

Foodvalley[®]

Shaping the Future of Food Together

Join the
journey



Introduction



We are on a journey towards a more balanced food system.

By 2050, we want healthy, affordable, and delicious food. Sustainably produced. Of course, we won't reach that destination overnight. The current system is a result of decades, centuries of built up, the change will also occur in phases and over time. As with all changes, the status quo needs revisiting, evaluating what works and what doesn't, and determining what ways, means and routes can potentially lead to better solutions, with and for those involved. Difficulties to be addressed along the way.

At Foodvalley, we don't shy away from obstacles, especially not those that can be tackled by a joint approach and through innovation. We help to pave the way for innovations that will help frontrunners grow, produce, market and find their way onto supermarket shelves, and on our plates. We would like to invite you on our journey in 'shaping the future of food together'!

Three innovation fields

To reach our destination, we focus on three innovation fields: protein transition, food & health and circular agrifood. We do this jointly with a broad group of partners, from farmers to family physicians, from scientists to entrepreneurs, from startups to multinationals.

These parties frequently work on the same topics based on their own expertise and roles and ask themselves similar questions and come across the same obstacles. Often, they aren't aware of the overlap and as a result, supply and demand don't match. We help these parties work together, share knowledge and expertise, and as a result go faster and reach further.



Innovation leads

We have fantastic Innovation Leads for each of the three fields: Jolijn, Judith and Jeroen. You will meet them in this special.

They take a detailed look at a burning topic with their teams and move the topic forward with a wider group – often with opposing interests. An interesting example that I am personally proud of is the joint initiative 'the Bean Deal': a collaboration between 56 parties with the aim of increasing protein-rich crops in the Netherlands (including lupin, field beans and soy).

We ensure that these parties come to the table and together formulate a long-term vision, so that everyone – especially off-takers – makes a long-term commitment. This creates a market for sustainable products and fair prices for farmers.



Practical help from farm to fork

As a Practice Leader we aim to turn thoughts and ambitions into practice. We drive collective action with frontrunners across sectors and countries. We provide access to the right people, financial resources, shared facilities and best practices. The result: viable businesses and new healthy sustainable sectors.

Innovation development will help the ecosystem flourish, and as a result the individual players as well. We refer you to suitable existing programmes or develop something new to address what is not there. The goal: to make good solutions for a more sustainable food future succeed.

Our work doesn't stop at the borders. Because people all over the world are working on themes similar to ours. Paola Giavedoni is the Lead Global Connections. In her role, she opens and expands our international network. Paola identifies which global connections are relevant for our initiatives, communities and partners. She then initiates the right collaborations to accelerate the update and exports or imports concepts where appropriate.

Finally, Emmanuel Anom makes facilities available to those working to bring their products to market. In close cooperation with Wageningen University and Research we access what is present in the wider ecosystem, open it up for use by others, and arrange coalitions and financing to fill the gaps.

Enjoy the read and please reach out.

The future of food has already begun.

Marjolijn Brass

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Text

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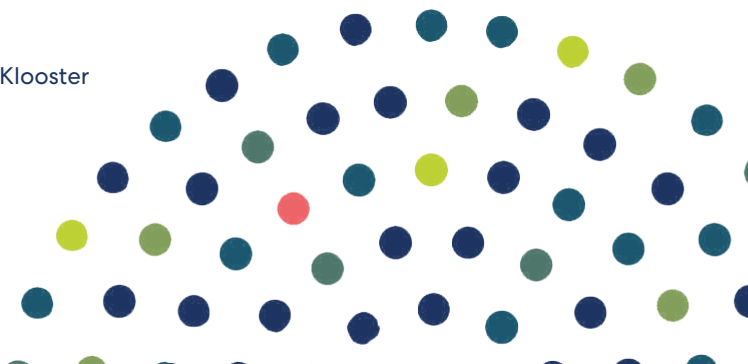
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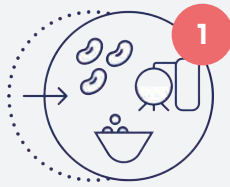


Foodvalley on the plate

The aim is to get healthy, sustainable and efficiently produced food on our plates. Our experts identify promising opportunities at an early stage, with their sights set on 2050, but with application possibilities for today. To do so, they work together with frontrunners.

