

"All the News That's
Fit to Print."

The New York Times.

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NEW YORK, WEDNESDAY, JULY 26, 1939.
P THREE

**BARKLEY DEMANDS
LENDING BILL VOTE
BEFORE QUITTING**

Senate Is Told It Cannot Go
Home Until Action Is Taken
'One Way or the Other'

**Fendler Boy Found Alive in Woods
Eight Days After Becoming Lost**

*Cries of Westchester Lad, Sore and Nearly
Naked, Heard by Maine Camp Owner—
Lived on Berries, He Tells Parents*

By The Associated Press.
SHERMAN, Me., July 25.—Using his mother, nearly hysterical with
nature love he learned as a Boy Scout, 12-year-old Donn Fendler of
"I love you" was all the father
was able to say, and the mother set

**HEAT OF 90° HERE
ADDS TO HUGE LOSS
CAUSED BY DROUGHT**

Fruit Ripens Prematurely on
Trees on Second Hottest
Day of the Summer

**BUDGET IS REVISED
SO KINDERGARTENS
MAY BE CONTINUED**

School Board's New Program
Curtails or Abolishes All
Other Special Services

**JAPAN BLOCKS
BY CLOSING RIVER
HULL WON'T Y**

The Situation A

Ni vet väl att ni jobbar i en attraktiv bransch?


Livsmedelsakademin

9

On the coast near Torekov. Andy Haslam for The New York Times

Skane Sweden

Nordic cuisine's next big thing.




Livsmedelsakademin



Det här är livsmedelsakademin

 Livsmedelsakademin

Vi skapar förutsättningar för
INNOVATION & ENTREPRENÖRSKAP

 Livsmedelsakademin



Exemplet: OTTOS BARNMAT



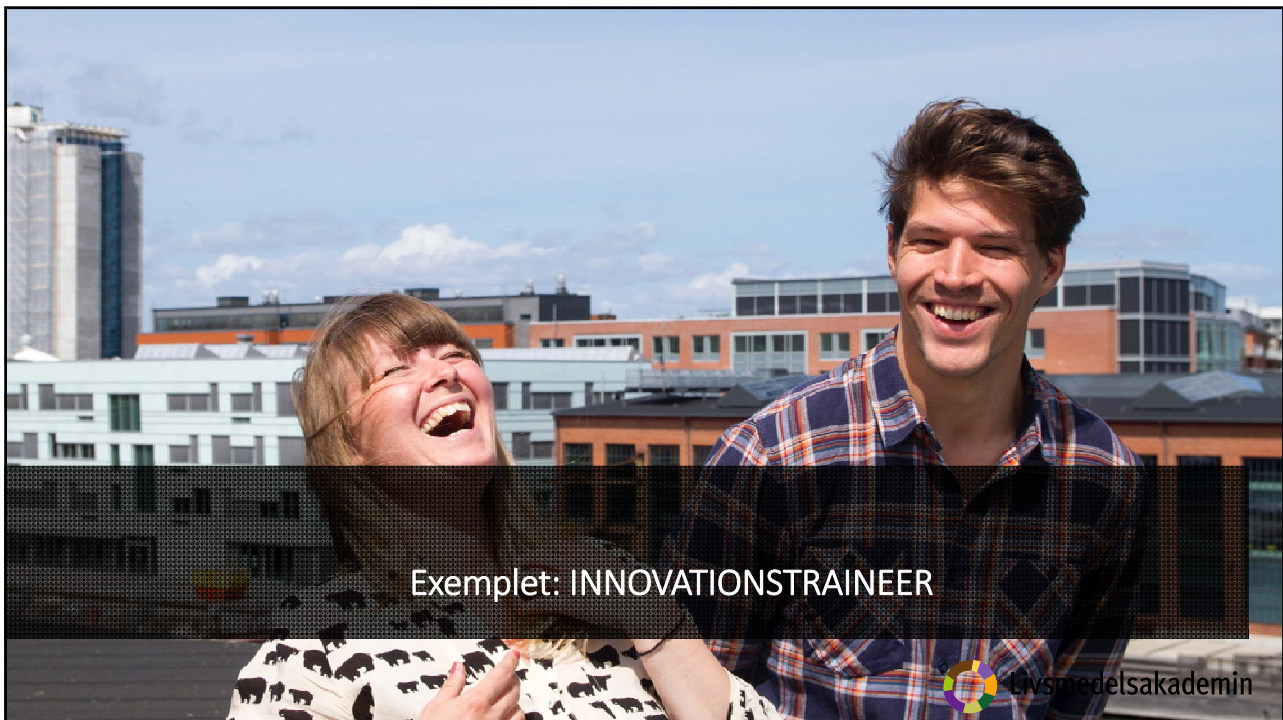
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Vi UTMANAR etablerade
mönster & arbetssätt



