

# Roger van Hoesel



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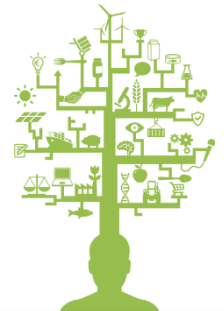
# Menu

- Why a Food Valley organisation?
- Vision
- What makes the difference?
- Agility & success
- To conclude



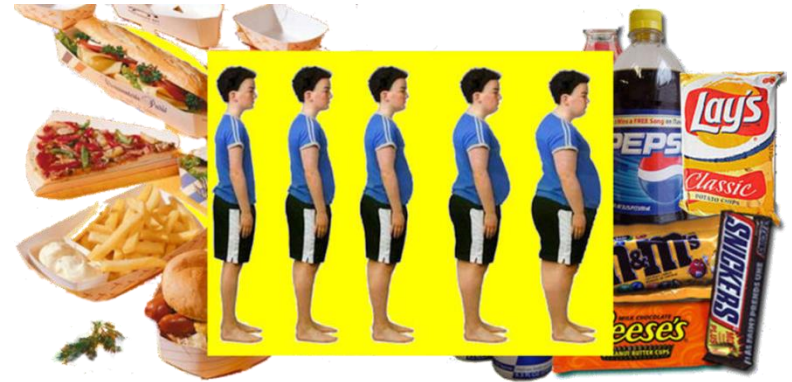
# Establishment of Food Valley NL

- Importance of innovations grew
- Existing knowledge and support infrastructure was insufficient



# Societal challenges as drivers for innovation

- There is many of us
- A lot of food is not being consumed
- Sustainability
- We are getting too heavy
- Nutrition and health are related
- We don't trust our food

