoming infected by water filled with bacteria.

»What is unique about our machine is that it can generate hydrogen peroxide using only water, electricity and air. This has two major benefits: unlike the big factories our machine can generate hydrogen peroxide without using any dangerous chemicals. Our hydrogen peroxide is made from those three ingredients and nothing more than that. It breaks down to water and oxygen without any byproducts. The other benefit is that our machine can be installed on-site and generate the hydrogen peroxide exactly where it is needed. So we avoid chemical transportation,« explains Rasmus Frydendal.





## HPNOW

**Home turf:** Søborg in Greater Copenhagen

**Idea:** Machines that can generate hydrogen peroxide on-site by only using air, water and electricity. The HPNow team in Søborg call the machines 'autonomous electrochemical hydrogen peroxide generators' or Green Oxidant Generators (GOgen).

**What is 'green' about it:** On-site production of hydrogen peroxide enables substantial savings in chemical transportation and handling. The safe, low-concentrate hydrogen peroxide produced by HPNow breaks down to pure water and oxygen following use. In contrast, the traditional production of hydrogen peroxide uses fossil fuels and potentially leaves behind a variety of harmful chemical residuals.

**Background story:** How PhD students and professors at the Technical University of Denmark (DTU) turned their science into a scalable business.



**Claus Gunge Ellegaard Mortensen,**  
Head of Business Acceleration  
at Food & Bio Cluster Denmark

*HPNow is a great example of the commercialisation of research at a Danish university. At Food & Bio Cluster Denmark, one of our most important tasks is to support HPNow and similar scalable startups with relevant industry specific networking, sparring and insights. We have provided HPNow with access to a network of potential business partners and customers within livestock production and horticulture. We also helped HPNow to get in touch with two investors who put down large sums in the company's latest funding round. We have been a sparring partner for HPNow for eight years and involved almost from the beginning. For us, it is an exciting case because they represent a type of company for which we have great international potential in Denmark: entrepreneurs with both academic and commercial backgrounds who are able to commercialise research to contribute to the green transition in global agriculture and food industries.*

## SUSTAINABLE PRODUCTION



» We are represented in the USA, the Netherlands, Spain and Israel. Our network is growing, and so is our sales organisation. We are ready to launch this thing.«

### All around the world

The hydrogen peroxide generator invented by HPNow may have a complicated name, but it is actually quite easy to use. According to Rasmus Frydendal, most clients can connect the machine to their irrigation system simply by following the manual. This includes a livestock farmer in the Philippines who recently decided to go with HPNow – another contact obtained through the Food & Bio Cluster Denmark network.

»We are represented in the USA, the Netherlands, Spain and Israel. Our network is growing, and so is our sales organisation. We are ready to launch this thing,« says the electrochemist in Søborg, Rasmus Frydendal, with a subtle smile.





# Your gateway to all the knowledge you need

New knowledge and research about food and bioresources emerge all the time. At Food & Bio Cluster Denmark we make sure you get access to all the latest reports and publications.

Collaborating with an extensive list of Danish and international universities and research institutions, we pave the way for the latest knowledge to reach Danish companies, turning it into practical solutions to help create innovation and a green transition within food and bioresources.

Learn more at our Knowledge Bank here.

Visit the  
Food & Bio Cluster  
Denmark  
knowledge bank



# They want climate-friendly dairy products to be the best choice instead of just the morally correct one

»It mustn't be a compromise for the consumer to do what is right for the climate. Neither in terms of price, quality or nutrition.«

Jakob Skovgaard and his two co-founders have similar backgrounds. They used to work for the establishment: the dairy industry as we know it. There was loads of delicious cow milk flowing but also an incredible amount of greenhouse gases to show for it. These are just facts. But when you talk to Jakob Skovgaard he is very clear about not wanting to wage war against 'Big Dairy'.

Genuinely, this is a man who does not seem to be driven by any sort of revolutionary blood lust. His rationale is equally bold and pragmatic: greenhouse gases are destroying the planet, and change is needed. But it won't happen on the scale that is necessary if the climate-friendly products cannot match those of the old guard – in terms of price, quality and nutrition.

»I've worked for Arla for many years. With pride. I've also worked for Danish Crown. I love bacon and sausages, and I still eat it. The animal dairy and meat industries have been paying my bills for many years. I don't have any strong aversion to it, but ...«. He hesitates for a moment.

»I guess you could say that I developed a better understanding of what is going on with the climate. The impact of carbon dioxide. The seriousness of the situation, the consequences of continuing with the status quo. Over time it just became clear to me that a transition is needed. That is how it started.«

## Plant and dairy

So, in 2022, Jakob Skovgaard and his two co-founders, Paul Cornillon and Jesper Colding, created PlanetDairy. The basic idea behind the company is relatively simple: to make delicious dairy products, such as cheese, but replace a significant amount of the milk with plants. Why? Because less milk means fewer cows. And fewer cows mean fewer greenhouse gases.

While the concept is easy to understand, it is much harder to execute. Part of the difficulty comes from the vision that Jakob Skovgaard and his partners have for their products: they need to be as tasty and nutritional as traditional dairy products. They also need to be

in the same price range. And, of course, they cannot be made with any alternative non-milk ingredients that are harmful to the climate: palm oil, for example. Essentially, PlanetDairy wants to beat the dairy industry at its own game, but with less milk and no cheat codes.