This is not just a matter of a new product or processing process. It is about putting the pieces of the puzzle of the future in the right place. Together, we create ideas for a more efficient, healthy and sustainable food system.

We focus on three sub-innovations fields, all of which are equally urgent:



Protein Transition



Food & Health



Circular Agrifood

Each field has an Innovation Lead who, with a team of experts around them, delves into the relevant themes around that subfield. On these pages, the three Innovation Leads **Jolijn Zwart-van Kessel**, **Jeroen Willems** and **Judith van der Horst-Graat** answer the questions: Which developments should we respond to now? And how are they, as Innovation Leads, actually working on this themselves? What fuels their motivation?



Jeroen

Judith

Jolijn

Which developments should we respond to now?

"Raw materials are becoming scarcer, commodity prices are rising. So it's time to use our resources more efficiently and effectively, by reusing and upgrading residual flows, for example.

In this way we can create valuable nutrients. In the Upcycling Community, we bring together partners from different chains who are looking for optimal processing solutions.

Besides pigs and chickens, insects are good and sustainable upcyclers. If this market grows, the sector will have more room for innovation. And this in turn is necessary for a transformation to a mainstream market.

Another point is that agriculture in Europe is under pressure. Farmers need to produce more sustainably and focus on nature-inclusive practices, while delivering the same yields in tonnages.

A solution to this dilemma may lie with regenerative agriculture. Finding a business model with a long-term perspective is a task for the whole chain, from farmer to retailer."

Jolijn Zwart-van Kessel

Innovation Lead Circular Agrifood



How are you yourself involved in this, and what is your drive here?

"I myself come from a farming family business, so it's an area I am familiar with. I want to build a bridge between corporate ambitions and the farmer's perspective.

My drive is to find an economically and ecologically sustainable solution together that helps both parties in the chain move forward.

My drive also lies using insects as upcyclers. Encouraging cooperation and a market scan can help with that, which I will explain in detail later in this special.

Cooperation by offering insight, that's how I build bridges!"

A handwritten signature in white ink that reads "Jolijn".

Foodvalley is currently exploring ways to accelerate the uptake of waste streams in food production.

Want to know more?

Contact Jolijn: jolijn.zwart-vankessel@foodvalley.nl



What developments should we respond to now?

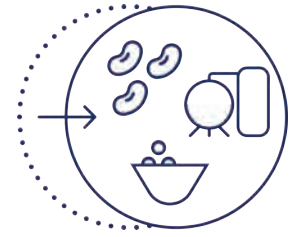
Jeroen Willemsen
Innovation Lead Protein Transition

"The restoration of the protein balance – returning to a food pattern with more vegetable than animal proteins – is in full swing. Time to shift gears now and link consumption to production. Local production of plant proteins means becoming more self-sufficient again.

The cultivation, processing and consumption of regional proteins, such as from field beans, soy, lupin or chickpeas, are interlinked. That is why Foodvalley took the initiative for the national Bean Deal, involving all the partners in the chain.

An important focus here is on farmers who grow proteins, the 'protein farmers of the Netherlands'. For them, the financial risks of growing leguminous crops are still very high. They deserve our full appreciation and support.

The Bean Deal helps them with these risks, for instance by making the possibilities of vegetable protein from their own soil clear to consumers, retailers and governments – for the soil, the farmer and the citizen."



How are you yourself involved in this, and what is your drive here?

"I shine a different light on protein transition by providing insight into the opportunities it offers and cashing in on them.

For example, by analysing consumer trends together with our partners, or investigating how sales channels react to new food trends. And converting these possibilities into concrete opportunities and picking them up together with partners.

This can be done by helping entrepreneurs one-on-one, but also by working with several entrepreneurs together.

An example of this is our fact-finding mission in Germany for food entrepreneurs with export ambitions.

It's great to work together with Dutch game changers on this transition - to show them that it can be done and how to do it."

Jeroen

If you have a good idea, let us know! Get in touch with Jeroen: jeroen.willemsen@foodvalley.nl.



Which developments should we respond to now?