Livsmedelsakademin



Exemplet: INNOVATIONSTRINEER



Vi gör livsmedelsbranschen mer ATTRAKTIV





Exemplet: STUDENTNÄTVERKET



Vi jobbar med FRÅGOR SOM ÄR STÖRRE än vad
varje enskild aktör själv kan göra





Exemplet: FOOD KIC – Knowledge & Innovation
Community



Vad är en KIC?





HORIZON 2020

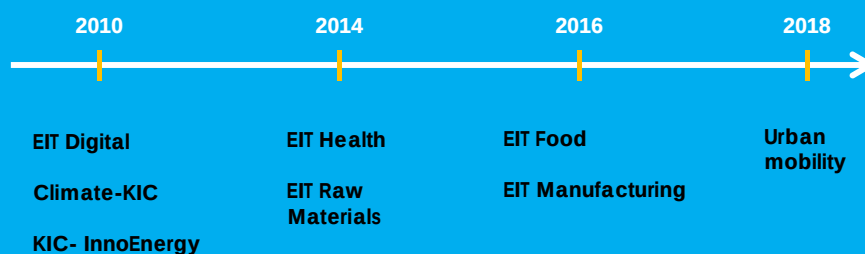
KIC – Knowledge and Innovation Community

- Food4Future: Den största livsmedelssatsningen någonsin
- De främsta företagen, universiteten och forskningsinstitutionerna inom EU
- Co-location centres
- 1, 5 miljarder kronor per år och KIC - 25 % from EIT
- Ekonomisk, vetenskaplig, utbildnings och entreprenöriell påverkan

Jobb och Tillväxt



8 KICar – Europeiska prioriteringar



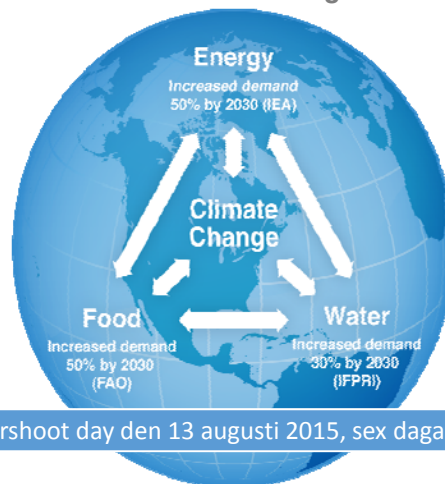


Därför väljer man livsmedel!



Världen vi lever i:

står inför en framtid med ökad efterfrågan och brist på resurser



The worlds overshoot day den 13 augusti 2015, sex dagar tidigare än 2014





- Inom livsmedelskedjan hittar man några av de största utmaningarna för vår framtid...
- men det är också där vi kan hitta lösningarna för ett hållbart och hälsosamt samhälle.

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The future of food and farming: 2030s

In the 2030s, climate change will affect food and farming more strongly, particularly small-scale producers in poor countries

Adaptation will be key

CROPS
Temperate regions will benefit more from adaption than tropical regions

LIVESTOCK
Key adaptations for small-scale producers include:

FISHERIES
Key adaptations for small-scale fisheries include:

Crop and pasture yields are likely to decline in n

Region	Crop	Yield Change
North-East Brazil	Maize	-10%
	Rice	-14%
	Wheat	-14%
Central America	Wheat	-9%
	Rice	-10%
	Bean	-4%
East Africa	Maize	-3%

Switching to varieties tolerant to heat, drought or salinity

Optimising irrigation

Matching animal numbers to changes in pastures

More farms that mix crops and livestock

Switching to more abundant species

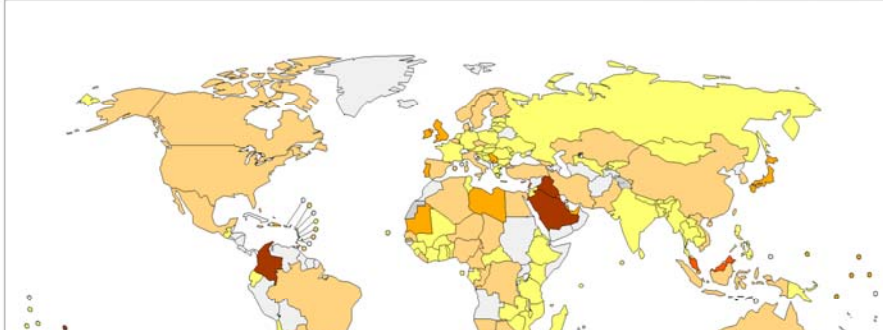
Restoring degraded habitats and breeding sites like mangroves