»Making a product without milk that has some vague resemblance to cheese might be simple enough. But if you want it to mimic cheese, in terms of flavour, texture and nutritional value, and also keep the price down for the consumer, then suddenly the task becomes slightly more complicated,« Jakob Skovgaard explains with a wry smile that suggests the word 'slightly' is an understatement.

## Inside a cow

For a moment let us return to the spring of 2022. With guidance from Food & Bio Cluster Denmark, Jakob Skovgaard and his team, the University of Copenhagen and Chr. Hansen received funding from Biosolutions Zealand. The objective was to develop a technology or

process to make dairy products with all the aforementioned obstructions: less milk, same taste, same nutritional value.

»What we were able to discover was a method that combines traditional cheese or dairy craftsmanship with modern science. We found a way to mix plant ingredients with cheese and extract protein from legumes, peas for example, to secure the nutritional value of our product. Essentially, you can ferment plants or treat them with certain high temperatures, and they begin to go through some of the same processes that take place inside a cow's belly. This is the reason why our cheese tastes and feels like traditional dairy cheese. Even as a 50/50 mixture of milk and plant,« says Jakob Skovgaard.

## Just the beginning

On the table in front of us are three cheeses from Audu. In Nordic mythology, Audhumbla is the name of the cow whose milk gave life to Ymer, thus creating the basis of all life.



## PlanetDiary

**Home turf:** Agro Food Park in Aarhus

**Idea:** Dairy products with significantly less milk, but the same taste and nutritional value.

**What is 'green' about it:** The products of PlanetDiary reduce the carbon footprint by 40 percent compared to similar products from the conventional dairy industry.

**Background story:** Three former employees of the dairy industry go rogue to rethink and challenge the establishment.



Louise Krogh Johnson,  
Senior Innovation Manager  
at Food & Bio Cluster Denmark

*I have known PlanetDiary/Audu since the spring of 2022, when they first approached us with an interest in the Biosolutions Zealand fund, and we guided them through the application process. Then in 2023, they received an 'Innovationskraft grant' together with KMC and 4BetterLife for the development of new products. I have had the pleasure of following the company since the beginning and trying to help them navigate the framework of the different projects and networks we offer. I have rarely seen a startup execute so effectively on everything from product development to market introduction in Denmark and penetration of new markets. It's been very impressive!*

» *What we were able to discover was a method that combines traditional cheese or dairy craftsmanship with modern science.*«

PlanetDairy has decided to name their products after the mythological creature – partly because in the EU you cannot legally name a product using any term associated with 'dairy' if it's not 100 percent milk-based.

So, if you want to taste the cheeses, you should look out for the brand name 'Audu'. They are not hard to find as 1000 physical stores in Denmark sell them. Jakob Skovgaard explains that the Audu product line has been well received by Danish consumers. 'Repeat purchase' figures have also been satisfactory. Overall, the company seems to have got quite far in a short period of time.

»I don't know about that. But I'm also incredibly impatient,« Jakob Skovgaard admits.

At the moment, Audu cheeses emit 40 percent less carbon dioxide than traditional dairy cheeses. They are approximately 50 percent milk and 50 percent plant. According to Jakob Skovgaard, it should be possible to make the Audu cheeses without any milk at all.

Theoretically. Eventually. The biotechnological platform the company and their partners have developed will need further refinement.



PlanetDairy have found project partners in Green Protein Network – one of the professional network groups in Food & Bio Cluster Denmark – to apply for further funding. In 2023, PlanetDairy and the partners received funding to develop new products through an innovation programme operated by Food & Bio Cluster Denmark. They are working on yogurts, milk and more cheeses and introducing their products in foreign markets. Inching closer towards the ultimate destination: a dairy industry without cows.

»And the only way to get there is by offering products that are equal to the ones that the consumer knows today. That is what we believe.« Simple as that.





# Grow your green idea into a sustainable business

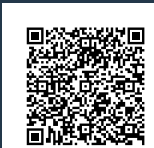
At Food & Bio Cluster Denmark, we help your company gain access to the financing that will move your business forward, along with all the service, support and access to relevant networks that you will need to charge up your innovation – while accelerating your growth.

Contact Food & Bio Cluster Denmark today.

Contact Sine Riisager, Head of Members & Matchmaking, to learn how we can meet your business needs and help your company grow in a national and international ecosystem.

Sine Riisager  
6170 7422  
sri@foodbiocluster.dk

Reach out to  
Food & Bio Cluster  
Denmark



# Søren from Bjerringbro is standing at the gates of a biomedical breakthrough with dizzying potential

On the outskirts of a small village in Denmark, the owner of an inconspicuous forest nursery could be the unlikely main character of a major development in cancer treatment.

There are some things in life that are easy to take for granted, but do not pop into your consciousness on a day-to-day basis. Exactly what those things are will vary from person to person, but one could be the realisation that trees are absolutely incredible. To reach such a basic epiphany often you will need someone to open your eyes: to make an impression by way of their knowledge and enthusiasm.

This is a story about trees, but it is also a story about a man who can make such an impression. That man is Søren Iversen, the owner of a forest nursery in the Danish countryside of central Jutland, who has become the protagonist of a research and business adventure that could benefit cancer patients everywhere in the world. It could also alter the future of Søren Iversen. He has worked enthusiastically with plants his entire life. His father was the owner of Hjorthede Planteskole up until 2000, when Søren took over.

