



Solutions of tomorrow  
By Denmark

# Ingredients for the Solutions of Tomorrow

## The Danish ingredient companies are global market leaders

Danish ingredient companies play a key role in solving some of the largest issues the world is facing. In a few decades, the world population is expected to hit 9 billion people. To feed all these people, the global food production must become more effective with higher utilization of raw materials. Furthermore, the increasing amount of elderly and lifestyle diseases demands new health-promoting ingredients.

Danish ingredient companies have a strong position within these areas and can help global food businesses:

- with a wide variety of nutritious, functional, cost reducing and health promoting ingredients
- lengthen the life of products and thus cutting down on food waste

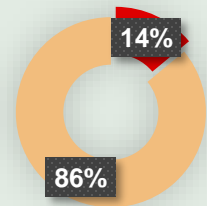
Today, 17% of all yoghurt is tossed to the bin, mostly due to the products' relatively short shelf life. The ingredient company Chr. Hansen's product, FreshQ, is an all-natural way to reduce the risk of spoilage from yeast and mould contamination, and can make yoghurt last minimum 7 days longer.

## Denmark – A global front runner in producing ingredients

Danish ingredients are used in every corner of the world. Whether you produce bread, ice cream, yoghurt or chocolate, Danish ingredient companies can help.

Though Denmark is a small country, our ingredients are much present at the global front stage. The Danish ingredient companies are estimated to represent 14% of the world market for ingredients in the food and drink industry. This means that one in seven of all processed food products in the world contains ingredients from Danish companies. This makes Denmark the largest ingredients producer per capita in the world.

Danish ingredient companies' share of the world market for ingredients



■ Denmark ■ Rest of the world

Source: Confederation of Danish Industry, 2012

## Innovation is a core factor in the Danish food cluster

The Danish ingredient industry is characterised by world-class research, innovation, development and advanced technology from small-scale robotized laboratory equipment to fully equipped pilot plants and production facilities.

Today Danish food ingredient industry has developed significant competences in the research areas of biotechnology and nutrition. These competences create competitive and technological advantages.

All this combined means that when you do business with Danish ingredient companies, they already have international operations and can quickly collaborate with your business – no matter where in the world.

The Danish company, Novozymes, is the world's largest producer of enzymes and microorganisms and offers a wide range of products. Their product, Fungamyl® creates better loaf volume. Customers have high demands for freshness, smells, taste and elasticity and Novozymes' enzymes can help your business.

