

# AgriFoodTech Platform Congres

13 december 2017 | Congres 1931, Brabanthallen 's Hertogenbosch

Weten wat je  
niet weet



Wat (w)eeet een consument? De consument eet alleen wat-ie weet. De maatschappij verandert. Steeds meer consumenten willen weten waar hun eten vandaan komt en hoe het is geproduceerd. Hierdoor veranderen ketens en voedselsystemen. Om je onderneming toekomstbestendig te maken en houden, moet je weten wat je niet (w)eeet. Als je weet wat je niet weet, kun je veranderingen zien, tot stand brengen, kansen signaleren en aan de slag met innovatie. Tijdens dit congres kijken we naar de veranderende voedselketen, de rol die technologie daarin heeft, en de gevolgen van en voor de veranderende maatschappij, en dus voor jouw bedrijf. Kom in contact met vertegenwoordigers van technologie, agrariërs, levens-middelenindustrie, retail, andere ondernemers en ook onderwijs, overheid, maatschappelijke organisaties en vertegenwoordigers van consumenten.

**Krijg te (w)eten wat je eigenlijk nog niet (w)eeet.**

## Programma

9.45 - 10.15 uur

**Ontvangst en registratie**

10.15 - 10.30 uur

**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 uur

**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 uur

**Overloop naar nieuw programmadeel**

11.15 - 12.45 uur

**Break-out sessies** (Toelichting op volgende pagina's)

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 uur

**Lunch en ruimte voor beursgang**

14.00 - 15.00 uur

**Future Food talks Limousin 3**

(Toelichting op volgende pagina's)



Korte, krachtige talks over actuele topics en/of ontwikkelingen in de agrifoodsector.

**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 uur

**To know or not to know, let's discuss the foodsystem**

15.30 - 16.15 uur

**Koffiepauze** op de beursvloer

16.15 - 17.00 uur

**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 uur

**Afsluiting & borrel op beursvloer**

# Ochtendprogramma

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11.00 - 11.15 uur **Overloop naar nieuw programmadeel**

## Breakout sessies 11.15 - 12.45 uur

### 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, duurzaamheid, 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: duurzaamheid 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](http://www.aerovinci.com)

**Giacomo Rambaldi** - Wageningen University & Technical Centre for Agricultural and Rural Cooperation, [www.cta.int/en](http://www.cta.int/en)

**Bert Rijk** - CropZoomer & Wageningen Universit, [www.cropzoomer.farm](http://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 duurzaam 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.

## Future Food Talks 14.00 - 15.00 uur

### 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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## Vakbeurs AgriFoodTech 13 en 14 december

Tijdens AgriFoodTech, vakbeurs met congres, worden de topsectoren High Tech Systemen & Materialen, Agri & Food en Tuinbouw & Uitgangsmaterialen samengebracht. Op de beursvloer zijn demonstraties, lezingen en exposanten te vinden over o.a.:

- **Machinebouw & automatisering**
- **Big data & ICT**
- **Smart & vertical farming**
- **Testen, meten & kwaliteit (hygiëne)**

Vanzelfsprekend is er ook aandacht voor andere technologische innovaties. Denk aan slimme verpakkingen en food design maar ook maatschappelijke uitdagingen zoals voedselverspilling, transparantie, veilig & gezond voedsel.



Partners van het AgrifoodTech Platform



Het AgrifoodTech Platform wordt mede ondersteund door:



Ministerie van Economische Zaken