»I had never imagined that something like this could happen at our forest nursery. And it

wouldn't have happened – basically the idea was just a random thought to begin with – without the support and funding I have received through Food & Bio Cluster Denmark,« he says.

## The mythical Taxus plant

So where should we begin this story? The most logical starting point – the reason why we're sitting here in the meeting room of Hjorthede Planteskole drinking black coffee – is a type of tree called *Taxus Baccata*, which is commonly known as 'taks' in Danish or 'yew' in English.

When Søren Iversen talks about *Taxus Baccata*, it's like time is standing still. He talks about the trees with a profound reverence. They sound like supernatural beings, almost divine, with a will entirely of their own.

»Yew is one of the most historically significant trees in existence. It's a mythological tree. Some of the oldest wooden tools in the history of man are spears and bows made of yew. There are few places in the world with old and indigenous

*Taxus Baccata*, and they are protected. It's an incredibly resistant and bendy tree. For example, up until the mid-18th century there was a death penalty for exporting *Taxus* wood from England as the wood from the tree was considered a weapon. It's a special, special plant really. And very poisonous,« Søren Iversen explains.

Approximately 35 years ago, Søren Iversen's father and a group of scientists from Aarhus University received some extraordinary permission: they were allowed to collect some cuttings from the *Taxus Baccata* in Munkebjerg Standskov in Vejle, the only place in Denmark where *Taxus Baccata* grows wild.

They then took them back to the forest nursery in Bjerringbro, where new mother plants were made from the seeds of the original Danish *Taxus Baccata*.

Young Søren Iversen didn't know it at the time, but this also sowed the seeds of his 21st century adventure.

## Plants for cancer treatment

Setting aside the historical context and the mythmaking, there is one absolutely crazy fact about *Taxus Baccata*: they contain a substance called taxol. And taxol can be used in chemotherapy medication to treat a long list of cancer diseases, including breast cancer. The discovery was made by a group of American scientists in the early 1960s. After further research and testing, taxol was approved as a cancer treatment medication in 1991.

This is sensational story in its own right, but there was one major problem: taxol was only known to be extracted from the bark – and after removing the bark the tree dies. Even the tough and wicked *Taxus Baccata* cannot survive without its bark. In order to extract enough taxol to treat one patient you would need six large trees. And the trees would have to be around 100 years old. While the American scientists had made a remarkable discovery, treating patients with taxol from yew didn't appear to be a scalable or profitable solution.



## Hjorthede Planteskole

Home turf: Bjerringbro

**Idea:** Use one of the world's oldest and most mythical trees to extract a substance that is necessary for the production of a cancer treatment medication.

**What is 'green' about it:** Explore trees as a bioresource to produce medication for cancer treatment.

**Background story:** Søren Iversen, owner of a forest nursery in Jutland, realises that trees his father planted more than 30 years ago have an incredible biomedical potential.



Gunnar Mikkelsen,  
Senior Innovation Manager  
at Food & Bio Cluster Denmark

We have supported Hjorthede Planteskole in their efforts to seek funding. The Innobooster from Innovation Fund Denmark was perfect as it is given to companies that convert ideas into new solutions that create growth and employment in Denmark, while contributing to solve challenges in society. We have also helped establish a network of contacts at the Danish universities to help with the scientific aspects of the project. Hjorthede Planteskole is an extremely interesting case with great potential, and we look forward to continue working with Søren Iversen going forward.

»Up until maybe ten years ago, this was all I knew. There was a substance that could be used for cancer treatment, but only in the bark. It wasn't feasible. Keep in mind we're running a forest nursery. I'm not a biochemist. So, I didn't think too much about it. Then, what happened was I visited a forest nursery in Belgium. The owner there told me that it had been discovered

that taxol could also be extracted from the tree's needles. So this changed everything, right? Because suddenly you can extract taxol without killing the tree. That was the moment I started thinking about those Taxus Baccata my dad planted back home many years ago,« says Søren Iversen.



**GREEN TRANSFORMATION**



**The penny drops**

There was another pivotal twist for Søren Iversen. Another eureka-moment. Through an international project, he had gotten in contact with a group of local forest experts in Iran. He then found out that they had yew trees growing in the South Caucasus mountains. He also discovered that the Iranians were extremely protective of their *Taxus Baccata*. There had been some interest in bringing seeds or cuttings from the Iranian trees to Denmark. It turned out that wasn't an option. Not even one single needle from the trees was allowed to leave Iran. They were sacred.

»At one point the Iranians said that 'our yews are different from the ones you have in Europe. They have different qualities'...that got me thinking. About taxol and the trees at Hjorthede Planteskole. Because if the *Taxus Baccata* in Iran have unique qualities, then the trees here at Hjorthede Planteskole are unique as well. So I began to wonder: has anyone ever looked into the taxol levels in our yew? What if our yew is capable of producing more taxol than other yew? Just think of the possibilities in terms of how the trees could be used for cancer treatment«.

» Just think of the possibilities in terms of how the trees could be used for cancer treatment.«

**Food & Bio Cluster Denmark gets involved**

This was approximately the moment that Søren Iversen realised he was in over his head.

»I had a sense that there was something here worth looking into. But I didn't know how. I just didn't. Examining the taxol levels in the trees here at our nursery. That's not something I know a great deal about. Basically, I didn't have the knowledge or the resources to continue the project on my own,« he says.

