

# baltfood TrendWiki - user instructions

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TrendWiki FOR welcome J

**baltfood**

Home | **Signals** | Trends | Megatrends | Drivers | Products

## Signals

Signals are individual interesting news or happenings from around the world, which trend.

[All signals](#)

[All industries](#) | [Meat and meat products](#) | [Fish, crustaceans and molluscs](#) | [Fruit and Dairy](#) | [Grain mill and starch products](#) | [Bakery and farinaceous](#) | [Beverages](#) | [Other](#)

Search signals [Advanced search](#)  
[Parallel search](#)

**Search**

10 | 20 | 50 results on a page



### Inventing new oat and barley breads

Delicious new all-oat or all-barley breads might result conducted by Agricultural Research Service (ARS) sc

In Signals | Created at 2010-02-28 20:05:24 by Johanna Tan  
[page](#) | [View source](#)



Part-financed by the European Union  
(European Regional Development Fund)



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**Recommended browsers:**

- Internet Explorer 6.0+
- Mozilla Firefox 3+
- Safari 3.1+
- Google Chrome

■ **In addition, the following software are recommended:**

- Javascript (activate from browser)
- Adobe Flash Player 9.0+

# Logging in

- Go to [www.secure.trendwiki.fi](https://www.secure.trendwiki.fi) and use the username and password you got in your invitation to log in



## TrendWiki

### Welcome to TrendWiki

*- the tool for collecting and analyzing weak signals and trends*



Feeling open-minded?

Surf the web and share the most inspiring signals with others. In two clicks.



Interested in what's going on?

Analyze the signal database and find out the latest trends. Or browse your colleagues' trends in a social environment.



Your organization should change?

Participate in creating your organization's future. Share your opinions. Your message will reach the people in charge.



login

Username

Password

Remember me

Login

[Forgot your password? recover your account](#)

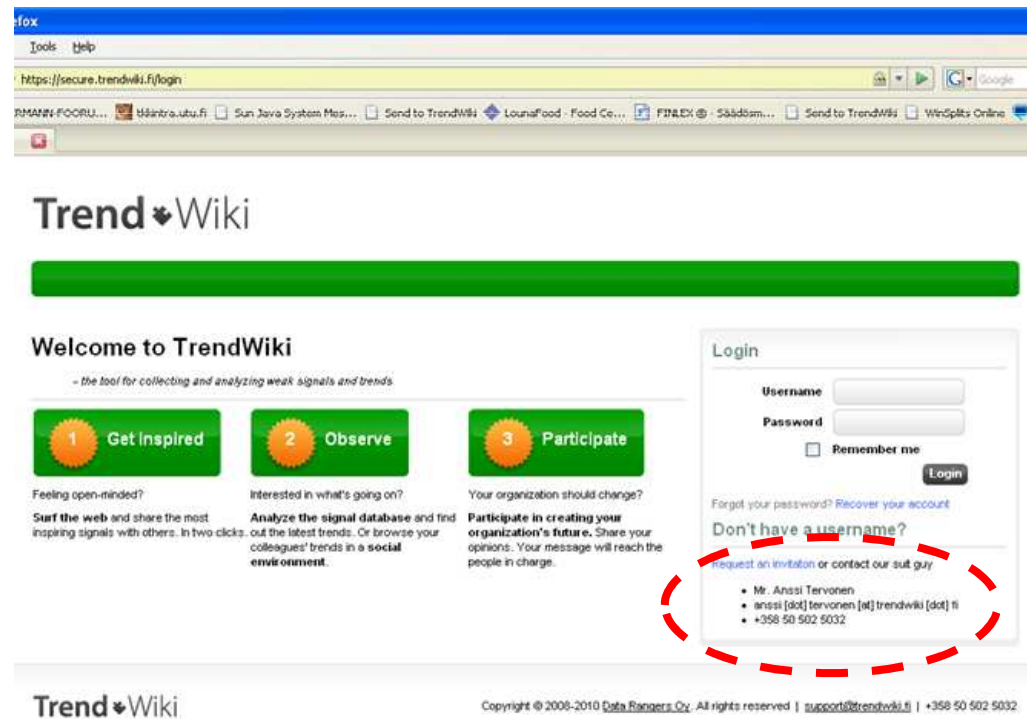
Don't have a username?