Effekten av klimatförändringarna

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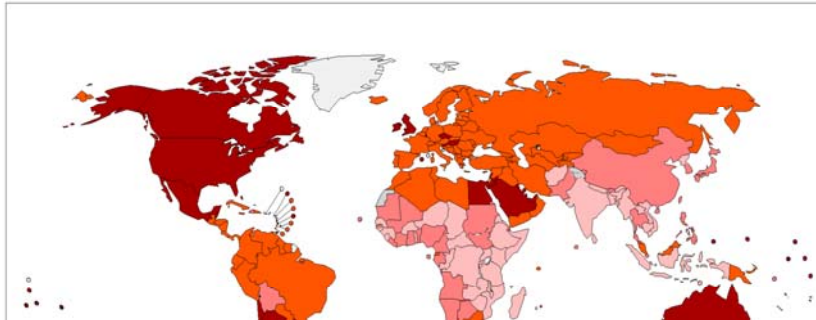
Resultatet av att vi blivit soffpotatisar ...

Prevalence of insufficient physical activity* among adults, ages 18+ (age standardized estimates)
Males, 2010



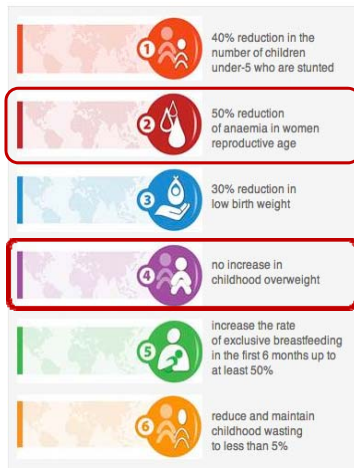
.. och äter för gott och för mycket

Mean Body Mass Index (kg/m²), ages 18+, 2014 (age standardized estimate)
Male



Mat ses som ett problem

Global WHO targets 2025



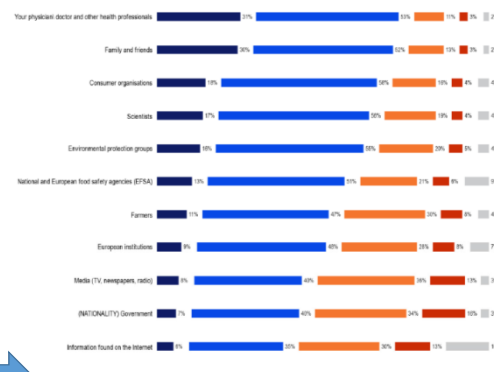
Voluntary global targets for non-communicable diseases 2025



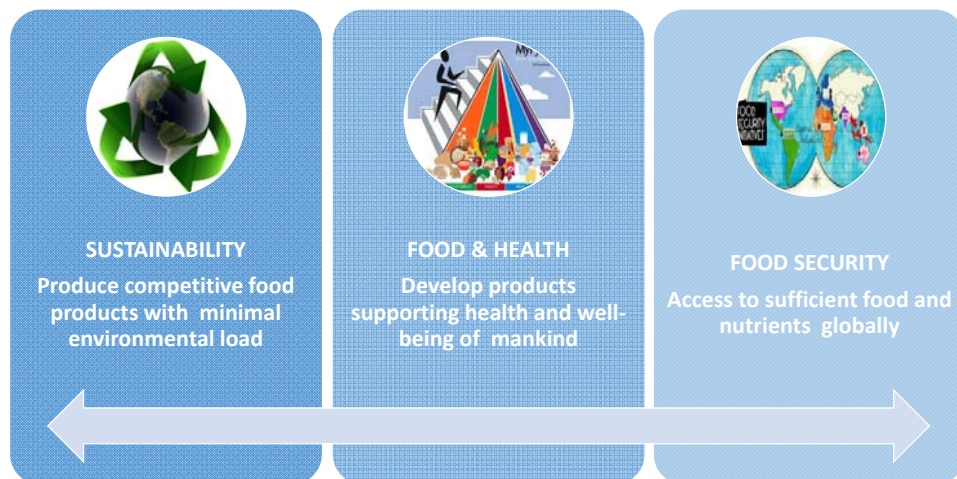
Förtroendet för livsmedelsindustrin är rekordlåg.