So he decided to reach out to Food & Bio Cluster Denmark. He had a contact at the cluster that he had exchanged knowledge and ideas with from time to time. Food & Bio Cluster Denmark immediately saw the potential and was able to secure a 1.5 million kroner INNOBOOSTER grant for Hjorthede Planteskole. The cluster also helped Søren Iversen get in touch with researchers from Aarhus University and The University of Copenhagen. The scientific infrastructure was put in place to systematically investigate the taxol levels in the *Taxus Baccata* at Hjorthede Planteskole. The ones that were brought to Hjorthede more than 30 years ago by Søren Iversen's father.

**What they discovered**

So what did the scientists find in the trees? Extraordinary stuff really. Three of the yews

at Hjorthede Planteskole indeed do have a significantly higher production of taxol than any other clones of *Taxus Baccata*. Which is a phenomenal starting point for the ultimate end destination: production of taxol at a scale that could impact the global supply of cancer medication.

»It's still early days. There's a list of steps that need to be completed before we reach the production that we dream of. Of all the mother trees at the nursery, we need to identify the one with the highest production of taxol. After that we need to discover a way to divide cells from this specific tree so that we can mass-produce plants to grow identical trees with the exact same heightened capacity for taxol production. And then we have to look into if we can improve the DNA of the trees to boost their taxol production even further. So there's a lot of work to be done. And I probably won't be able to do it all on my own,« Søren Iversen says with a smile. Going forward he will rely on further cooperation with the cluster and a network of scientists from Danish universities. What is the timeframe of the project? And what is the potential impact of the discovery at Hjorthede Planteskole? These are questions that will have to be answered. For now, the seeds have been planted for taxol production in Denmark. Stay tuned.

## OUR NETWORKS:

# Knowledge sharing, sparring and inspiring field trips together with professionals from your industry

Food & Bio Cluster Denmark facilitates 12 specialist networks that bring together some of the most dedicated professionals in your particular sector within the food and bio industry. This is your chance to form new innovation partnerships and learn from your peers in a structured and confidential setting.

In Food & Bio Cluster Denmark, we believe that having access to the right network of people can make a difference to any company. Regardless of how far along you are in your development.

Therefore, as a member of Food & Bio Cluster Denmark, we encourage you to become part of our specialist networks.

### Our networks offer:

- Knowledge sharing and sparring with professionals from your sector
- Presentations from key figures and experts in your sector
- Visits to relevant and inspiring events in your sector
- One network meeting per yearly quarter
- A confidential and comfortable setting for knowledge sharing, partnering, innovation, problem solving and sharing inspiration

Our network facilitator decides on a general agenda for each meeting, but your input is very much welcome of course.

Food & Bio Cluster Denmark also manages all the practical aspects of the network meetings.

Learn much more about our networks at [www.foodbiocluster.dk/netvaerksgrupper](http://www.foodbiocluster.dk/netvaerksgrupper)



*Kathrine Vejgaard Stage,  
Head of Innovation & Partnerships  
at Food & Bio Cluster Denmark*

## Would you like to know more about one of our 12 specialist networks?

If you would like to join a network or know more about one of our specific networks, you are very welcome to contact the network facilitators at Food & Bio Cluster Denmark:

Innovation in Drinks and Beverages // Contact: Knud Hjortlund Hansen // email: [khh@foodbiocluster.dk](mailto:khh@foodbiocluster.dk) // phone: 2336 4712

Environment, Climate and Husbandry // Contact: Liselotte Puggard // email: [lpu@foodbiocluster.dk](mailto:lpu@foodbiocluster.dk) // phone: 2023 8518

Use of Sidestreams in the Food Industry // Contact: Kersti Haugan // email: [kha@foodbiocluster.dk](mailto:kha@foodbiocluster.dk) // phone: 5367 5880

Green Protein Network // Contact: Helle Vedel Friis // email: [hvf@foodbiocluster.dk](mailto:hvf@foodbiocluster.dk) // phone: 2773 6040

Food & Beverage Footprint and Reporting // Contact: Heidi Høy // email: [hhd@foodbiocluster.dk](mailto:hhd@foodbiocluster.dk) // phone: 6011 0363

Regenerative Farming // Contact: Knud Tybirk // email: [kt@foodbiocluster.dk](mailto:kt@foodbiocluster.dk) // phone: 2520 8810

Climate Controlled Plant Production // Contact: Signe Værbak // email: [svb@foodbiocluster.dk](mailto:svb@foodbiocluster.dk) // phone: 2498 4719

Danish Pyrolysis and Biochar Solutions // Contact: Knud Tybirk // email: [kt@foodbiocluster.dk](mailto:kt@foodbiocluster.dk) // phone: 2520 8810

Data Driven Business // Contact: Eva Nautrup // email: [ena@foodbiocluster.dk](mailto:ena@foodbiocluster.dk) // phone: 6142 1596

The Taste of Food Products // Contact: Knud Hjortlund Hansen // email: [khh@foodbiocluster.dk](mailto:khh@foodbiocluster.dk) // phone: 2336 4712

