

EUROPEAN CLUSTER CONFERENCE 2020

10-11 NOVEMBER 2020 | BRINGING TOGETHER THE CLUSTER COMMUNITY

Ecosystem session: AGRI-FOOD

Clusters strengthening ecosystems



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Needs and opportunities for the Agri-food Ecosystem



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Mapping of the agri-food system



Lessons from the COVID crisis I

1. The importance of the Internal market

- Barriers in internal market, logistical disruptions, boarder management
- Free movement of workers
- National measures

2. New conditions of work (distancing, shifts, hygiene etc.) and increase in costs

3. Impact on demand

- Volatile demand
- Different impact depending on the product/sector – high impact for SMEs
- Impact HORECA closures - compensated only partially by higher household demand
- Disruption of sales (e.g. linked to catering of big public events, school closures)

Lessons from the COVID crisis II

4. Global trade - export/import disrupted, rechanneling, increased transport costs

5. The food system showed resilience ★

6. Solidarity among food chain actors ★

7. Sustainability risks

- Risks of more waste - perishable products could not be harvested in the first period (waste), some redirected to feed
- Increased demand of disposable packaging

8. Uncertainty

Emerging trends and new opportunities

Changing Consumption patterns

- Beginning - demand for essentials and long shelf-life
- Increased demand for healthy products (immune boosters), organic
- Lower purchasing power - price is once again becoming key
- Attention to local products
- Proximity shops



New ways of working in the food chain – more attention to food hygiene, trust, co-operation

Increase in food e-commerce - inability for some operators to set up on-line channels

What next?

- **A Green recovery** - an opportunity to change
- **Acceleration of inevitable trends** – digitalisation, co-operation, new ways to interact with consumers
- **EU support policies** – RRF, Recovery Plans, Farm to Fork, CAP...
- **New projects for the recovery**
- **The role of clusters** ★





Ecosystem innovation

Shaping the future of food together

by Marjolein Brasz

MANAGING DIRECTOR FOODVALLEY NL





2050

Tasty, affordable, healthy, and sustainable for people, animals and planet.

The year in which our food system offers food security to 10 billion people worldwide.