Graph 2.1 - Confidence in source of information - EU27

Q2. Suppose a certain food was found to be bad and regularly sold on the shelves or sold. How much confidence would you have in the following sources to give you accurate information about this fact?



Livsmedel som den positiva drivkraften



”Det har aldrig funnits ett bättre tillfälle att samla och samordna våra gemensamma resurser.
Collaboration is the new norm!”

Rob Hamer, VD för Food Nexus



Men vad betyder detta för oss?



FoodNexus – Excellens i hela värdekedjan

- En unik och bred KIC modell
- Ett näringslivsdrivet ekosystem för innovation
- Excellence på **ALLA** nivåer
- Omfattar hela livsmedelskedjan
- Multidisciplinär



Our Vision

A competitive European food system will emerge from changing the present production, transformation and consumption. The main drivers are health, sustainability, consumer trust, urbanization and ICT.

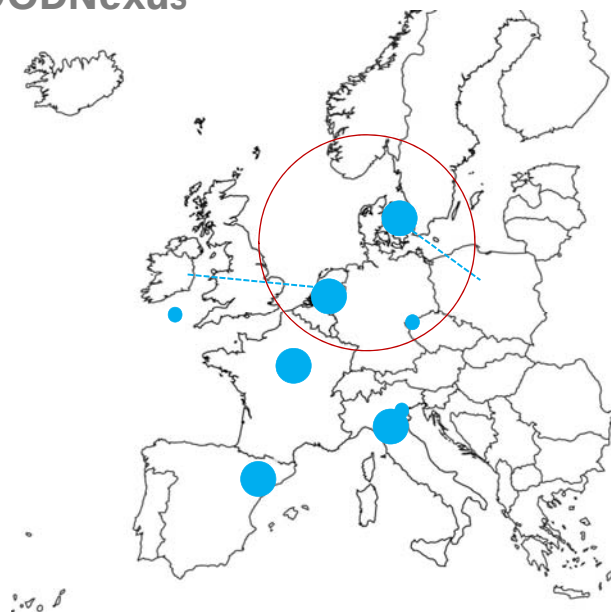
At the heart of the vision are four areas:

- Responsibility, transparency and trust
- Food for a healthy life
- Sustainability and resource efficiency
- Locally embedded and globally competitive

