‘Food Valley and the golden triangle for food innovation’

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‘Food Valley and the golden triangle for food innovation’

Intro AgriFood in NL

Research structure in NL

Innovation and societal challenges

FoodValleyNL
Agrifood in the Netherlands

- €63 bln Euro (>10% of GNP)
- > 600,000 jobs
- 2nd worldwide exporter of agrifood products (21% of total NL export value)
- 4 Dutch companies in world Top 40: Unilever, Heineken, Vion, FrieslandCampina
- 8 of 25 largest companies NL are agro food companies
- > 90% of agrofood companies: SME
The Agrofood Chain...

... has in every stage world class companies in the Netherlands....
Research and innovation infrastructure

- 8,000 scientists
  - 70 science companies
  - 20 research institutes

- HQ Wageningen University & Research Centre

- Supporting facilities, e.g. for start-ups, for instance StartLife

- Collaboration with agri/food clusters in Netherlands, for instance:
  - Seed Valley
  - Food Connection Point
  - Various Greenports like Greenport Venlo
Knowledge suppliers

Maastricht University

TIF Food Nutrition

TNO triskelion bv

Food & Biobased Research Wageningen UR

RikILT Institute of Food Safety Wageningen UR

Plant Research International Wageningen UR

dsti

NIZO Your Food Researchers

TNO innovation for life

top food technology & life science

Fundamental

Applied
Agrifood innovation in Dutch industry

- In house R & D
- Collaborations with universities / institutes
- Public-Private Partnerships (PPPs)
  - Thematic consortia
  - Top Institutes
- Top Sectors, 2 out of 9:
  - Horticulture and Agri-Food

Competitive research

Pre-competitive research

Applied science → Academic research

companies

CRO’s Applied Research Centres

Technological Top Institutes

universities: fundamental
Distinct or extinct?

Innovation is key

INNOVATION PROCESS | Ideas generation | Feasibility study | Product development | Production & launch
---|---|---|---|---
1 | 2 | 3 | 4 | 5 | 6

Distinct or extinct?

Innovation is key

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Ever faster scientific development (examplified for dairy industry)
Societal challenges as drivers for innovation

• There is many of us
• A lot of food is not being consumed
• We are getting to heavy
• Nutrition and health are related
• We don’t trust our food
**OBESITY:** The percentage of the population older than 15 with a body-mass index greater than 30.

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<td>Korea</td>
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Figure 13: Examples of child-focused interventions to tackle obesity

- **Quebec**: Prohibition on advertising to children CAQ (Collectif Action Alternative en Obésité) in Quebec
- **Ireland**: Restrictions on TV advertising
- **Iceland**: Reward tokens given for healthy choices
- **Sweden**: Ban on TV adverts to under-12s usurped by satellite TV
- **Japan**: Food and drink advertisements banned in schools, teaching materials are vetted
- **Latvia**: Sales tax on soft drinks
- **Hungary**: Schools had to re-examine contracts with food vendors and vending-machine operators to ensure they only offer healthy products
- **Northern Italy**: ‘Active Schools’ Programme
- **Australia**: Healthy Weight 2008
  - **Perth**: Behaviour modification of change attitudes to food exercise and social stigma
  - **Victoria**: Trial evaluation of TravelSmart and TV advertising controls

Some examples of the range of small-scale child focused obesity prevention initiatives.
Obesity: Etenia
AVEBE FOOD

AVEBE: Winner Food Valley Award 2009!

Goal: Development of new thickening agents which allow a reduction of fat content of products without compromising sensory quality

Results: A range of ETENIA™ clean label ingredients has been developed. ETENIA™ gives products like yoghurt, cake, croissants and cream cheese a rich, creamy taste

Clients: Food manufacturers
Government
• Ministries of Economic Affairs, Agriculture, Health
  • Provinces
  • Municipalities
  • European Union

Industry
• Multinationals
• SMEs
• Tech starters
• Related

Academia
• Fundamental scientists
• Applied (contract) researchers
• Private consultants
• Vocational training

‘Golden Triangle’
Establishment of Food Valley Organization

- Established in 2004 as independent entity
- Needs of companies as starting-point
- Focus: improve innovation strength by making optimal use of knowledge network
Companies as a starting point: *Food Valley Society*

- 135 member companies
- Food Valley Society meetings
- Excursions, thematic meetings
- Members as ‘source of inspiration’ for Food Valley NL
- International members: Thailand, US, Denmark, Japan
## What do we do?

- **Match** companies & knowledge institutes
- **Support** innovation projects
- **Stimulate** development spin-offs & start-ups
- **Promote** Food Valley, The Netherlands, as European centre of knowledge in agrifood
- **Cooperate** Internationally with other agrifood clusters, for example **EFA: European Food Alliance**
INNOVATION Ideas Feasibility study Product development Production & launch

1. Lack of experience in management of innovation
2. Lack of insight into market & technology trends, regulations
3. Lack of sound investment plans
4. Lack of people, knowledge, facilities
5. Lack of financial means
6. Limited possibilities for international product launch
INNOVATION Ideas Feasibility study Product development Production & launch

PROCESS generation

1  Ambitious Companies Program (ACP)
2  Food Valley Expo, Open Innovation Seminars, Food Valley Award
3  Ambitious Companies Program (ACP)
4  Food Valley Society, Open Innovation Seminars, Innovation Link
5  StartLife, informal & formal investors, financial schemes governments
6  International matchmaking

INNOVATION PROCESS  Ideas generation  Feasibility study  Product development  Production & launch
Food Valley Direct

Knowledge Institutes (public and private)
Universities
Private companies/consultants

Students from various educational levels
Mark your calendar: October 23, 2014

Food Valley Expo 2013

The latest trends and developments in agri-food, inspirational speakers and networking sessions. You can find it all at the Food Valley Expo. This 1-day annual event is held on October 24, 2013 in the Hotel and Congress Centre Papendal in Arnhem, the Netherlands. An integral part of the exhibition is the presentation of the Food Valley Award for the most innovative agri-food product, technology or concept. For companies outside the Netherlands the Food Valley Expo is a great opportunity to meet Dutch food companies and research institutes. Cooperation may lead to new business and innovation. We hope to meet you on 24 October!

Information about the speakers and the program will follow soon.

Impression of the Food Valley Expo 2012

Watch the photo impression of the Food Valley Expo 2012

2013: 14 participants from Spain
Project initiation and management

Innovation vouchers

Tailored made milk

Sports, nutrition & health
Incoming delegations
European network of clusters - EFA

- Continuation of cluster within Horizon2020
- Spanish participation?
Take home messages

* Innovation will be key in facing worldwide challenges

* Cooperation is key in innovation (in “Golden Triangle”, internationally), central position for industry partners

* Innovation does not come by itself.... FoodValleyNL facilitates innovation
Thank you for your attention

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