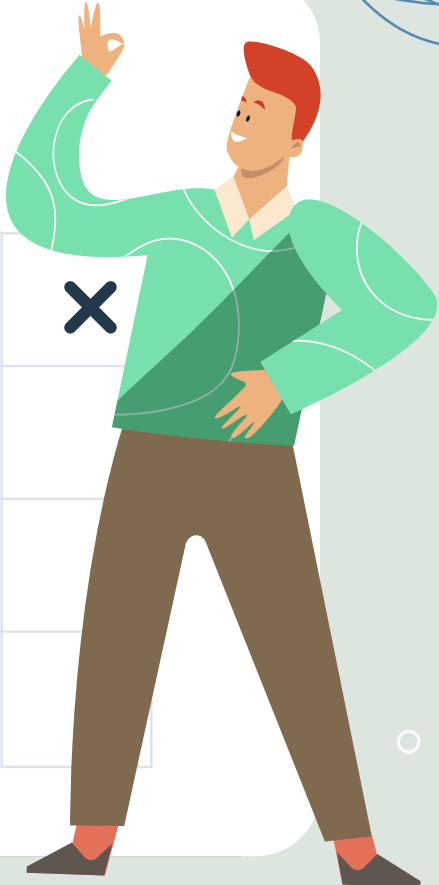
Food Safety // Contact: Conny Hanghøj // email: [cha@foodbiocluster.dk](mailto:cha@foodbiocluster.dk) // phone: 5098 0037

Sustainable Packaging // Contact: Conny Hanghøj // email: [cha@foodbiocluster.dk](mailto:cha@foodbiocluster.dk) // phone: 5098 0037

**+ 150**  
Events in 2023

**90%**  
Event satisfaction







*I'm part of a subject-specific network to be with the right people and follow trends and developments in the alternative protein market in Denmark and internationally.»*

**JAVIER GINES GALERA,**  
Commercial Development Manager FC&E, Novonosis



*As microalgae is the primary focus of my business, I find my participation in a subject-specific network rewarding and invaluable. It keeps me informed on new developments in the protein market, and it gives me ample opportunity to network and meet other companies with challenges that can lead to the co-creation of solutions.»*

**JOHANNE JELNES,**  
Owner, 4betterlife



*We are a part of Food & Bio Cluster Denmark because they facilitate many great networks with valuable opportunities for co-development.»*

**ERIK MØLLER MADSEN,**  
Sales Manager Nordic & Baltics, AAK

## Get new knowledge and inspiration – and meet potential business partners

Throughout the year, Food & Bio Cluster Denmark hosts a broad range of events, theme days, workshops and matchmaking events to share knowledge and inspiration within the industry.

By attending our events, you get access to the latest knowledge affecting the sector including our annual Food & Bio Summit, as well as study tours and business missions – both in Denmark and abroad.

We offer matchmaking through our unique national and international network to put you in touch with other companies, researchers and public stakeholders.

As a member of the cluster, you are also invited to join one of our 12 specialised networking groups and connect with other members of Food & Bio Cluster Denmark.

Contact us today and become a part of the community.

Find your next  
Food & Bio Cluster  
Denmark-event right  
here



# Find your funding for innovation through Food & Bio Cluster Denmark

Innovation and development require resources. Food & Bio Cluster Denmark is your gateway to a wide array of funding opportunities.

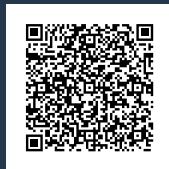
We offer you access to programmes and projects through which you apply for funding. Moreover, we can provide external sources of soft funding and venture capital.

As a member, you'll receive support in finding the best funding sources, both nationally and internationally. We have knowledge of relevant funding options and maintain a large network of investors worldwide that we can use to help you find a relevant match.

Our investment and financing team is ready to help you find the right funding for your company's needs.

Contact us today.

Seek funds for innovation and scaling through Food & Bio Cluster Denmark



## What funding opportunities does Food & Bio Cluster Denmark offer?

### SOFT FUNDING

Food & Bio Cluster Denmark provides you with the opportunity to apply for funding through the large portfolio of programmes and projects that we participate in.

Soft funding through these programmes and projects is a great opportunity for your business to co-finance costs for specific development projects.

Our soft funding programmes are divided into categories:

#### 1 Value Chain

For companies working to optimise their value chain, Food & Bio Cluster Denmark provides the option to apply for specific funding for such projects. The purpose should be to optimise the value chain by using by-products from other companies. That's why it's a requirement that multiple companies apply for funding together for a single project.

#### 2 Innovation

Food & Bio Cluster Denmark provides access to soft funding through several programmes and projects focusing on innovation. To apply for funding through these programmes it's required that your company collaborates with another company or knowledge institution on an innovative product or process. It's also a requirement that you document how the funding is spent and report on your progress.

## Soft funding from the EU

Food & Bio Cluster Denmark has extensive knowledge about requirements and opportunities stipulated by numerous EU soft funding programmes, and we can assist in establishing partnerships under these programmes.

We offer 1:1 dialogue concerning project ideas, needs, wants and opportunities providing you with the support you need to find the best match when applying for funding through the EU.

A selection of soft funding programmes from the EU:

### Horizon Europe

Horizon Europe is the EU's key funding programme for research and innovation – especially under cluster 6, which covers food, bio-economy, natural resources, agriculture and the environment.

### Circular Bio-based Europe

Circular Bio-based Europe is a partnership between the European Union and the Bio-based Industries Consortium (BIC), which funds projects advancing competitive, circular bio-based industries.

### Eurostars

Eurostars, co-founded by the EU, is the largest international funding programme for SMEs wishing to collaborate on R&D projects that create innovative products, processes or services for commercialisation.