"Digitalisation! We focus on finding new solutions and tools to monitor and improve an individual's health so that people receive better guidance and support in making healthy choices. By accelerating innovations in personalised nutrition advice, we aim to contribute to a healthier and more equitable food system. An individual can collect data themselves by measuring values in saliva, urine or blood, but also more simply by filling in information about their lifestyle in a short questionnaire. These data are converted into customised advice via an algorithm. By means of personalised nutritional advice, it may be possible to reduce complex problems such as obesity and malnutrition. And consumers can take control of their own health!"

Judith van der Horst - Graat

Innovation Lead
Food & Health



How are you personally involved in this and what is your drive here?

"I bring the pioneers from the personalised nutrition ecosystem together in a Community. Together with these pioneers, we enable upscaling by launching concrete initiatives. We explore all areas – from data and IT infrastructure, profitable business models to the legal framework. Together with 53 stakeholders, we wrote the 'Personalised Nutrition position paper' where we developed, among other things, an ecosystem-based definition of personalised nutrition. The paper bridged knowledge gaps and was the foundation of a common language.

It's great to be able to make a positive difference together with all stakeholders in the way we provide nutrition and information on nutrition."

Judith

Are you interested in making the healthy choice the easy choice?
Contact Judith: judith.vanderhorst@foodvalley.nl



What does it mean for a partner to be part of a Foodvalley Community?

The partners associated with Foodvalley support each other, challenge each other and connect in Communities.



Judith: "You will participate in networking and 'meet the new partner' meetings, awareness and acceleration sessions, workshops, trend trips and so on. You learn to understand the perspective, language and stakes of the others."



Jolijn: "You find people with the same ambition. A lot of new connections arise because you get in touch with each other here in a low-threshold way. A few months after the meet-ups – very often thanks to the new collaborations – amazing innovations pop up."



Jeroen: "You are heard and taken seriously here. You get the energy to continue where others stop, the knowledge to turn your ideas into concrete products. Not infrequently, our partners have to take a quantum leap, working together to form the critical mass needed for change."

Foodvalley connects insect supply chain

Insects can play an important role in the circular food system. To allow insects or insect-based foods to end up on the plate of the consumer more often, Foodvalley is setting the chain in motion with, for example, a workshop, as a partner of Network for Insect Knowledge (NIK) and an international insect market scan.

There is no lack of knowledge, legislation already allows quite a lot and insect consumption is on the rise. Yet the insect chain still doesn't function adequately. Why is that? What is needed to make it work? And which players are relevant?

Jolijn Zwart-van Kessel, Innovation Lead Circular Agrifood at Foodvalley, deals with these questions.

She says: "Insects can process residual streams, even mixed waste streams from the catering industry, and then supply proteins for feed and food themselves. In this way, low-value protein becomes a high-value protein source."

Very interesting, but a lot of research, development and legislation is still needed on this topic. Circular agrifood provides the necessary guidance also on the practical implications here.

We are also looking at the topics of upcycling residue streams and regenerative agriculture."



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Smaller footprint

Insects are a valuable alternative source of protein. For example, an adult cricket contains 65% protein, which is more than beef (23%) and tofu (8%). Moreover, insects can be used as a residual processor just like chickens and pigs, only their climate footprint is a lot lower. Their CO₂ emissions are much lower and they use much less land and water. Zwart-van Kessel: "Energy consumption is, of course, still a challenge in the current energy crisis. But that doesn't mean we shouldn't drive development – innovation is all about dealing with paradoxes like this."

To increase the role of insects in the circular system, WUR is carrying out a lot of research into the food safety surrounding the use of insects living on residual streams. "For example, it would be very interesting to grow edible insects on manure. Again, that requires practical, feasible legislation to allow this."

Of course, for many Dutch people to be willing to eat insects, a mental threshold still needs to be overcome, but I expect acceptance to grow."

Handy overview

To answer the question of how to get insects on the plate of the consumer more often, Foodvalley, as a partner in the Network for Insect Knowledge (NIK), is bringing the insect chain together. "Growers, processors, retail and foodservice need to come to the table to make sure we start seeing some insect products on the shelves next year.