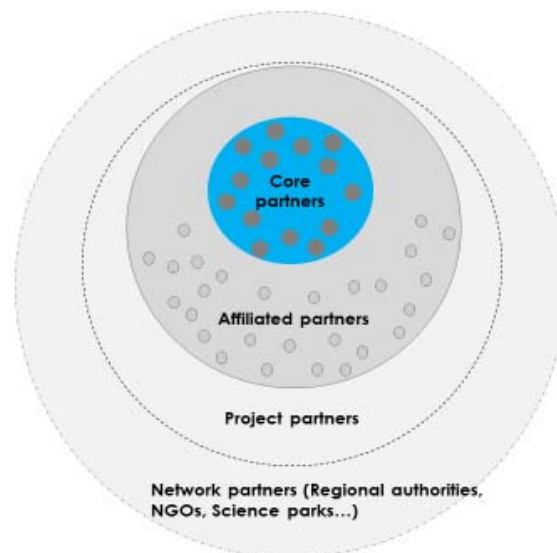


EUROPEAN FOODNexus CONSORTIUM

Januari 2016

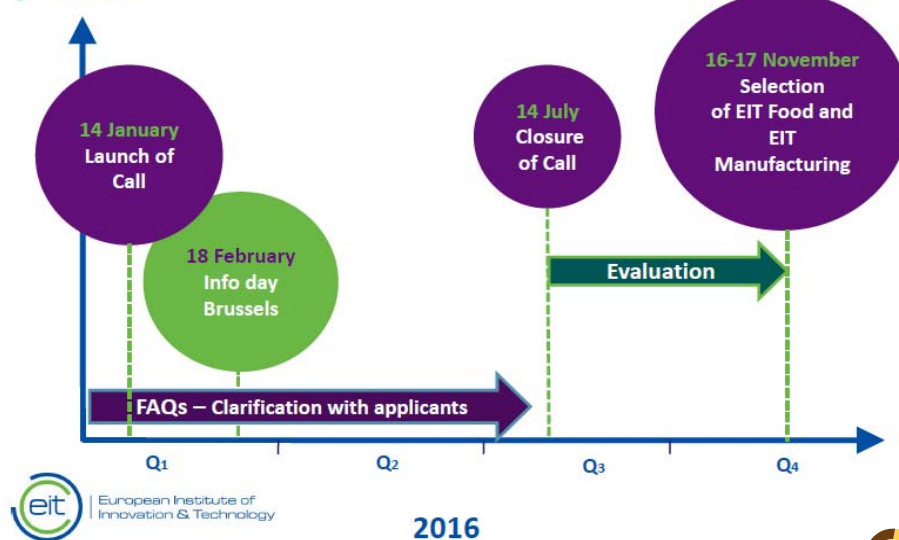


Partners



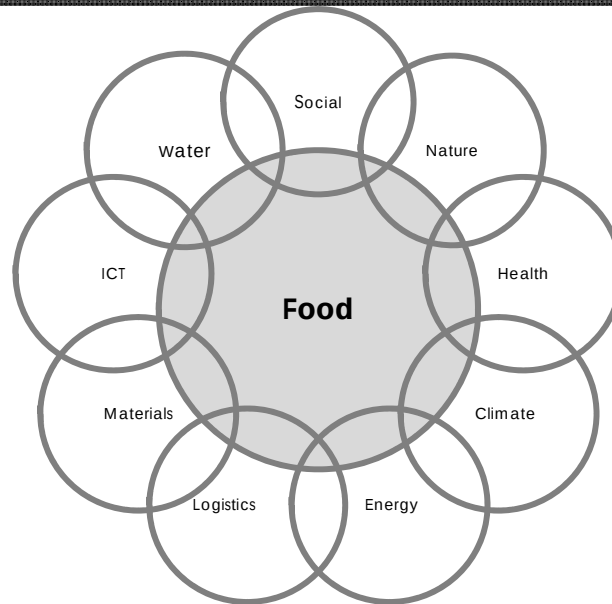
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Timeline: submission & evaluation process

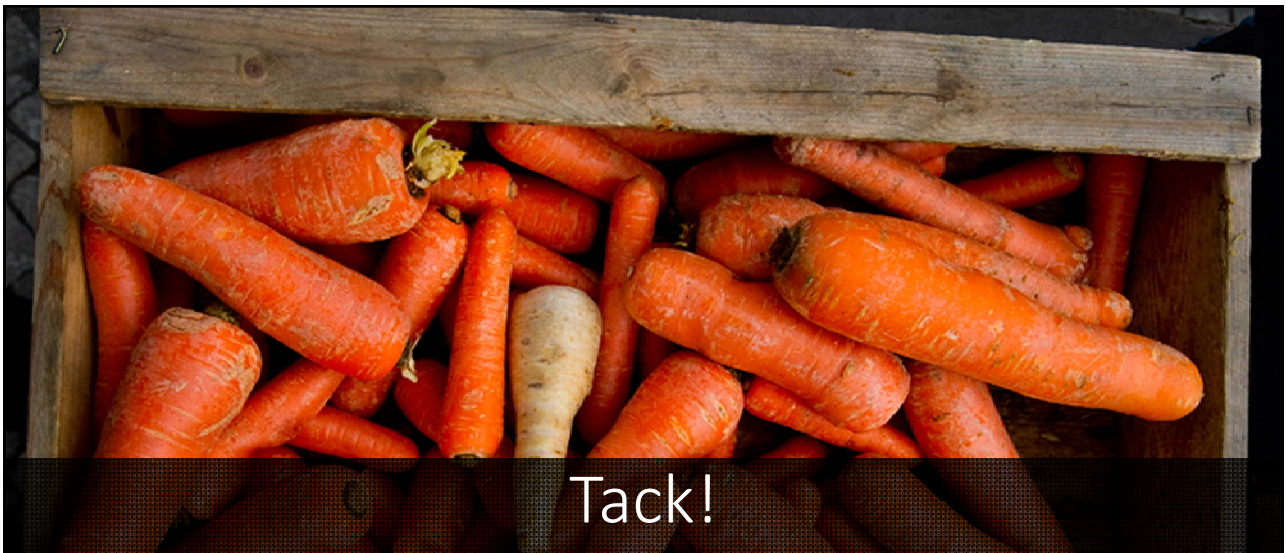


 Livsmedelsakademin

"Turning global challenges into business opportunities"



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Tack!

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1.Kan vi tillsammans göra livsmedel till en
av Sveriges framtidsnäringar?

2.Om två år har vi ökat konsumenten
förtroende för maten rejält.