Growing world population
and urbanization



Obesity



Hunger and
malnutrition

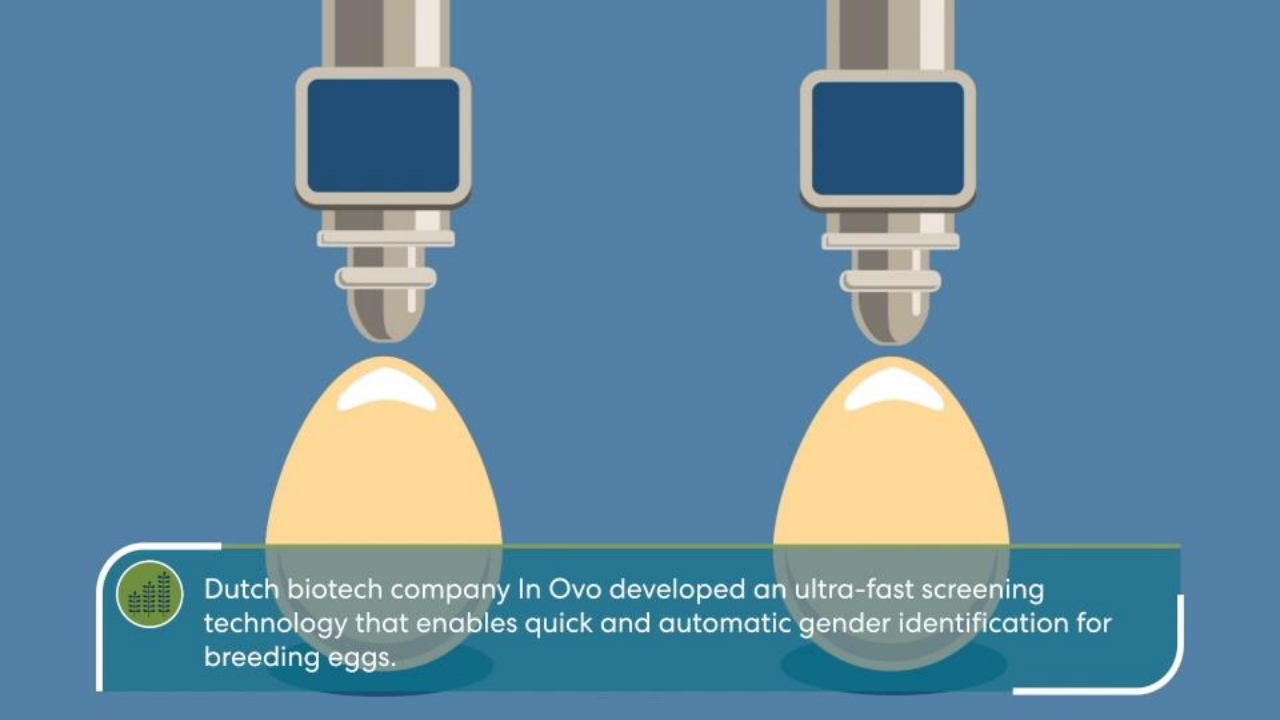


Climate change,
Shortage of agricultural
land and water

The time is **now** for a radical switch in
our food system



Two brothers, both dairy farmers, started harvesting locally-cultivated soy to produce the first plant-based milk in the Netherlands.