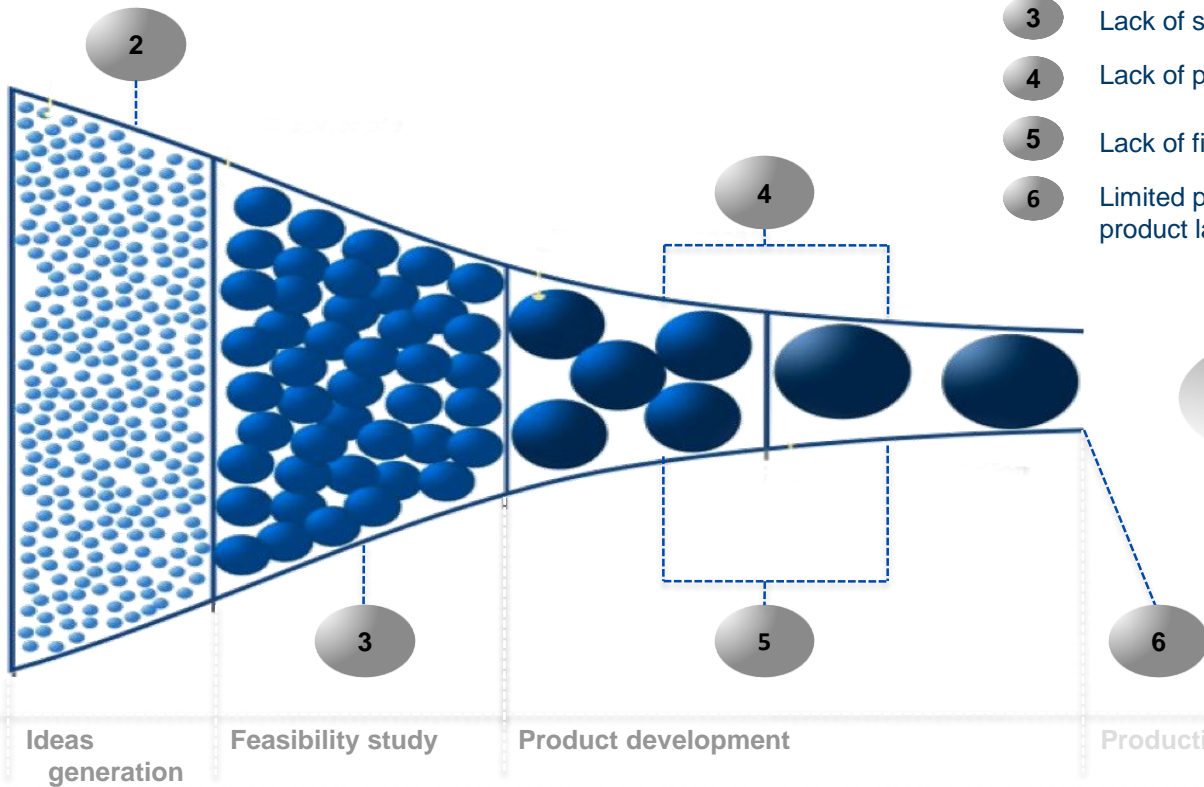


# Companies as a starting point

- 150 member companies
- Agenda setting
- Food Valley Society meetings
- Members as 'source of inspiration' for Food Valley NL
- International members: India, Japan, New Zealand, Spain, Thailand, US



# Vision



- 1 Lack of experience in management of innovation
- 2 Lack of insight into market & technology trends, regulations
- 3 Lack of sound investment plans
- 4 Lack of people, knowledge, facilities
- 5 Lack of financial means
- 6 Limited possibilities for international product launch

