



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



**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    **Opening by Chairmain Rogier van Kralingen**  
 Rogier is musician, writer, storyteller, also about the future of technology. 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    **Dr. Ellen den Brabander, Senior Vice President PepsiCo**  
 EIT Food, unique catalyst to transform the food sector
- 11.00 – 11.15 hrs    in between sessions
- 11:15 – 12:45 hrs    **Break-out sessions**

*The break-out sessions will be in Dutch or English*

<b>Track 1: Provincie Noord Brabant: Internet of Food: Personally Processed (English)</b>	
	<p>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.</p> <p><b>Matthew Lange</b> - <i>Research Food and Health Informatician          Principal Investigator,          Associate Director, Initiative for Wireless Health &amp; Wellness          UC Davis and UC Davis Health System</i></p>



	<p><b>3 Dutch AgriFood companies will tell about their development on data, loF and better and personal food</b></p> <p><b>Dialogue</b></p>
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<b>Track 2: - Grow Campus: De kracht van de korte keten (NL)</b>	
	<p>Het concept 'korte keten' is hot in de agrifood sector. door het aantal schakels tussen consument en producent te minimaliseren wordt niet alleen een efficiency slag beoogd. Vooral duurzaamheid (minder foodmiles), transparantie (weten wat je eet) en de connectie tussen de eter en de maker spelen een belangrijke rol.</p> <p>In deze sessie laten we twee ondernemers aan het woord die succesvol pionieren in de korte keten. Gedreven vanuit een visie om het anders te doen, nemen ze ons mee in hun ervaringen bij de ontwikkeling van een gezond business model. Hierin o.a. aandacht voor transport &amp; logistiek, duurzaamheid, marketing &amp; communicatie.</p> <p>Mike Venekamp is eigenaar van <a href="#">Atlantis Handelshuis</a>. Hij levert lokaal geproduceerde (vers-)producten aan vooral zorginstellingen en daarnaast horeca. Met een duidelijke missie: duurzaamheid en gezondheid staat voorop. En een focus op de directe regio, dus zo min mogelijk foodmiles.</p> <p>Janco Heida is oprichter van de <a href="#">Streekboer.nl</a>. Op dit platform verbindt hij consumenten aan lokale producenten. Het doel is dat 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.</p>

<b>Track 3: Post Harvest Network: Stop Food Waste (English)</b>	
	<p>Stop Food Waste: Dutch innovation for efficient food chains in emerging markets".</p> <p>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.</p>

<b>Track 4: Rogier van Kralingen – de storytelling van ons voedsel (NL)</b>	
	<p>In de workshop <i>Storytelling for Food</i> 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 <i>The Whole Story</i>. Hij bespreekt tientallen voorbeelden van succesvolle communicatie zowel binnen als buiten de foodsector.</p>



	<p>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 generen 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.</p>
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<b>Track 5: Robo Business Media: Feeding the world with Robotics (English)</b>	
	<p>Drones are one of the most promising technologies to improve farming and collect data. With the use of these kind of technologies it will also be possible to advance food security, resilience and inclusive economy in area's with smallholder agriculture. Unmanned robots will give tools for efficient use of resources and a sustainable way of farming.</p> <p>Moderator: Lucas van Oostrum – AeroVinci</p> <p><b>Giacomo Rambaldi</b> – Technical Centre for Agricultural and Rural Cooperation (CTA) &amp; Wageningen University, focus on CTA activities in Africa)</p> <p><b>Bert Rijk</b> – CropZoomer &amp; TU Delft</p>

<b>Track 6: 4TU: What's Cooking at 4TU (English)</b>	
	<p>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.</p> <p>Moderator: <b>Ir. Gerard Beenker</b> - Eindhoven University of Technology</p> <p><b>Speakers and titles</b>  Prof. dr. ir. Eldert van Henten (Wageningen University and Research): <u>Challenges and opportunities of robotics in the Agri-food chain</u>  <b>Prof. dr. ir. Dannis Brouwer</b> (University of Twente): <u>Advances in Robotic mechanisms</u>  <b>Dr. Guido de Croon</b> (Delft University of Technology): <u>Drones in Greenhouses</u>  <b>Dr. ir. René van de Molengraft</b> (Eindhoven University of Technology): <u>Crops from a robotic perspective</u></p> <p>Dialogue</p>

<b>Track 7: VIAS: Data science for Agricultural Performance (English)</b>	
	<p><i>In-depth interview with Aaron Ault and the Agrifood Data Innovation Award</i></p> <p>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.</p>



	<p>The session will be shaped as an interactive interview. During the workshop, also the Agrifood Data Innovation Award will be presented.</p> <p>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.</p> <p>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.</p>
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<b>Track 8: Rabobank: Versnellen van Innovatie binnen Food en Agri (NL)</b>	
	<p>‘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.</p>

**12.45 -13.45 uur      lunch & ruimte voor beursgang**

**14.00 – 15.00 uur      Future Food Talks**

*The Future Food talks will all be in English*

<b>Future Food talks</b>	
<b>Rogier van Kralingen</b> - Chairman of the Conference	<b><i>Working with new technologies</i></b>
<b>Chloé Rutzerveld</b> - Food & Concept Design	<i>Designing Food for the Future Innovative agri innovations beyond – directly applicable or economically viable</i>
<b>Staf Seurinck</b> – Vice President Robotics and Motion ABB Benelux	<b><i>Food and/by Robots</i></b> <i>Staf Seurinck about robot developments and applications to produce safe and a ordable food.</i>



<p><b>Aaron Ault</b> Farmer &amp; Senior Research Engineer Open Ag Tech &amp; Syt.Group</p>	<p><b>Data in Ag: Pain and Promise</b></p>
<p><b>Matthew Lange</b> Research Food and Health Informatician Principal Investigator, Associate Director, Initiative for Wireless Health &amp; Wellness UC Davis and UC Davis Health System</p>	<p><b>Internet of Food: Connecting food, health, environment and society</b></p>

15:00 – 15:30 hrs **To know or not to know, let's discuss the foodsystem**

Dialogue with speakers and participants  
Chaired by Rogier van Kralingen

15:30 – 16:15 hrs **Coffee break**

16.15 – 17.00 hrs **Future Human Behaviour in The Connected Society**

**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**

Partners van het AgriFoodTech Platform



Het AgriFoodTech Platform wordt mede ondersteund door:

