

AgriFoodTech Conference

13 december 2017 | Venue: 1931 Conference Centre,
entrance to Brabanthallen, Den Bosch, The Netherlands

Food & Future:
**know what you
don't know**



What do consumers know about food, and how does that knowledge affect what they consume? Generally speaking, consumers will only eat foods that they are familiar with. Society is changing. More and more people want to know where their food comes from, and how it has been produced. These developments are having an impact on supply chains and food systems. To make sure your organization is and remains future-proof, you have to know what you don't know.

If you 'know what you don't know', you will be able to anticipate new developments, make the required changes, identify opportunities, and devise innovative solutions. The AgriFoodTech Conference will focus on ongoing changes in the food supply chain, the role played by technology and the interplay with developments in society, including the impact on your company. Meet representatives of the technology sector and the food industry, farmers, retailers, other entrepreneurs, as well as educators, government officials and representatives of NGOs and consumer interest groups. **Find out what you don't know about food and the future, and the food of the future!**

Programme

9.45 - 10.15 hrs **Welcome & registration**

10.15 - 10.30 hrs **Plenary opening Limousin 3**



Rogier van Kralingen, chairman of the day, is everything concerning technology what it seems..... or do we forget the human factor? Rogier is contradictive, relativizing, and humoristic and will chair this conference in his own way

10.30 - 11.00 hrs **EIT Food, unique catalyst to transform the food sector Limousin 3**



Dr Ellen de Brabander, Senior Vice President R&D Pepsico. - EIT Food is a consortium of 50 partners from leading businesses, research centres and universities across 13 countries. A people-centric and resource-smart transformer of the European food system, driving consumer confidence and improved global health.

11.00 - 11.15 hrs **in between sessions**

11.15 - 12.45 hrs **Break-out sessions** (More on the following pages)

Provincie Noord-Brabant



Track 1 **Provincie Noord Brabant** - Internet of Food: Personally Processed



Track 2 **Grow Campus** - Pionieren in de Korte Keten



Track 3 **Post Harvest Network** - Stop Food Waste

Track 4 **Rogier van Kralingen** - De storytelling van ons voedsel



Track 5 **Robo Business Media** - Feeding the world with Drones



Track 6 **4TU** - What's Cooking at 4TU



Track 7 **VIAS** - Data Science for Agricultural Performance



Track 8 **Rabobank** Versnellen van Innovatie binnen Food en Agri

12.45 - 13.45 hrs **Lunch and opportunity to visit trade fair**

14.00 - 15.00 hrs **Future Food talks Limousin 3**

(More on the following pages)

The Future Food talks will all be in English



Rogier van Kralingen, speaker, musician and writer



Chloé Rutzerveld, Food & Concept Design



Staf Seurinck, Vice President Robotics and Motion ABB Benelux



Aaron Ault, Farmer, Senior Research Engineer Open Ag Tech & Syst. Group



Matthew Lange - Research Food and Health Informatician. Principal Investigator, Associate Director, Initiative for Wireless Health & Wellness UC Davis and UC Davis Health System

15.00 - 15.30 hrs **To know or not to know, let's discuss the foodsystem**

15.30 - 16.15 hrs **Coffee break**

16.15 - 17.00 hrs **Future Human Behaviour in The Connected Society Limousin 3**



Thimon de Jong, expert on future human behaviour and societal change & lecturer at the social psychology department of Utrecht University - The world is digitalising rapidly: automation, robotisation, the internet of things (incl. food), wearables, VR, AR etc. etc. But what is the role of human beings in this new era? How will it affect our lives, both personally and professionally? What kind of decision making or buying behaviour is to be expected? And most important of all: What can AgriFoodTech professional do today to anticipate and successfully innovate for the future?

17.00 hrs

Conclusion and drinks

Morning programme

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Breakout sessions 11.15 - 12.45 hrs

Track 1

Provincie Noord Brabant: Internet of Food: Personally Processed (English)

Provincie Noord-Brabant

Limousin 3



Matthew Lange

Research Food and Health Informatician, Principal Investigator, Associate Director, Initiative for Wireless Health & Wellness, UC Davis and UC Davis Health System

The burgeoning Internet of Food (IoF) holds potential to enable scalable science, disrupt markets, and transform global food systems in ways previously not possible. While first-movers defining IoF language, data shapes, and transactional protocols will certainly be positioned for leverage; IoF effects are transformational on the level of generational social movements--an opportunity to align market forces and the profit motive with the the desire to improve the environment, individuals, and society. The Internet of Food is an opportunity for our global village to enable market participants to value and compete to deliver more sustainable, healthier, and more delicious foods.