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#### Contact:

Anders Skeem  
International Manager  
as@foodbiocluster.dk // 4030 9637

## Venture Capital

Food & Bio Cluster Denmark supports our members with risk capital and provides access to our network of business angels, venture funds and corporate venture funds.

We help startups and established companies to get the ball rolling, enabling access to ongoing conversations among investors and venture funds within our extensive network, both home and abroad.

How we help you find the right investor:

### Sparring

Impartial and ongoing sparring regarding risk capital, the investment case and the investor profile. Overview of and access to advisors from our network.

### Overview

Identifying relevant food-tech and ag-tech investors among the 300+ venture funds, corporate venture funds and business angels in our network.

### Exposure

Presenting your startup to relevant investors via email or in person at events.

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#### Contact:

Claus Mortensen  
Head of Business Acceleration  
cm@foodbiocluster.dk // 4030 4820

## This is how Food & Bio Cluster Denmark helped the scale-up Kaffe Bueno

### Why did you need to apply for funding?

»As a scale-up company that focuses on extracting as much value out of coffee by-products as possible, one of our core strengths is our ability to innovate and develop new applications derived from our versatile feedstock: coffee. That said, we are also a growing company with limited resources that are carefully planned for focused projects. When discoveries are made that could be of high value to Kaffe Bueno, we seek funding support: in this specific case through our trusted partners, Food & Bio Cluster Denmark, who have supported us since the inception of Kaffe Bueno, to finance new developments without losing focus or scattering already allocated resources.«

### How did the cluster help you in securing funding?

»Food & Bio Cluster Denmark has the proactive nature of constantly involving its members when it finds funding opportunities that can be relevant, and it does so by directly reaching out and making us aware of the opportunity. In other cases, when we are interested in specific project financing, we reach out and it provides efficient and effective support to find the right funding opportunities to deliver such projects. Regardless of the approach, after an opportunity is matched with a need, Food & Bio Cluster Denmark provides us with continued support to produce the documentation for the application, the application process itself, and the reporting process.«

### How much funding did you receive, and what did the funding mean for your company?

»Last year we received 105,000 DKK for an FBK project, which we used to hire the right talent to deliver on a research project. We are happy with the results as we were able to retain the talent in the company after the completion of the project. Furthermore, the results of the research developed into a feasible product for the company to pursue.«

### CAMILO FERNANDEZ,

Co-founder and CFO, Kaffe Bueno

## INCUBATORS:

# Speed up your startup in an inspiring ecosystem

**45+**  
Companies associated with Food & Bio Cluster Denmark's incubators

Accelerate and get your startup and ideas off the ground in one of the incubators operated by Food & Bio Cluster Denmark.

You can benefit from our strong ecosystem no matter where you are on your professional journey. Whether you are still working only part-time on your startup, are giving it your full-time attention, or have started hiring to grow your idea into a business with employees, we can help you.

Our three incubators in Copenhagen, Aarhus and Foulum near Viborg offer access to investors, mentors, incubation managers, accelerators, other entrepreneurs, network organisations, public institutions and private companies.

As a startup within food and bioresources, it's crucial to be part of a network and value chain that can provide you with resources not accessible to your business yet.

The help and sparring you receive in the incubators are based on the needs of your company. You get daily access to incubator employees who have both the network and skills to stay up-to-date on trends, funding and financing opportunities, as well as providing contacts that may be relevant to your startup.

As a tenant of one of our incubators, you share facilities with like-minded agrifood founders and business developers from Food & Bio Cluster Denmark. Their presence will enable you to gain the necessary knowledge, contacts, and sparring to make your startup grow.

### What do you get out of being part of an incubator?

**Formalised part:** Food & Bio Cluster Denmark follows a process that enables one of its employees to get to know your business through a 1:1 dialogue. This process includes industry-specific feedback from business developers who have insights and contacts in food and agriculture. You will also participate in exclusive activities accessible to you through your association with the incubation environment.

**Informal part:** You make new contacts or are introduced to relevant business partners when using the coffee machine.



**»» The incubators are a shortcut to knowledge and networks – including between companies.»**

**KATHRINE LYKKE KIRK,**  
Senior Innovation Manager at Food & Bio Cluster Denmark

### As an entrepreneur and startup, you get

- Access to a strong network of companies and knowledge institutions
- Sparring to enable business development and scaling
- Access to capital and investors
- Help to navigate the funding system and ecosystem
- Participation in fairs, workshops, events etc, enabling new knowledge and networks
- Access to education and training through courses and programmes
- Flexible office space in Copenhagen, Aarhus or Viborg – at a fixed price and low-risk
- Informal sparring and networking with key people and other entrepreneurs
- Social and professional community

