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# Next turn

It does not seem very long ago that we celebrated the turn of the century with the millennium and now another decade has already passed. Politically, economically and in a societal sense this decade has brought with it some deep and not always positive changes.

The next decade promises to be equally turbulent. There is turbo-capitalism that has enlarged the gulf between incomes; a clash of civilizations that has turned into a martial conflict; a climate change that requests more changes in lifestyle than most people are willing to do – the topics are far reaching and they affect the domestic market place. There will be no household, or consumer who will not be forced to change his behavior because of one of these issues.

Against this background, the baking industry has had to cope with a wealth of changes that are not even associated with the “main” topics of mankind. Dietary habits are in transition in almost every nation throughout the world. Traditional family meals are becoming more and more rare and out-of-home consumption is growing. Growth tendencies are also visible in the political requirements and here specifically in the ones addressed by the EC authorities in Brussels. Reduction of the salt content is an issue as well as changing labeling obligations for additives, regulations on health claims, and so on. On top of all of this is the new buzz word, “sustainability”. The large trade groups in this world have already identified the environmental compatibility of raw materials, product, production and logistics processes as marketing instruments. This will not be all! Ethics, a term difficult to translate with concrete meaning, will become a common measure and it will not just encompass environmental compatibility. Sustainability always includes social compatibility and this is a requirement that not many companies like to face up to as it was only yesterday when the turbo-capitalism prophets sermonized that social compatibility is only an issue for wimps and fools. Some will have to relearn.

Added to that, there are the structural changes within the baking industry. Shifting consumption habits and globalization of the food retail trade have watered down the national borders of the bakery markets. Frozen technology allows baked goods to be sent beyond borders which in turn open up a new level of competition.

Thus, the next ten years will not be boring for this industry. I hope for all of us that the topics we report on will be mainly positive.

Sincerely yours,



**++ Hildegard Keil, editor-in-chief**  
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