We also need to get the story of these products into the minds of consumers. To set this in motion, we are organising a workshop inviting these parties to join us. As a partner of the NIK, I would also like to draw the reader's attention to various topics around insect farming.

NIK has launched the website nfik.nl. On this website, parties with the ambition to start working with insects can find everything on the subject: laws and regulations, permits and their locations, information on training courses and events, manuals for cultivating various insects and a hygiene guide.

It also includes a handy overview of all links in the insect chain in the Netherlands and Belgium, including feed companies, government agencies, technology suppliers and the food industry. And of course, funding agencies – money is an essential factor in driving innovation.

That's why we are organising a Bioventures Network workshop where startups in circular agrifood can pitch to investors," said Zwart-van Kessel.

Insect scan

To clarify the laws and regulations, Foodvalley, together with its cooperation partner Enterprise Singapore, recently published an international insect market scan.

Zwart-Van Kessel: "With this, we look at laws and regulations from an international perspective with contributions from the European insect advocacy group IPIFF.

We have mapped which legislation currently applies in Europe, which legislative changes are imminent and which regulations have recently been amended (as, for example, in Singapore).

We have also looked at market developments and players in Singapore. As this region also works more with insects, it's a very interesting sales market for European parties and vice versa."

We can learn a lot from experiences and developments abroad, Zwart-van Kessel believes: "In our country, we are still experimenting a lot with breeding and production.



Opportunities

Zwart-van Kessel says there is a really enthusiastic response to insect products from the hospitality industry: "This shows that there are real opportunities out there.

Meat substitutes have also been taking off in recent years; insect products have everything it takes to become big. So we're inviting all parties who can play a role in this to join in. Together, we will make the chain work."

Want to know more about the possibilities surrounding insects?
www.foodvalley.nl/insects

And there are pioneers who have already introduced interesting products to the market. Ynsect Netherlands supplies various product processors.

De Krekerij is a relatively small company that makes delicious hopper meatballs from crickets as well as buffalo shoarma.

These products are available through food service parties."

What Foodvalley partners say

Our partners play a fundamental role in bringing about a sustainable food transition. They are passionate people ahead of the curve. They push forward towards new sustainable solutions through innovative technology, smarter processes or by engaging people on this journey. In their daily transition work, they get direct feedback on whether we are on the right path, who is needed and in what role. With that feedback, we in return can encourage, engage and nudge other frontrunners to adapt. Here are some examples of frontrunners **making steps together in practice**. Because we think the food transition is, above all, about taking steps in practice. Whether that is through entrepreneurship, research or in another role.



Anna has been growing chickpeas with her husband Peter since 2021. She is a board member of the Producer Organisation Protein Farmers of the Netherlands, established in 2022, created on the initiative of Foodvalley NL.

"Besides the good harvest in 2022, the Protein Farmers of the Netherlands and my new protein farmer friends circle are the biggest gift of the year," Anna says.

Anna van der Bij
Eiwitboeren van Nederland

"The recently created Upcycling Community of the Foodvalley network is a great resource to meet with other pioneers in the Upcycling movement across the whole food value chain, and collaborate to find solutions to the barriers to change from linear to circular design.

I am confident that the collective knowledge and expertise in the community will help speed up the development and adoption of new circular ingredients, food and beverages and business models."

Eve Martinet-Bareau
IFF Nederland BV



"The biggest roadblock we must tackle together for the food transition is to be able to locally produce sustainable food and ingredients in a cost-efficient way. This requires more financial investments in smart, technically innovative solutions throughout the whole food chain from "seed to eat", so to speak. Change in an industry does not happen with just one party, it requires collaboration along the whole food chain whether that is locally or globally."

Harold Post

Uticon



"The biggest roadblock we have is to ensure that we make new agreements with each other throughout the food value chain, based on what is best for the world, for the people who live in it and based on complete openness."

Most of the necessary innovations are social innovation. Don't forget SMEs, these entrepreneurs change and adapt very easily."

Sebastiaan Hetterschijt

Bakkersgrondstof BV

"Foodvalley has a unique strength in pushing the food transition forward."

It can bring together many parties in the food chain, to discover blocks and to collectively take these hurdles out of the way.