[Request an invitation](#) or [contact our suit guy](#)

- Mr. Anssi Tervonen
- [anssi \[dot\] tervonen \[at\] trendwiki \[dot\] fi](mailto:anssi[dot]tervonen[at]trendwiki[dot]fi)
- +358 50 502 5032

# Logging in

- If you do not have an invitation yet, click “Request an invitation” on the login page
- Fill in your details in the invitation request
- **NOTE!** In the field “Organization” you should fill in the name of your own organization and a **reference to baltfood**; for example Agropolis Ltd/baltfood. This is needed to allocate potential users to right trendwiki, in this case the baltfood trendwiki (many other organizations and consortiums use the same trendwiki platform too)



Firefox

Tools Help

https://secure.trendwiki.fi/login

TrendWiki

Welcome to TrendWiki

– the tool for collecting and analyzing weak signals and trends

1 Get Inspired

Feeling open-minded?

Surf the web and share the most inspiring signals with others. In two clicks.

2 Observe

Interested in what's going on?

Analyze the signal database and find out the latest trends. Or browse your colleagues' trends in a social environment.

3 Participate

Your organization should change?

Participate in creating your organization's future. Share your opinions. Your message will reach the people in charge.

Login

Username

Password

Remember me

Login

Forgot your password? Recover your account

Don't have a username?

Request an invitation or contact our suit guy

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- +358 50 502 5032

TrendWiki

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# Overview

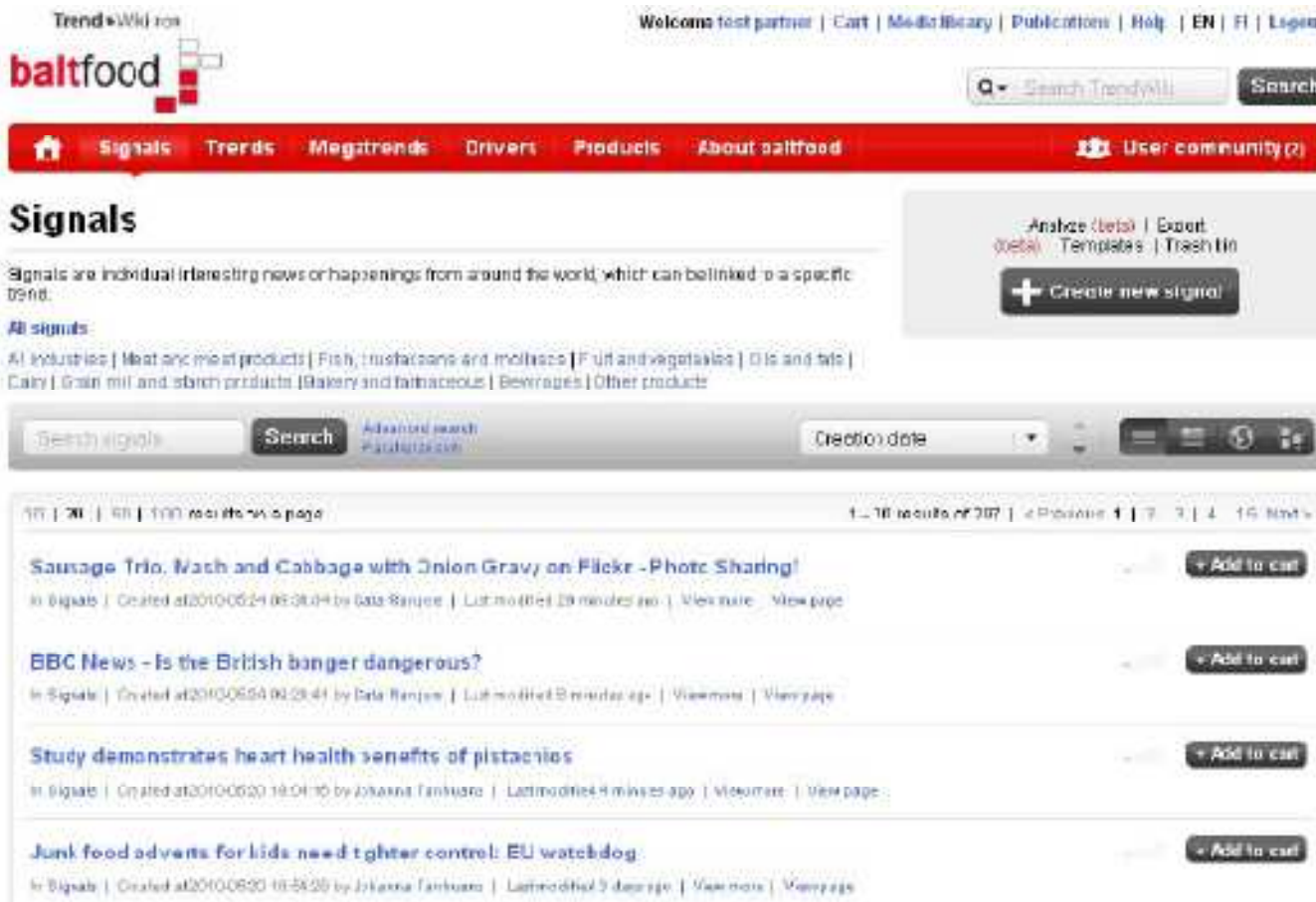
Baltfood TrendWiki is comprised of several databases grouped on separate interleaves



