

Press release

Bio-Based Products Increase Consumer Trust

Hanover, 9 October 2013 – Bioeconomy has more to offer than merely substituting fossil fuels for plant-based bio-energy. Hence, it is becoming more relevant in other sectors, e.g. the food industry, as Prof. Dr. Christine Lang, chair of the Governmental Advisory Board for Bioeconomy, emphasized at the ifood Conference in Hanover.

“So far, plant resources have been predominately relied on for energy uses. We have to make the transition to utilizing them more intelligently”, says Ms. Christine Lang, who is also the Managing Director of ORGANOBALANCE, a biotechnology company. “In more concrete terms: We aim at refining resources rather than burning them.”

Increasing use of plant resources for bio-based products was relevant for all sectors, including the food industry. “Here, in particular, bioeconomy not only conserves resources, but also strengthens consumer trust in food production.”

In many sectors, bio-based products which have been extracted or refined using natural organisms offer added value, e.g. for healthy, natural and safe food products. Researching and utilizing these positive factors was one of the principal tasks in biotechnology.

“Pathogens, food spoilage, or unpleasant odour – we can find a biotechnological solution for almost any problem”, Ms. Lang says. Here, a collaboration of “research and development on the one and production and marketing on the other side” was crucial. One key contribution came from Germany’s BioEconomy Strategy, which the Federal Government adopted this summer.

The iFood Conference is organized jointly by the German Institute of Food Technologies (Deutsches Institut für Lebensmitteltechnik, DIL) and the European Research Alliance EFFoST. This year, it was held for the first time during the Biotechnica, Europe’s leading trade show for biotechnology, life sciences, and laboratory techniques.

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