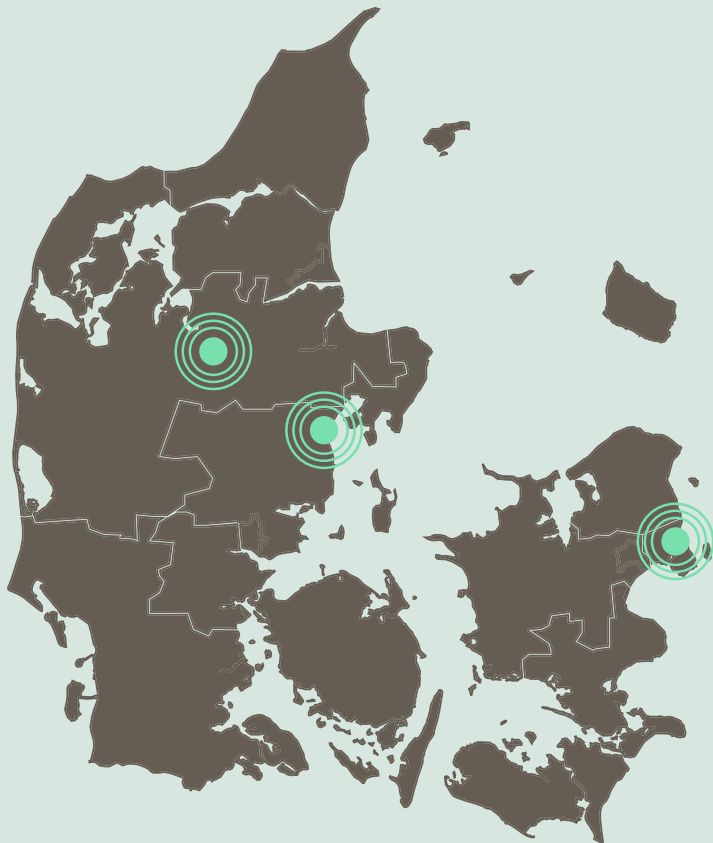
Contact us today and learn more about the possibilities for you and your startup.

Claus Mortensen  
Head of Business Acceleration  
cm@foodbiocluster.dk  
Call +45 4030 4820

Kathrine Lykke Kirk  
Senior Innovation Manager  
klk@foodbiocluster.dk  
Call +45 2534 1833

# Food & Bio Cluster Denmark's incubation environments

As a startup, you can join our dynamic incubators in Copenhagen, Aarhus or Foulum near Viborg.



## Copenhagen

At Symbion, located on Fruebjergvej in the Copenhagen district of Østerbro, some of the country's most talented entrepreneurs focus on developing the food of the future. This creates optimal conditions for knowledge-sharing and for making use of each other's competencies. At the incubator in Copenhagen, you as an entrepreneur get access to food laboratories, conference facilities through Symbion, and a global agrifood ecosystem through Food & Bio Cluster Denmark.

## Aarhus

At Agro Food Park in Aarhus, you'll find the incubator Haystack, which helps companies in agriculture, food and technology to boost their growth and success. With a location close to the Arla Innovation Center and Aarhus University's Department of Food Science, you as an entrepreneur have the opportunity to spar and expand your network – both with researchers and co-entrepreneurs in an industry-specialised community.

## Foulum near Viborg

At the Agro Business Park in Foulum near Viborg, entrepreneurs with a focus on bioresources gather in an innovative environment closely linked to Aarhus University and close to Northern Europe's epicentre for research in plant production, farming, livestock production and bioenergy. With space to experiment, access to fields for agriculture, a special community and the opportunity for sparring, this is a good breeding ground for creating growth and success for your startup.

» We have been part of Food & Bio Cluster Denmark's incubator in Copenhagen since 2019. During that time, the cluster has created value in many ways, including daily sparring on market trends, communication with potential customers and partners and, most recently, advice on international capital raising – all at a very high professional level. The consequence is that when I look at MASH Makes today, I can see countless elements that would not exist without the collaboration with Food & Bio Cluster Denmark.«

**JAKOB BEJBRO ANDERSEN,**  
CEO, MASH Makes

» When Good Sodas got a tour back in May 2022 and subsequently became part of the Haystack incubator in Aarhus, we had the sketch for a business plan, lots of courage, and an idea to revolutionise the soft drinks industry with healthier alternatives to conventional soft drinks – but we were, like so many other startups, also challenged by a limited network, poor finances, lack of experience with product development, and a lot of other parameters that we sooner or later had to control to establish our company. From the first day at the office in the Agro Food Park, we have had the great pleasure of being part of the Haystack incubator, which has given us access to various programmes, advice from A to Z and, not least, the world's best knowledge network – all of which have been important factors in the establishment and development of our company.«

**PETER VINTHER,**  
Co-founder, Good Sodas

## ACCELERATION:

# Turn your green idea into a great business

Transform your idea into a successful business with Food & Bio Cluster Denmark. Whether you are an aspiring entrepreneur or an established business, you can use our services as a shortcut to accelerate your business development.

Regardless of the current stage of your business, we offer 1:1 industry-specific sparring tailored to your individual needs and circumstances.

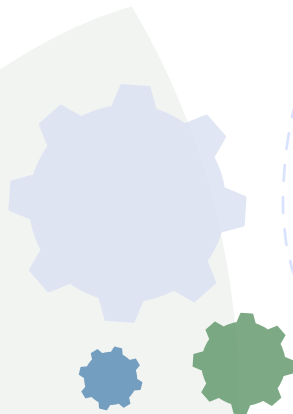
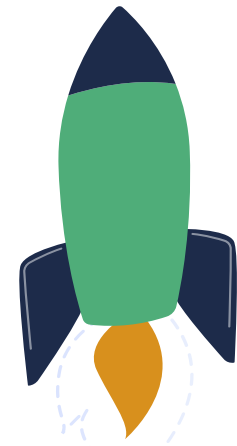
Through our acceleration programmes, your business can achieve in three to six months what would typically take most businesses a year.