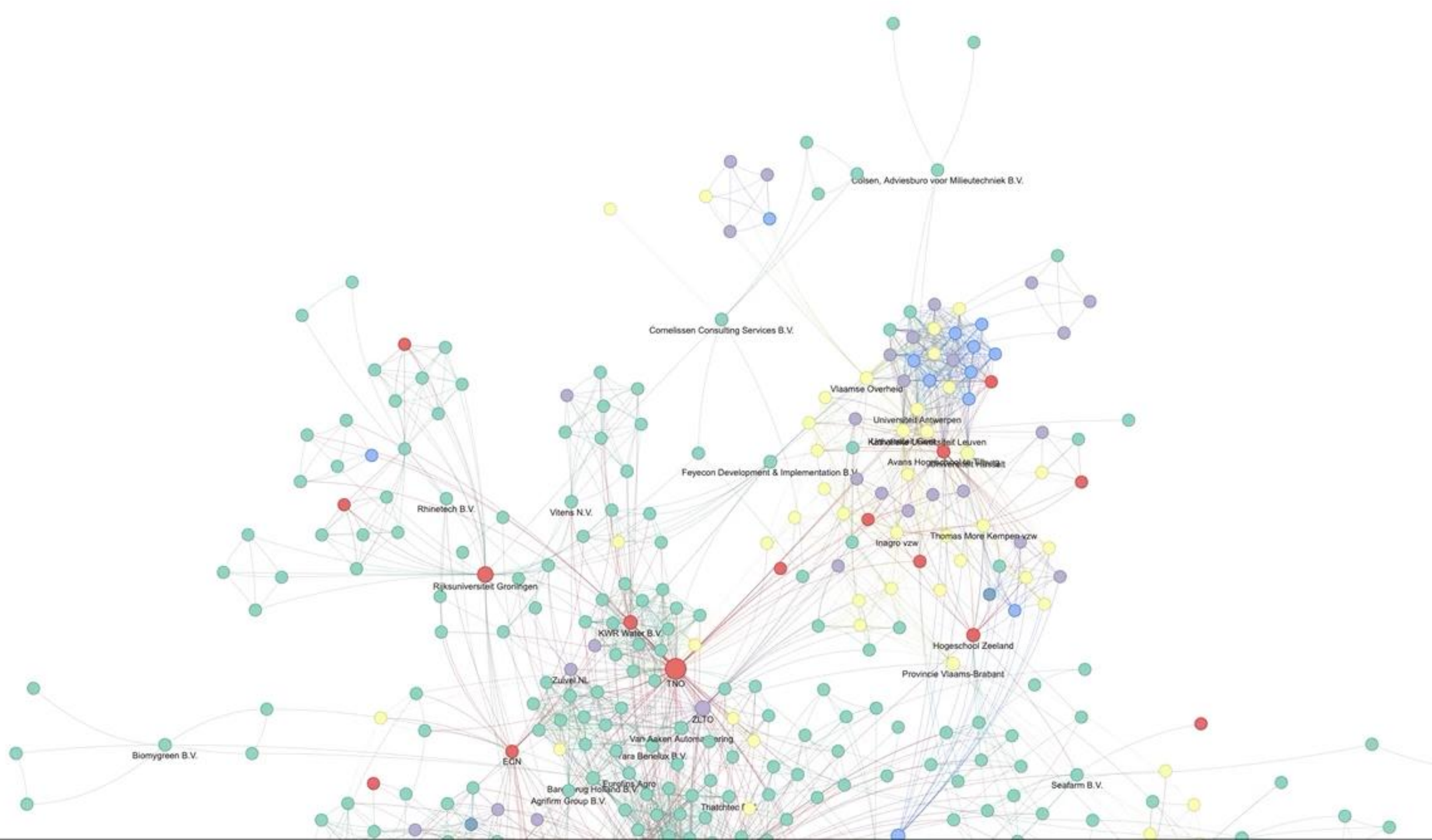


Dutch biotech company In Ovo developed an ultra-fast screening technology that enables quick and automatic gender identification for breeding eggs.

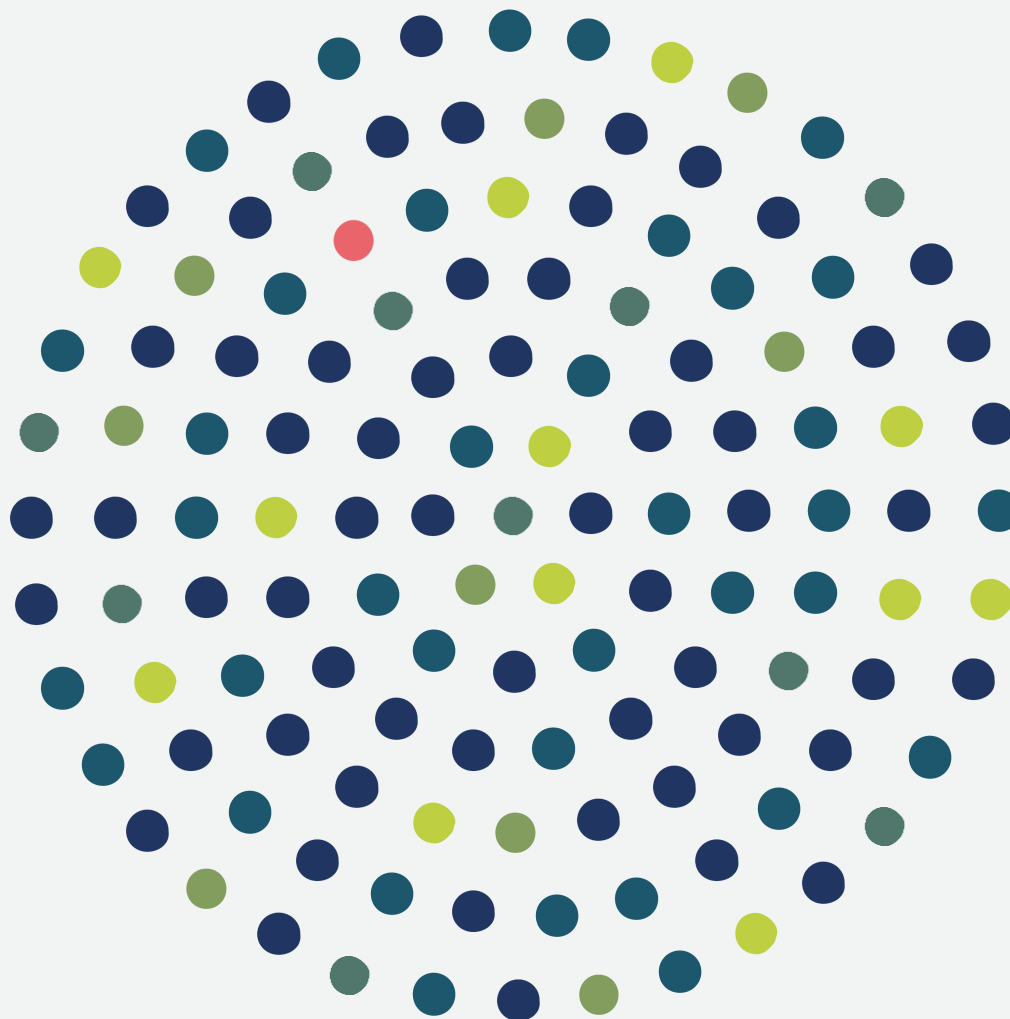
A lot of **GOOD**
is happening



More than 90% of the Dutch do not consume the recommended amount of 250 grams of vegetables per day.