This is only possible as a group. And the Foodvalley team is a good guide."

Linda Oostveen

Innoboost





"For me, it's important to break habits to develop the future. Knowing that movement requires change and change requires the ability to consider something different, something new, something to give a try.

These changes can be made by working on an innovation pipeline of, for instance, processes and products, but there are many more roads to change. This can be seen as your system approach and vision to include the whole."

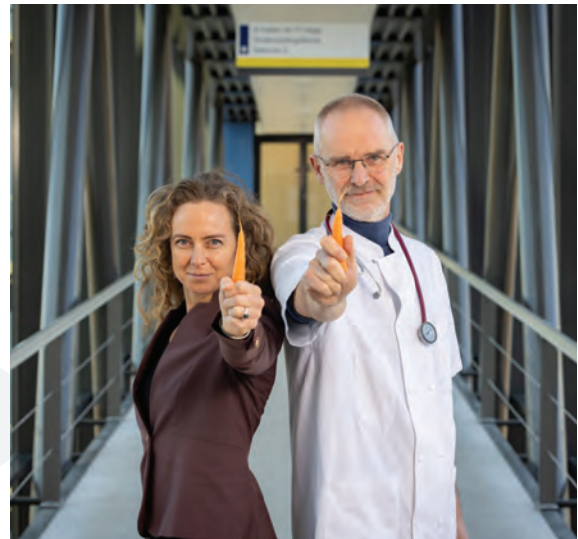
David Gebhardt-Mencke

Herbafood Ingredients GMBH

"Multidisciplinary collaboration is key. Everyone has their part in this. As a physician, mine is to raise urgency. Our diet underlies a pandemic of chronic diseases. Our nutrition now contains too many fats, sugars and salt. For us as humans, the cheapest and most desirable ingredients from an evolutionary perspective. Hard to resist, therefore. My patients just need support. Foodvalley as an independent party, brings disciplines together and makes conversation possible. There are knowledge gaps and contradictions. And we can only solve this pandemic with a multidisciplinary approach."

Hanno Pijl

Internist-endocrinologist and Professor of Diabetology
Leiden University Medical Center



"When it comes to nutrition and health, everyone in the field must take responsibility. Too often we point at each other and wait till other parties move first. Why? Misunderstanding, or a mindset of fixing things on your own... I think we can make a difference by stepping into the ring and making a move together. Building our own strengths and helping others so that pieces strongly fit together. That's the way to achieve a serious breakthrough."

Madelon Bracke

Clear.bio



Accelerating change is about doing. There must be a problem first of all. Working on it creates collaboration. Because alone we cannot solve this huge challenge on F&H. Working together is faster. Foodvalley helps accelerating together from a practical point of view. A great example is the VIPS pilot, where care workers and later clients are testing PN solutions. The strength of Foodvalley F&H is that they can put together such a coalition that is able to research new earning potential.

Marcel Pols

The Right Meal

"I joined one year ago, and I have learned so much about the basics of plant-based protein and the players.

And the good thing is, it is a low entry to get connected to people.

At this point, we are even doing tests with people from The Protein Community."

Ewoud de Voogd

algæforfood



"We are with many companies in the The Protein Community.

Sometimes we are competitors, but we also have a common goal: we all want to develop the plant-based market.

If we think we can do it alone, we aren't thinking big enough. We need each other to develop a market."

Klaas-Jan Zuidam

Unilever

Sharing accelerates innovation

One of the important tools that Foodvalley NL uses is the Shared Facility Finder (SFF) on Foodleap. This platform allows organisations to find and share pilot and research facilities and equipment. These include kitchen facilities, production lines, demonstration areas and laboratories. The platform currently features more than 139 innovation facilities with equipment available for sharing.

"The sharing economy is the future. By sharing facilities, businesses can reduce costs, shorten the time to market and enhance sustainable production. Although startups and SMEs have much innovative power, they often lack funding and technical resources. Such resources are often available at large corporations and knowledge institutions but are not always accessible to other parties.

Collaborative innovation in the sharing economy can help accelerate new sectors, such as advances related to plant-based protein and fermentation. At Foodvalley, we support this collaborative innovation by connecting the dots across the network of parties and sharing facilities."