3 Dutch AgriFood companies will tell about their development on data, IoF and better and personal food

Track 2

Grow Campus: Pionieren in de Korte keten (NL)



Dexter 25-28

Het concept 'korte keten' is hot in de agrifood sector. Maar hoe werkt dit en wat is de meerwaarde ervan? In deze sessie laten we ondernemers aan het woord die actief zijn in de korte keten. In hun verhalen aandacht voor onderwerpen als logistiek, dhrszaamheid, connectie met consument, communicatie en digitale technologie.

Mike Venekamp is eigenaar van Atlantis Handelshuis, levert lokaal geproduceerde (vers-)producten aan horeca en vooral aan de zorg. Met een duidelijke missie: dhrszaamheid en gezondheid staan voorop. En met een focus op de directe regio, dus zo min mogelijk foodmiles.

Janco Heida is oprichter van de Streekboer.nl. Op dit platform verbindt hij consumenten aan lokale producenten. Het doel is om zoveel mogelijk mensen toegang krijgen tot een gezond voedselsysteem. Lekker en goed eten voor een eerlijke prijs, zowel voor de consument als de boer. Inmiddels levert de Streekboer aan meer dan 300 klanten.

Track 3

Post Harvest Network: Stop Food Waste (English)



Dexter 21-24

Stop Food Waste: Dutch innovation for efficient food chains in emerging markets.

This side event focuses on the Postharvest Network approach, which has been developed over the past three years and will be illustrated by showcasing some recent projects. We are happy to introduce speakers from India and Argentina who will tell about their first-hand experience working with the Postharvest Network. Furthermore, we will announce the possibilities of collaborating with Postharvest Network 2.0. This new version of the Postharvest Network will start operating early 2018.

Track 4

Rogier van Kralingen – de storytelling van ons voedsel (NL)



Dexter 30

In de workshop Storytelling for Food van dagvoorzitter Rogier van Kralingen kijken we naar de belangrijkste storytelling lessen uit de film, literatuur, design en muziek. Rogier put daarbij uit de lessen van de grootste verhalenvertellers ter wereld naast zijn eigen ervaring met productiebedrijf The Whole Story. Hij bespreekt tientallen voorbeelden van succesvolle communicatie zowel binnen als buiten de foodsector. Rogier laat ons zien dat de beste verhalen altijd gaan over de weg ergens naar toe in plaats van enkel het communiceren van een eindresultaat. De nadruk ligt op het genereren van emotionele betrokkenheid. In de workshop staan we dan ook uitgebreid stil bij de rol van emoties in jouw boodschap en hoe je het hart kan raken van je B2B klanten, de consument en het stakeholders netwerk.

Track 5

Robo Business Media: Feeding the world with Drones (English)



The buzz word Precision Agriculture is not just buzzing, it is reality. It provides farmers all over the world valuable agronomic information in a user friendly manner. The rapid introduction of the use of drones and robotics result in higher efficiency, larger harvest and more sustainability for the world we have to feed. In the workshop "Feeding the world with Drones" we give insight in the real world showing best practices by Agri specialized drone service providers, the end-user experience and the development of drone projects in Africa.

Our heroes are:

Lucas van Oostrum (moderator) - AeroVinci, www.aerovinci.com

Giacomo Rambaldi - Wageningen University & Technical Centre for Agricultural and Rural Cooperation, www.cta.int/en

Bert Rijk - CropZoomer & Wageningen Universit, www.cropzoomer.farm

Track 6

4TU: What's Cooking at 4TU (English)



Robots are getting a lot of attention nowadays. Also in the agro-food domain robots are making their in-roads. Major steps are still to be expected. The four Technical Universities of the Netherlands have research programs in place to further the advancements in robotics. Agrifood is one of the important application domains. In this presentation we will present what is cooking at 4TU in this domain. If you are interested to get a glimpse into the future, then you should visit this session.