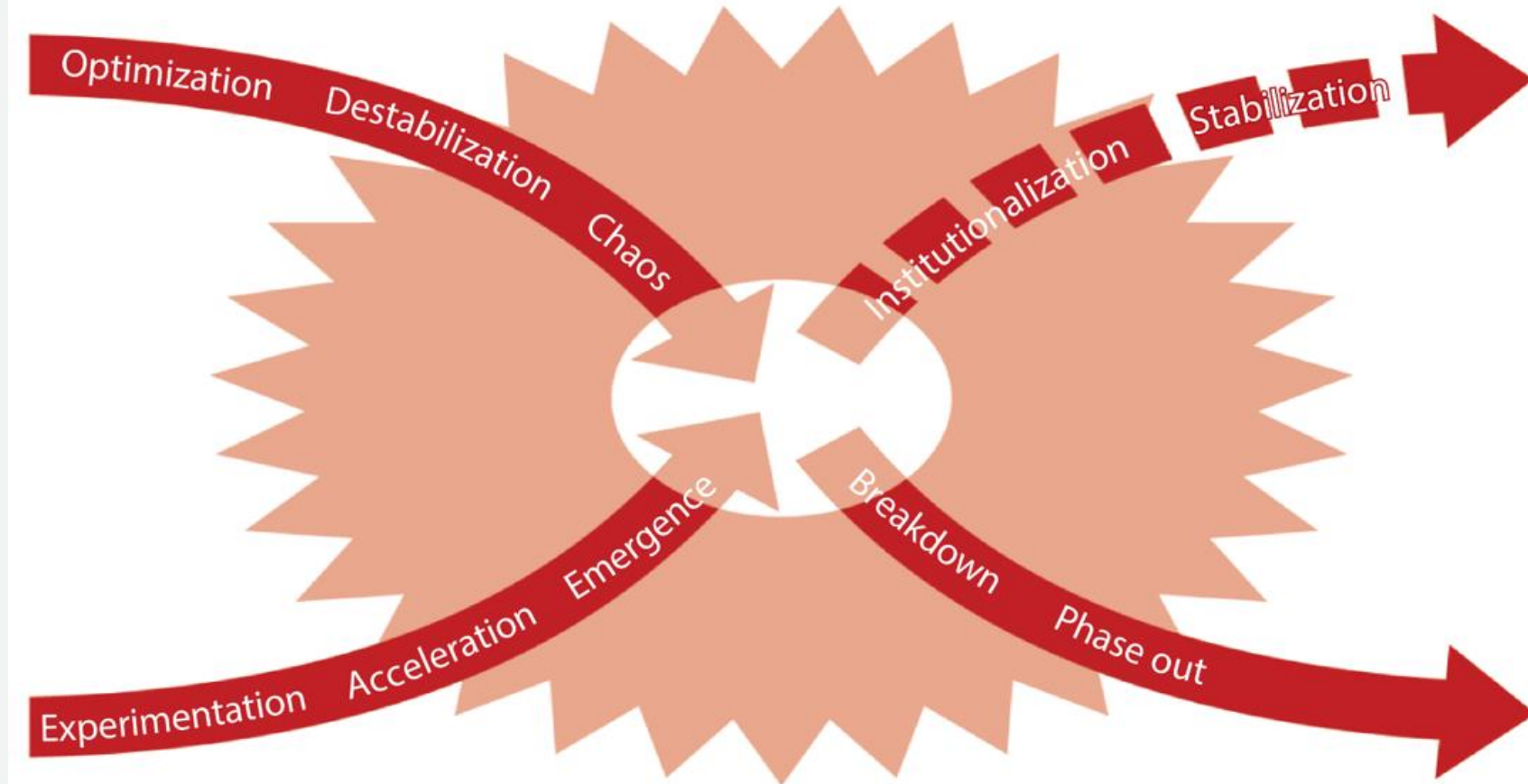


Ecosystem innovation



Transition,
how does it work

Systemic Change,
what is needed



 Loorbach D, et al. 2017.
Annu. Rev. Environ. Resour. 42:599–626

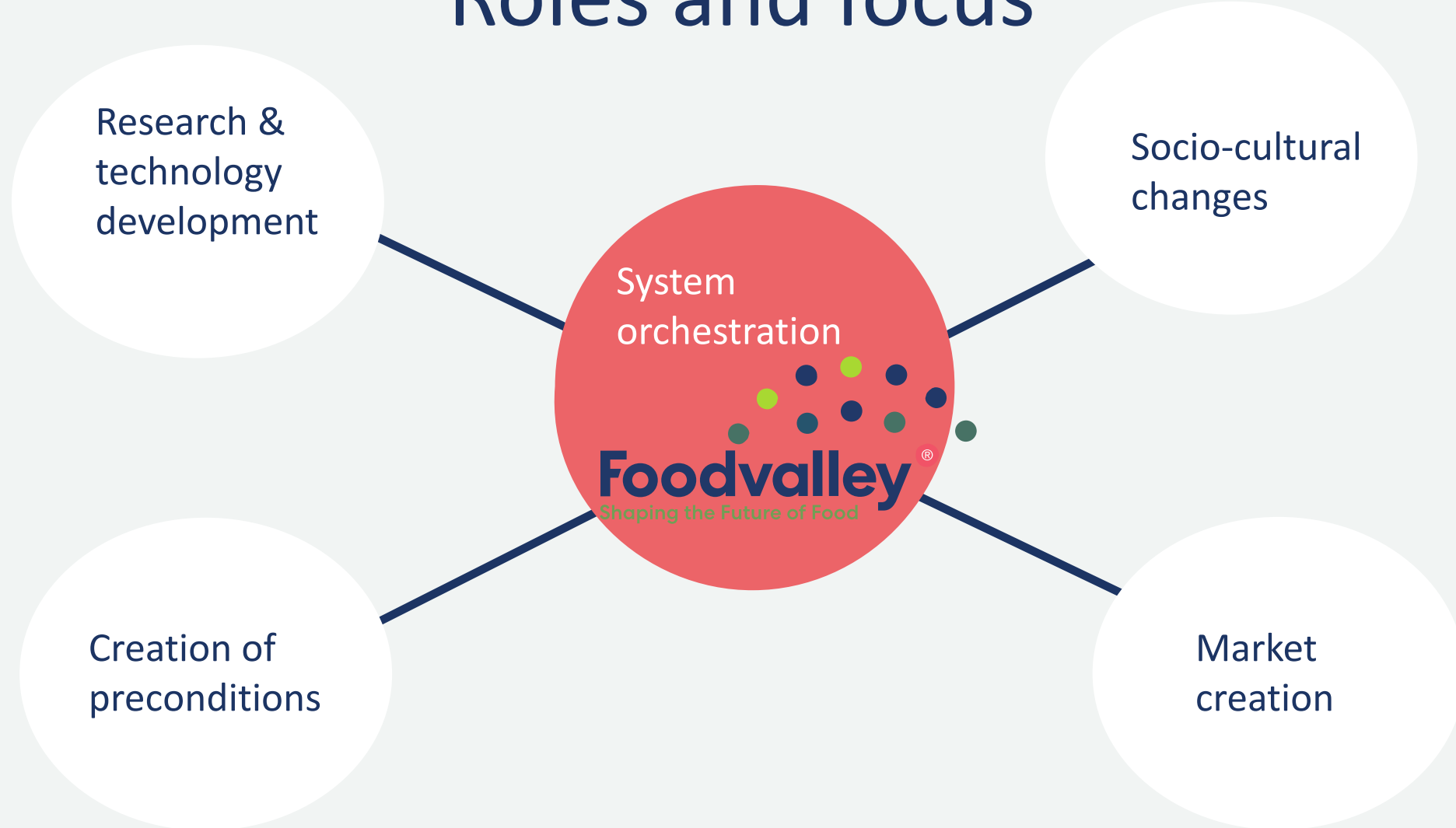
Systemic change

Achieving more and faster disruptive innovations

Creating new forms of cooperation
throughout the chain, across sectors and borders

Developing, adopting and scaling new technologies

Roles and focus



launch

Ecosystem
ambitions
objectives

goal





Impact society



Ambitions & activities ecosystem



Interventions Foodvalley NL

Program Protein shift



Program Circular agrifood



Program Food & Health



**Innovation
development**

International

Entrepreneurship

**Human
capital**

**Foodvalley
facilities**

**Business
climate**

**Ecosystem
development**



circular agrifood



protein shift



food & health

Let's connect!



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