From startup to corporate

Foodvalley and Wageningen University & Research jointly created the Shared Facility Finder to encourage the sharing of facilities, knowledge, and technologies in a practical way.

Anom is responsible for the platform at Foodvalley, and he proactively attracts available facilities and makes them easily accessible for startups and SMEs. The emphasis is placed on organisations and innovation facilities that promote Foodvalley's three main innovation fields in food and health, circular agrifood, and protein transition.

"We continue to see increased use of the platform, with more than 50 organisations recorded to have used it in the past year. At Foodvalley, we believe in transforming ideas into tangible impact.

Hence, our approach helps make connections with investment opportunities and organisations where innovations and facilities are lacking. We address all stages, from idea to practice, including research, development and deployment.

SFF allows companies to experiment, produce and demonstrate their products and services to potential customers."

Knowledge and Cost Sharing

Knowledge sharing is an important reason for organisations to join, whatever their scale and size. Cooperation on facilities and devices enhances knowledge transfer and promotes faster progression. Wherever a company is on its R&D journey, the right knowledge helps to reduce business risk and use investment capital appropriately. Companies can reduce costs by lending equipment or facilities or investing together, especially when it involves technology or equipment with a large, underutilized capacity. However, such efforts are not without their barriers, which include security and intellectual property. "At Foodvalley, we are involved in preparing agreements that address these barriers. This approach helps to reduce the risk of entry for smaller companies and creates an environment that fosters collaboration on a practical level," Anom explains.

"We are currently specifically looking for parties with scale-up and demonstration facilities that want to join. And who knows, your neighbour may also have interesting facilities available for you. After all: what goes around, comes around."



Fermentation lab and Insect Experience Centre

This year, a shared innovation lab will open at the Smaakpark ('Taste Park') in Ede where companies can develop and learn about new fermented products with unique flavours and properties.

The fermentation lab is partly made possible thanks to a subsidy provided by the Regio Deal Foodvalley. At the Smaakpark, the need arose for a place to develop fermented products. Anom: "This is why we brought together our stakeholders from the food sector and applied for a grant, so that we could actually realise this. We also used the grant to finance the Insect Experience Centre, which opened at the end of 2021.

There, we now have an automated system for insect breeding to enable affordable insect proteins in animal feed."



Robolector

The Robolector is a new type of device that allows as many as 24 fungal fermentation processes to be run simultaneously using a special technique, making protein selection faster and more efficient. This results in a huge acceleration in research processes in product development.

The Robolector is a joint investment by WUR, Utrecht University and GINKGO Bioworks in Utrecht, where the device is located. The purchase fulfilled a big wish of GINKGO Bioworks, which did not have the means to buy the device itself.

The Robolector is included in the Shared Facility Finder and is also available to other companies, institutes and research organisations.



Foodvalley boosts international partnerships

People around the world are working on themes similar to those of Foodvalley. It is crucial to identify what is relevant and initiate the right collaborations to accelerate and export concepts where appropriate.

Those looking to introduce an innovation in a new geographical market face major challenges: different volume availability, language barriers, cultural differences, different taste preferences and legal and regulatory issues. "The fact that a particular concept is successful in Western Europe doesn't mean it will also be successful in Singapore or India, for example, and vice versa. You have to properly explore the playing field with the attitude that one size fits all doesn't work," explains Paola Giavedoni.

We are good at collaborations that aren't obvious

"At Foodvalley, we help with the acceleration by, among other things, establishing international relationships and testing together whether a concept is ready for the next regional market," says Paola Giavedoni, Foodvalley's Lead Global Connections. With her background as an experienced R&D leader with extensive international experience in the Agri-food sector, she is at the centre of the international playing field of research partners, startups and scalers and organisations involved in food and health.

Paola Giavedoni
Lead Global Connections

Recognition

Foodvalley is well connected Internationally:

"In addition, as the Food Innovation Hub Europe, we work in a global network of Food Innovation Hubs, a collaboration facilitated by the World Economic Forum (WEF). This collaboration gives our partners and us visibility on very different stages. A great recognition for our work."