- Signals – small pieces of interesting information (news, reports, scientific articles etc.) which can be linked to a specific trend.
- Trends
- Megatrends – The way how we here at baltfood perceive the signals and trends clustering together. Some signals or trends only link to one bigger trend; others, such as organic, fit in with all three.
- Drivers - Global phenomena, which affect the lives of people and also the food industry. These are the driving forces behind the trends.
- Products - interesting - and even a little odd - examples of innovative products linked to the trends from around the world.

# Overview

- Each category is comprised of subpages each describing one signal, trend, megatrend, driver or product.



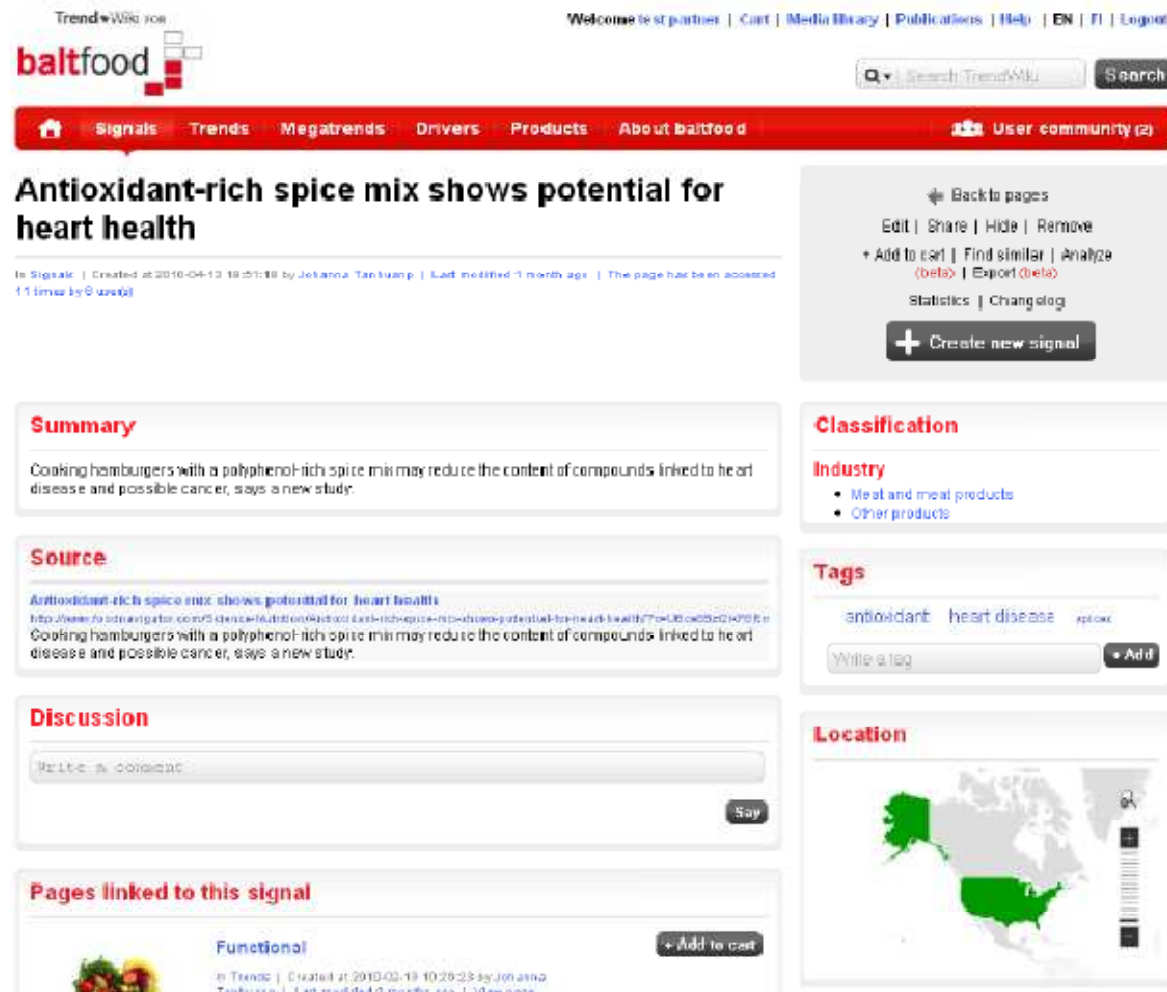
The screenshot shows the baltfood TrendWiki interface. At the top, there is a navigation bar with links for Signals, Trends, Megatrends, Drivers, Products, and About baltfood. A search bar is located in the top right corner. Below the navigation bar, the main content area is titled "Signals" and includes a description: "Signals are individual interesting news or happenings from around the world, which can be linked to a specific trend." A "Create new signal" button is visible in the top right of the main content area. Below the description, there is a list of categories: All industries, Meat and meat products, Fish, crustaceans and molluscs, Fruit and vegetables, Oils and fats, Dairy, Grain mill and starch products, Bakery and farinaceous, Beverages, and Other products. A search bar for signals is located below the categories. The main content area displays a list of signals, each with a title, a brief description, and an "Add to cart" button. The signals listed are:

- Sausage Trio, Mash and Cabbage with Onion Gravy on Flickr - Photo Sharing!** (Created at 2010-06-24 09:38:04 by Data Ranjan)
- EBC News - Is the British banger dangerous?** (Created at 2010-06-24 09:29:41 by Data Ranjan)
- Study demonstrates heart health benefits of pistachios** (Created at 2010-06-20 18:04:10 by Joanna Farkus)
- Junk food adverts for kids need tighter control: EU watchdog** (Created at 2010-06-20 08:58:55 by Joanna Farkus)

# Overview

Subpages under big categories give more detailed information e.g. about signals containing the following

- Summary
- Source
- Classification based on industry
- Keywords
- Geographical origin
- Possibility for discussion
- Related pages



The screenshot shows the baltfood website interface. At the top, there is a navigation bar with links for Signals, Trends, Megatrends, Drivers, Products, and About baltfood. A search bar is located on the right. The main content area features a signal titled "Antioxidant-rich spice mix shows potential for heart health". Below the title, there is a summary, source information, a discussion section, and a list of related pages. On the right side, there are additional sections for Classification, Industry, Tags, and Location. The Location section includes a map of North America with the United States highlighted in green.

**Summary**  
Cooking hamburgers with a polyphenol-rich spice mix may reduce the content of compounds linked to heart disease and possible cancer, says a new study.

**Source**  
Antioxidant-rich spice mix shows potential for heart health  
[http://www.foodnavigator.com/US-News/Nutrition/Health/Link-rich-spice-mix-shows-potential-for-heart-health?utm\\_source=foodnavigator](http://www.foodnavigator.com/US-News/Nutrition/Health/Link-rich-spice-mix-shows-potential-for-heart-health?utm_source=foodnavigator)  
Cooking hamburgers with a polyphenol-rich spice mix may reduce the content of compounds linked to heart disease and possible cancer, says a new study.

**Discussion**  
Write a comment

**Pages linked to this signal**  
Functional

**Classification**  
**Industry**  
• Meat and meat products  
• Other products

**Tags**  
antioxidant heart disease spice  
Write a tag

**Location**  
Map showing the location of the signal in North America.



# How to add new signals?

- Adding of new signals is done by using Send to TrendWiki button or bookmark
- One can get the button/bookmark by following the instruction given in TrendWiki. A link to these instructions is located on the front page of TrendWiki



TrendWiki for **baltfood**

Welcome test partner | Cart | Media library | Publications | Help | EN | FI | Logout

Search TrendWiki

Home | Signals | Trends | Megatrends | Drivers | Products | About baltfood | User community (2)

Nice to see you, **test partner**

View your profile | View your cart | View something new

Your previous visit was 5 hours ago (2016-08-29 09:57 AM) | See what has happened since

There are 2 users online in your community

Get TrendWiki button | Get TrendWiki mobile

Get TrendWiki | Subscribe to a newsletter

Take a tour

# How to use Send to TrendWiki button?

- Once you find a website with interesting and valuable content you would like to share with other users, just click the Send to TrendWiki button/bookmark on your browser.
- A pop-up dialog window opens. Fill in as much details as you prefer and click Send.
- The bookmark is now stored as a signal in the TrendWiki database and the dialog window can be closed.

## ■ ATTENTION!!!!

- You are NOT allowed to import material without permission from the owner of copyrights. This includes both written and picture material. However, citation of short chapters with reference to the original version is allowed.

# Newsletter

- Newsletters make the following of TrendWiki and its content easier
- Users can subscribe to newsletters based on their own interests
- This is performed from the link on the top right corner of homepage of TrendWiki.

A screenshot of the TrendWiki homepage for a user named "test partner". The page features a red navigation bar with links for "Signals", "Trends", "Megatrends", "Drivers", "Products", and "About baltfood". A search bar is located in the top right corner. The main content area displays a personalized greeting: "Nice to see you, **test partner**". Below this, there are links for "View your profile", "View your cart", and "View something new". A section titled "Your previous visit was 5 hours ago (2016-08-24 08:57:07)" includes a link to "see what has happened since". At the bottom, it states "There are 2 users online in your community". On the right side, a sidebar contains links for "Get TrendWiki button", "Get TrendWiki mobile", "Get TrendWiki", and "Subscribe to a newsletter", with a "Take a tour" button below them. A red dashed circle highlights the "Subscribe to a newsletter" link.

# Newsletter

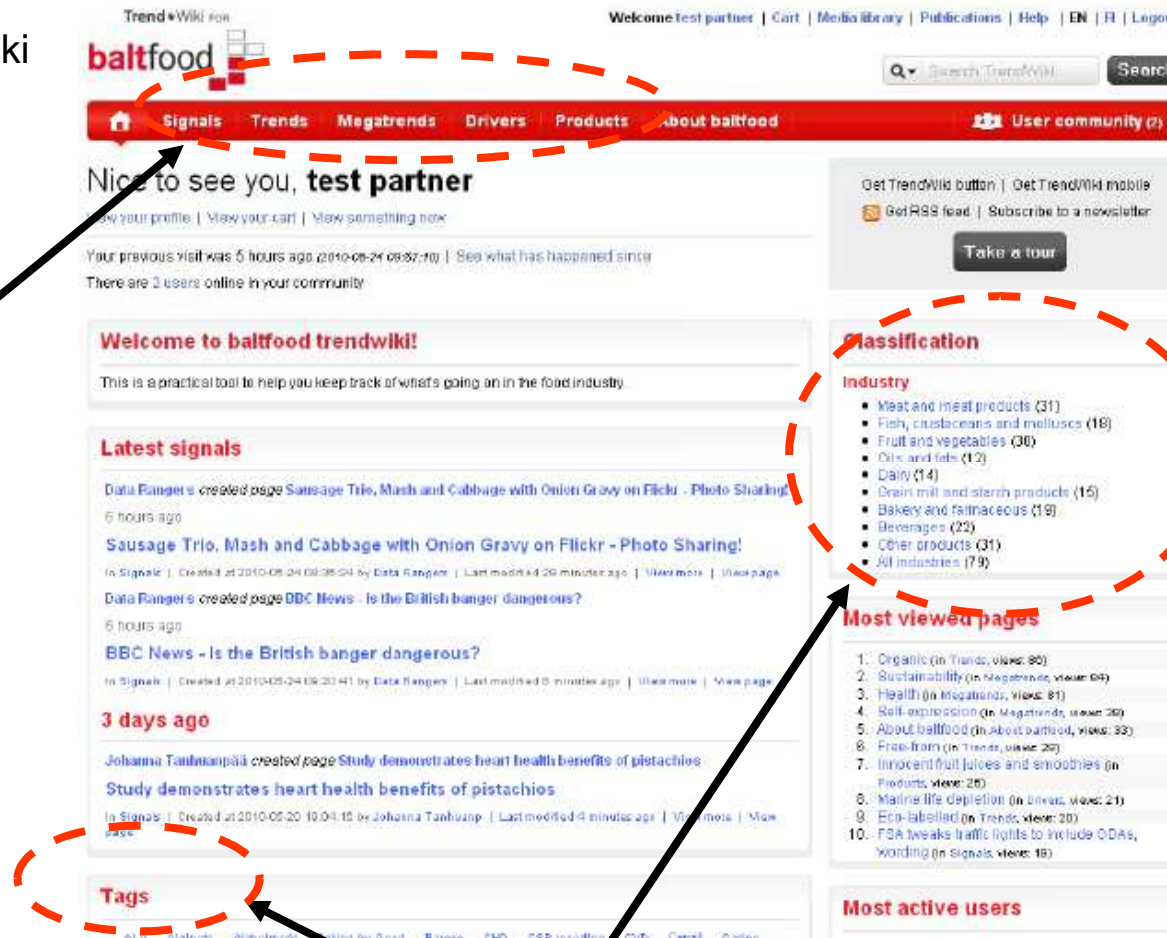
- Click subscribe to newsletter link
- The window opening has two important interleafs “Newsletter” and “Content preferences”
- On interleaf Newsletter one defines the criteria for a newsletter.
  - Title of newsletter
  - Description
  - Sending frequency
  - Included events, categories, roles, users and possibility to include only favorite pages
- Favorite pages are selected from “Content preferences” interleaf
  - From “Content preferences” select the most interesting categories you would like to follow



# Search options

■ All information in TrendWiki is categorized under 5 big categories

- Signals
- Trends
- Megatrends
- Drivers
- Products



The screenshot shows the baltfood TrendWiki interface. At the top, there is a navigation bar with links for Signals, Trends, Megatrends, Drivers, Products, and About baltfood. A search bar is located in the top right corner. Below the navigation bar, there is a welcome message for a user named 'test partner'. The main content area is divided into several sections: 'Welcome to baltfood trendwiki!', 'Latest signals' (listing recent posts like 'Sausage Trio, Mash and Cabbage with Onion Gravy on Flickr'), 'Classification' (listing various industry categories like Meat and meat products, Fish, etc.), 'Most viewed pages' (listing popular pages like 'Organic', 'Sustainability', etc.), and 'Most active users'. A 'Tags' section is also visible at the bottom left. Red dashed circles highlight the navigation bar, the 'Classification' section, and the 'Tags' section. Arrows point from the text on the left to these highlighted areas.

■ Information can be searched based on keywords (tags), industry, geographical origin

# Search options

- Information can also be searched based on geographical origin by using the location map when its available, and user defined search strings