Whether you need help securing private or public funding or guidance in developing the optimal go-to-market strategy, Food & Bio Cluster Denmark provides the precise support your business requires.

**»»** *We help companies regardless of where they are on their journey. We meet them where they are. This is what we believe works best.»*

**LINE HAUGAARD,**  
Business Development Manager  
at Food & Bio Cluster Denmark

**80+**  
Companies accelerated through Food & Bio Cluster Denmark's Beyond Beta program in 2022 and 2023.



The above-mentioned services are offered either through publicly-funded cluster activities or as support opportunities, but may in extension include solutions that are offered on commercial terms where members receive a membership discount.

Contact us and learn more about your options.

Claus Mortensen  
Head of Business  
Acceleration  
cm@foodbiocluster.dk  
Call +45 4030 4820

Line Haugaard  
Business Development  
Manager  
lha@foodbiocluster.dk  
Call +45 2148 6537

# How does Food & Bio Cluster Denmark accelerate your company's development?

## Industry-specific sparring and guidance

Gain clarity and guidance on your growth journey. Specialised knowledge in food and bioresources can be decisive for turning your idea into a successful business. Food & Bio Cluster Denmark employs business developers with extensive insight into the entire food and bioresources industry, offering individual feedback related to your idea or your journey.

## Network for relevant players in the industry

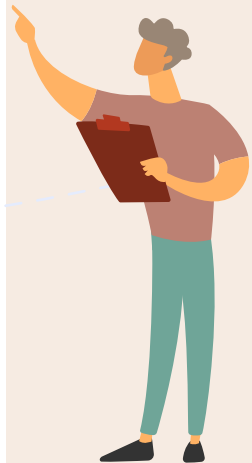
Take a shortcut to potential business partners. Access 460+ innovative members, 45 employees with industry expertise, and a network of more than 10,000 contacts in Denmark and abroad to help your business take off. Our networks facilitate and exchange of experiences, learning and, not least, an insight into trends as well as of concrete solutions, products and companies within the industry.

## Navigate a sea of opportunities

Funds, projects, programmes, accelerators and vouchers – do you know how to spot and utilise the right support programme options for you? Food & Bio Cluster Denmark can assist you in finding the best options for the current development stage of your business. With our extensive understanding of the available opportunities, we can guide you through the process and help you navigate the options effectively.

## Access to venture capital

Securing the necessary finances to fuel your growth is important. We help startups and scale-ups to find the necessary financing for growth and scaling. Based on a thorough assessment of relevant investors and personal feedback, we help you to optimise your investor strategy and develop material to ensure you the best possible match with potential investors.



What are some of the biggest changes and challenges that will define the next couple of years in the food and bio cluster? **Lars Visbeck Sørensen**, CEO of Food & Bio Cluster Denmark, takes a glance into the crystal ball.



## A LOOK AHEAD INTO THE FUTURE:

# Three predictions for the rest of 2024 and beyond

1

### More focus on the consumer

»In the last couple of years, we have seen a massive development in the production of sustainable, green food products. All kinds of vegetable-based products and plant- and fungus-based substitutes for meat have been introduced to the market. There have also been a lot of technological advancement in terms of how to produce these foods and make them tasty. In itself this is an extremely positive development. However, I think it is time to focus more on the consumer. That is the next big step. The industry is able to offer all these products and types of food, but how do we get more consumers to buy them? And are the products the industry offers really what the consumer wants? That question needs to be sorted out. In the near future, I think we will see a lot of initiatives that seek to create a better understanding between these new food companies and the consumer. And those companies that have the best arguments for their products, and are able to convey the values of their products, will be the ones that resonate with the consumers and ultimately are successful.«

2

### A holistic approach to bioresources

»Let me start this one with an example. When you analyse the impact a pork chop has on the climate, two-thirds of the impact comes from the animal feed: how the animal feed is cultivated, how it is harvested and how it is stored. Politically, and also from the business side of the table, there has been a lot of focus on the issue of meat-consumption. But the reality is that a huge part of the problem relates directly to the production of certain bioresources that we hardly ever talk about. Forage for livestock is just one example. So I think in the coming years, that will change. Both political institutions and businesses will start to pay more attention to sustainability across the overall production of bioresources – so not just human food, but all the resources we take from the earth. We will see many new companies and technologies that look into how all kinds of different bioresources can be produced and used more sustainably.«

3

### Danish food and bio innovators lead the way

»Perhaps I should say 'continue' to lead the way. However, I do think that as the international cluster keeps expanding in the coming years, it will be even more evident how important Danish companies are to the solutions of global problems in the food & bio sector. At Food & Bio Cluster Denmark, we experience on a daily basis how attractive a Danish partnership is in global projects. Danish companies and Danish expertise are associated with an extremely high level of innovation, technological foresight and dependability. I'm looking forward to seeing how Danish companies and startups shape the future of the food & bio cluster globally. And I will note that we at Food & Bio Cluster Denmark will continue to work tirelessly to bring Danish innovation to the forefront internationally. The brilliant solutions of Danish companies can make a huge difference on a global level, and it is our job to get them there.«



# Where can you find us?

Being easily accessible everywhere in Denmark is absolutely essential to help companies to ensure innovation, growth and sustainable development within the food and bioresource industries.

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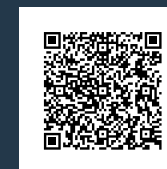
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