INNOVATION  
PROCESS

Ideas  
generation

Feasibility study

Product development

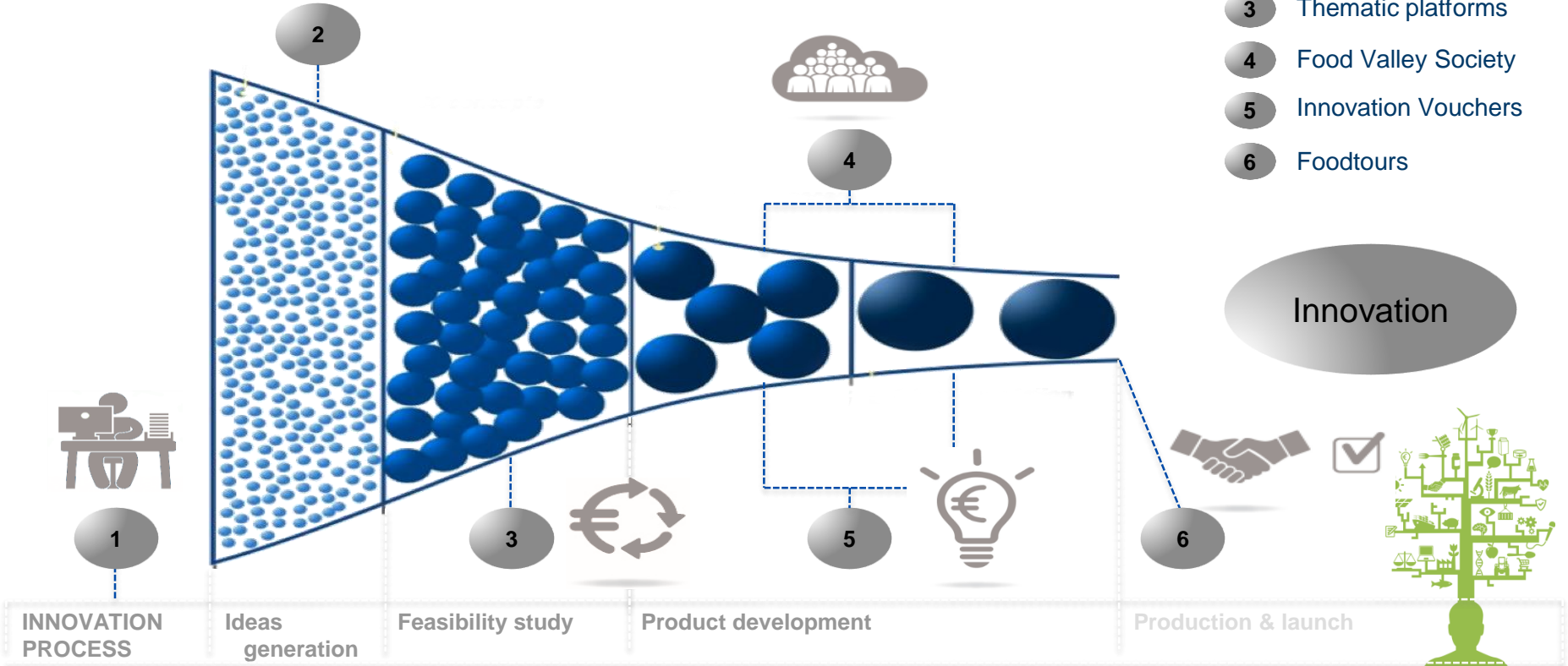
Production & launch

Innovation





- 1 Food Valley Direct
- 2 Food Valley Summits
- 3 Thematic platforms
- 4 Food Valley Society
- 5 Innovation Vouchers
- 6 Foodtours



# Make a difference

- Engagement with SMEs and innovation enablers ('hidden gems')
- In sync with rhythm companies (speed and flexibility)
- Open to other pathways
- Not limited to set of formal policy instruments
- Relatively neutral in terms of partnerships (universities or companies)
- Not hindered by borders



# Agility and succes

The role of Food Valley has changed over time

- demands have changed
- the same holds for the business model

**Building a  
thriving  
innovation  
ecosystem**  
Roger van Hoesel  
Lessons from  
Food Valley NL



# Past



## Innovation Vouchers



Innovation vouchers can be used by SMEs active in agro food and feed base in the province of Gelderland who want to innovate. With these vouchers they can acquire knowledge that can be used for optimizing processes or developing a new product.



## Food Valley Award



Food Valley awards an annual prize to the most distinctive project or initiative in the agrifood business. The criteria on which potential winners are judged are the innovative character of the project, the degree of (innovative) cooperation, the economic viability and the overall attention to Corporate Social Responsibility

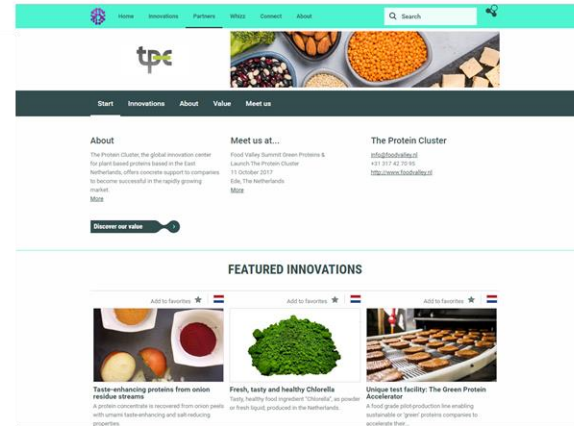
## Open Innovation Seminars



# Present



## Science & Technology based communication



# Future

Public

Strengthen ecosystem: focus on market imperfections



Private

## INNOVATION INTELLIGENCE



Identifying and assessing scientific developments, technological solutions and key experts. Interpreting insights.

## CLUSTER DEVELOPMENT



Practical development and management insights on goal setting, partner commitment, financial structure and strategy and success measurement.

## WORLD FOOD INNOVATIONS



The brand new portal to innovative food solutions from around the world. Discover and share innovation insights, and to attract global business interest.

## INNOVATION CLUSTER



Join the Food Valley Society, our business cluster where innovative ideas are born, trends are identified and new partnerships are initiated.

## EVENTS AND TOURS



Conferences, trade show pavilions, tours. Food Valley NL can offer you a full service concept development and event management agency.

## TRAINING PROGRAMS



Tailor-made learning programs on trending topics in food, nutrition, agriculture for both professionals as well as new-comers in the food arena.



# To conclude

- Be clear about target group
- Agree on how to measure success
- Create and maintain support
- Develop a long-term strategy for the business model
- Be agile if it comes to concrete activities



# Thank you for your attention



## **BOOSTING INNOVATION PERFORMANCE**

**OPPORTUNITIES | INSIDE KNOWLEDGE FOR AGFOOD BUSINESS**