The Food Innovation Hub Europe focuses, among other things, on the topic of personalised nutrition – see also Judith van der Horst-Graat's contribution (page 6 - on the plate).

Giavedoni: "Here, an important question is how to prevent and slow down obesity. By launching competitions, for example, we get new concepts that receive funding for further development. The foodtech startups Verdify and Happ, for example, received a cash prize and can therefore proceed to further test and roll out their concept internationally together with the partners involved.

At the Jeroen Bosch hospital, for example, Happ is testing an app that encourages overweight adolescents to adjust their eating behaviour."



Extraordinary partnerships

Former colleague Jeroen Wouters, who played a major role in setting up our international network, is fond of partnerships that are not immediately obvious: "This is something Foodvalley likes to encourage."

During the recent Women's Volleyball World Cup, Foodvalley and several partners gave startups the opportunity to share their concepts with others: "Next to the GelreDome, two pop-up restaurants were

set up where Ynsect, GreenFood50, LekkerLupine and Phycom, among others, were able to present their products to an international audience.

After all, we not only want to link Dutch parties to a global network, but also draw foreign parties' attention to the interesting developments taking place here." Paola gladly builds on his work. Below are some recent showcases.

Showcases



Lekker Lupine

Lekker Lupine promotes the consumption of organic lupin in the Netherlands and is an international example of the protein transition. The company provides a platform for parties active in the lupin business to strengthen sales, information exchange, activation and connection.

www.lekkerlupine.nl



Greenfood50

Based in the Netherlands, Greenfood50 works with partners around the world to make innovative ingredients from sustainable quinoa. Consumers can use these ingredients to make tasty, healthy and sustainable food. Greenfood50's ingredients can help feed the world's growing population.

www.greenfood50.com



Happ

Happ offers tailored digital advice on nutrition that is sustainable for people and planet. Happ contributes to a healthy diet and makes personalised nutrition accessible to all.

www.myhapp.nl

Showcases



Global FOODture

Global FOODture seeks to accelerate the sustainable food transition through cooperation and innovation. With the development and implementation of globalisation strategies, the EU cooperation project supports European SMEs in accessing Japan, Singapore, Thailand and South Korea through workshops, matchmaking sessions and two innovation missions in 2023

www.globalfoodture.eu



Phycom

Phycom's mission is to make microalgae a common ingredient in our global food system. We need more food to feed the global population, while at the same time reducing the environmental pressure on agriculture. Algae – small, fast-growing and highly nutritious ingredients – can make a significant contribution to achieving this.

www.phycom.eu



Ynsect

Nutrition with insects as the new normal: that is what Ynsect is striving for. The company grows mealworms in vertical farms and turns them into sustainable and nutritious ingredients for humans and animals. Ynsect was founded in Paris and operates in France and the Netherlands, since its recent acquisition of the company Protifarm.

www.ynsect-food.com



Verdify

Verdify has developed a technology that makes it easier to eat healthily and sustainably. The company's software offers personalised recipes tailored to the needs and preferences of individual consumers. In this way, Verdify contributes to a more sustainable diet worldwide.

www.verdify.nl

Foodvalley – Join the journey

Our mission: In 2050 the food system needs to offer food security to 10 billion people worldwide. Tasty, affordable, healthy and sustainable food, produced with respect for animals and our planet.

It is a major challenge but one that is achievable if we join forces to shape the future of food together. This is quite a journey! Our role in this journey is to bring people together to tackle these obstacles jointly. Sometimes this journey leads us along a winding road, meeting different parties and perspectives on the way. But we always welcome shortcuts so we can move forward faster together.

As a Practice Leader, Foodvalley NL guides parties from thoughts and ambitions into practice. From boardrooms, farmers and GPs to lawyers and NGOs. As an independent organisation, we drive collective action with frontrunners across sectors and countries. We provide access to the right people, financial resources, shared facilities and best practices.

We can do that because we are an independent organisation. We work with international frontrunners collectively moving forward. Working on food transition is not a straight path towards 2050. It is more of a winding road, sometimes with shortcuts. We know our way around.