Prof. dr. ir. Eldert van Henten (Wageningen University and Research): Challenges and opportunities of robotics in the Agri-food chain

Prof. dr. ir. Dannis Brouwer (University of Twente): Advances in Robotic mechanisms

Dr. Guido de Croon (Delft University of Technology): Drones in Greenhouses

Dr. ir. René van de Molengraft (Eindhoven University of Technology): Crops from a robotic perspective

Dialogue

Moderator: Ir. Gerard Beenker, Eindhoven University of Technology

Track 7

VIAS: Data Science for Agricultural Performance (English)



Data Science for Agricultural Performance

In-depth interview with Aaron Ault and the Agrifood Data Innovation Award (English)

This workshop discusses the challenges for agricultural engineers and practitioners, suppliers of technology and ICT, regulatory bodies and science associated to a more data intensive farming. The main speaker is Mr. Aaron Ault – farmer and data scientist. The session will be shaped as an interactive interview. During the workshop, also the Agrifood Data Innovation Award will be presented.

The essence of Agriculture 4.0 is that more and better data leads to better farming practices, which in turn leads to a more lean, green and clean production. There are many sources of data, including the farmer, machinery and on-farm sensors. Early adopters, scientists and industry are enthusiastic. The promises are huge: Data intensive farming should lead to less waste across the food chain, cleaner production with limited or no spills on external inputs, higher efficiency in production and – maybe not the least – higher resilience to weather anomalies, price volatility, pests and diseases and other external factors. Although the ICT inventions are flooding the agri-sector, the breakthrough of data intensive farming, (re)use of data and data analytics on farms and across sectors is yet in its infancy. The growth of smarter farming, farming 4.0, will continue in the coming decades.

This session is organised by VIAS, a non-profit society of professionals for ICT in Agriculture, Green environment and Food. VIAS focusses on development and endorsement of talent bridging ICT and Agriculture. VIAS was founded in 1987 and has a heritage of 30 years in appreciating and advocating ICT in Agriculture.

Track 8

Rabobank: Versnellen van Innovatie binnen Food en Agri (NL)



'Growing a better world together' is de slogan van Rabobank, waarbij het dhrzaam produceren van voedsel centraal staat. Aan de hand van innovatieve business cases wordt gekeken naar financieringsmodellen die het succes van innovatie mogelijk maken. Innoveren en ook investeren doe je samen. Inzet van netwerk, kapitaal en kennis zijn cruciaal. Daarom verzorgt de Rabobank deze interactieve sessie. Deelnemers en sprekers gaan met elkaar in gesprek over de volgende stap van innovatie.

12.45 - 13.45 hrs

Lunch and opportunity to visit trade fair

Future Food Talks 14.00 - 15.00 hrs

Limousin 3



Rogier van Kralingen - Chairman of the Conference
Working with new technologies



Chloé Rutzerveld - Food & Concept Design
Designing Food for the Future
Innovative agri innovations beyond – directly applicable or economically viable



Staf Seurinck - Vice President Robotics and Motion ABB Benelux
Food and/by Robots
Robot developments and applications to produce safe and a ordable food.



Aaron Ault - Farmer & Senior Research Engineer Open Ag Tech & Syt.Group
Data in Ag: Pain and Promise



Matthew Lange - Research Food and Health Informatician
Principal Investigator, Associate Director, Initiative for Wireless Health & Wellness
UC Davis and UC Davis Health System
Internet of Food: Connecting food, health, environment and society

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17.00 hrs Conclusion and drinks

Trade fair AgriFoodTech 13 en 14 december

At AgriFoodTech, trade fair and congress, we connect the high end sectors of High tech systems & materials, Agri & Food and Horticulture. As well on the trade fair as within the congress, the following themes are presented:

- **Machine construction & automation**
- **Big data & IT**
- **Smart & vertical farming**
- **Testing & quality**

Off course, there's also attention for packaging, food design and social challenges as food waste, transparency and safe & healthy food.



Partners of the AgrifoodTech Platform



The AgrifoodTech Platform is also supported by



Ministerie van Economische Zaken