

VDB Austria established



THE VDB IS THE ASSOCIATION OF THE BAKING INDUSTRY IN GERMANY.
NOW A SEPARATE NATIONAL COMMITTEE HAS BEEN FOUNDED IN AUSTRIA



+ On June 18, 2007, a national committee of the association of the baking industry (VDB = Vereinigung Der Backbranche) was founded in Rauris, near Salzburg, Austria. Owners and general managers from companies representing more than 50% of the Austrian baking industry sales attended the foundation meeting. Klaus Bernhard MBA, marketing manager at König Maschinen ges.m.b.H, Graz, Austria, was elected chairman of the national committee. Vice-chairwoman is DI Angela Pretzl, quality manager at Rudolf Ölz Meisterbäcker GmbH, Dornbirn, Austria. DI Johann Kapplmüller, Professor at the HTL for food technology in Wels, and Hartmut Ketter of Der Bäcker Ketter GmbH, Salzburg, were elected secretary and vice-secretary. Michael Bruckner, general manager of Der Meisterbäcker GmbH, Tulln, will be responsible for the finances. His deputy is Dieter Schranz, technical director at Auer Blaschke GmbH, Spillern. The foundation meeting appointed DI Eva Pfahnl of the Pfahnl Bakery Ingredients Company, Pregarten, and Di Alfred Mar, director of the HTL Wels as auditors. Prior to the foundation meeting, a top-level technical seminar covering aspects of current food legislation and the topic of trans-fatty acids took place. At the gala dinner, Prof. Dr. Richard Hammer of the Salzburg University lectured on leadership abilities.

The VDB considers itself as a professional organization promoting the exchange of knowledge and experience. As an independent organization, it offers events and educational trips. Via its own technical magazine "brot+backwaren" the

members have the opportunity of keeping up-to-date with the latest trends in the baking industry and bakery technology developments. The VDB originated more than 50 years ago as an organization for industrial master bakers. With the increasing amount of change within the industry and the ►

Foundation of a Swiss national committee of VDB scheduled

Following the foundation of the Austrian national committee of the VDB, an initiative group in Switzerland is inviting Swiss bakery experts with the same intention in mind. Michael Kleinert, Head Food Technology at the University Wädenswil, Christoph Stalder of Coop's specialist department Bakery, Martin Marthaler, Head research/technology at JOWA Volketswil, Marco Spitz, Head of the technical bakery center at HSW Wädenswil, Jörg Ohsoling, Head of projects and production at Hiestand Schweiz AG, Schlieren, as well as Günther Berhinger, VDB President and general manager of the Ospelt Group are inviting persons to join the foundation meeting of the "Vereinigung der Backbranche Schweiz" on September 2 and 3, 2007 in the conference hotel Swiss Holiday Park, Morschach, Switzerland. At the same time, the 1st Bakery Forum Switzerland will take place, an event with lectures from the fields of mixing, proofing and future food supply. Please register at the meeting's secretariat under i.tinguely@hsw.ch. +++



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rise of larger medium-sized craft bakeries with a broad net of sales outlets, the organization accepted members from these groups as well. Subsequently, the master bakers from the supplying industry and finally the suppliers themselves joined the group. Today, the VDB is considered to be a com-

petent partner in all bakery technology matters. Together with *brot+backwaren*, a sister magazine to *baking+biscuit international*, it organizes, every two years, a two day information workshop for students, holding lectures and factory tours. +++



VDB President Günther Behringer welcomes Austria



+ bbi: A national committee of the VDB has been established in Austria, the first such office abroad. Another foreign committee will be founded in Switzerland in the autumn. Is this the first step towards a globalization of the VDB or will the expansion be limited to German-speaking countries?

+ Behringer: The foundation of the VDB national committee Austria corresponds exactly to the schedule analogously and to the decisions of our general assembly. First of all, we are very happy, that Klaus Bernhard has been able to set up his team in such a short time. The expansion of the VDB into the other German-speaking countries is the first step. Austria is established, Switzerland will follow in September.

+ bbi: What functions will the VDB national committee Austria fulfill within the Austrian bakery trade? What is possible, what is not?

+ Behringer: The VDB Austria will, in the near future set up an industry-wide net for the entire supply chain structure for the bakery trade, from the manufacturer of raw materials, machine manufacturers, technical schools to the expert himself. We do not operate like a classical association. Our focus is the linking of knowledge and experience.

+ bbi: Will there be trans-national events?

+ Behringer: Yes. I am positive that there are cross-national topics which are interesting for other national committees.

+ bbi: What input do you expect from the Austrian national

committee on the event program of the VDB in Germany?

+ Behringer: Most important is to focus on some significant topics and thus reduce the number of events, while simultaneously providing more value. Less quantity and more quality.

+ bbi: How do you think this “South Expansion” will influence the entire organization of the VDB? What do you expect in Germany from the new organization?

+ Behringer: We will learn of important hot topics from the new national committees as central themes and thus mobilize the industry. The new national committees will be more independent when answering to their market and customer requirements.

+ bbi: The companies at the foundation meeting of the national committee Austria represented at least half of the bakery sales in Austria. Will such concentrated interest become the benchmark for the national committee?

+ Behringer: No doubt! Austria has raised the bar and this is the only way of handling time as a short commodity. The professional circle will be given a new network with the answers being provided by us.

+ bbi: What support may your Austrian colleagues expect from Germany?

+ Behringer: The flying start in Austria indicates to me to be chary about advice. However the broad and huge experience within the structure of our association, with institutions, universities and media will certainly be very helpful for our new national committees. Thank you very much to Austria and to Switzerland and best wishes from the management and the president. +++

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