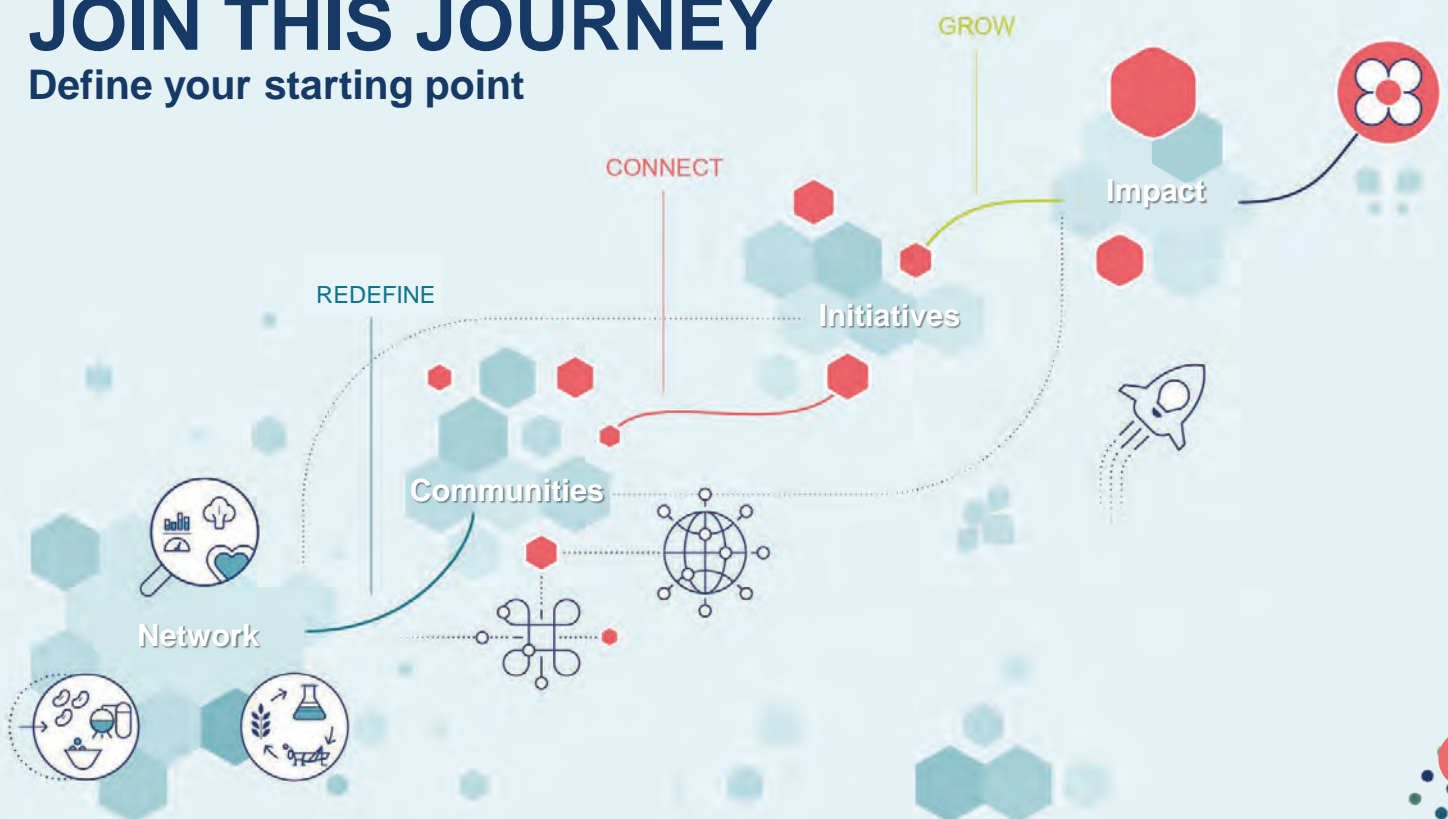
And the result? Great viable and sustainable products on the shelves and ways in which we can produce more sustainably with shorter supply lines.

Want to join us on our journey?



JOIN THIS JOURNEY

Define your starting point



2050



Foodvalley[®]
Shaping the Future of Food Together

Shaping the future of food together

Join us on the journey towards a sustainable food system, with healthy, tasty and affordable food for everyone

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