

Amount/Serving	% DV*
<b>Total Fat</b> 16g	<b>25%</b>
Sat Fat 2.5g	12%
Trans Fat 0g	
<b>Cholest</b> 0mg	



# Food Tech Brainport .....

Food Technology Brainport (FTB) is an important crossover between the agri-food sector, high-tech systems and the chemical sector.



FTB offers SME's unique pilot services and demo-facilities for valorization, matching the ambitions and achievements of a European top region.

FTB has developed into a "business accelerator" which allows companies to achieve technical and / or technological innovations and translate these into economic growth and exports.



FTB is driven by entrepreneurs with a strong believe in innovation, cooperation and acceleration and is working in close collaboration with educational institutes on the Human Capital Agenda





# Innovation & Development



# Three-phase Approach

## Ideate

- *Responding to social surveys in order to timely detect challenges on sustainability (resource efficiency), nutrition and health, and to put these into concrete opportunities*

## Create

- *Applying new technologies that offer solutions to social issues. Currently, our focus is on mild preservation, mild separation and the valorization of plant residues.*

## Validate

- *Bring new products and technologies successful to market*

# Food Tech Brainport - identity

## People

- Well-being
- Health
  - Increased desire

## Government

- Stimulate & Facilitate
- Health
  - Sustainability
  - Employment

## Food Tech Brainport

*Co-developers and Accelerators  
of  
Processes, Products and Systems  
for  
Innovative Food Production*

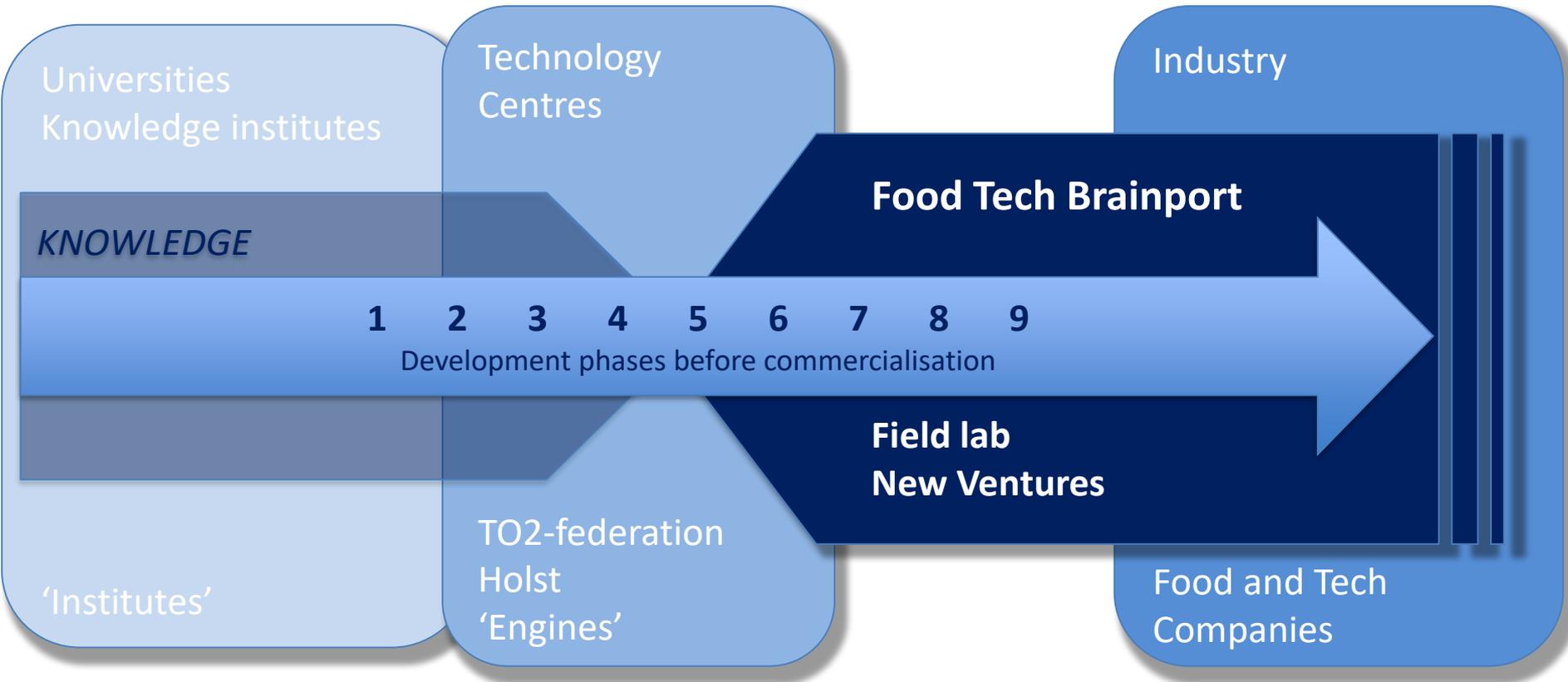
## Education

- “Lifelong learning”
- Collaboration between employee ↔ student/pupil
  - Teacher becomes student
  - and vice-versa

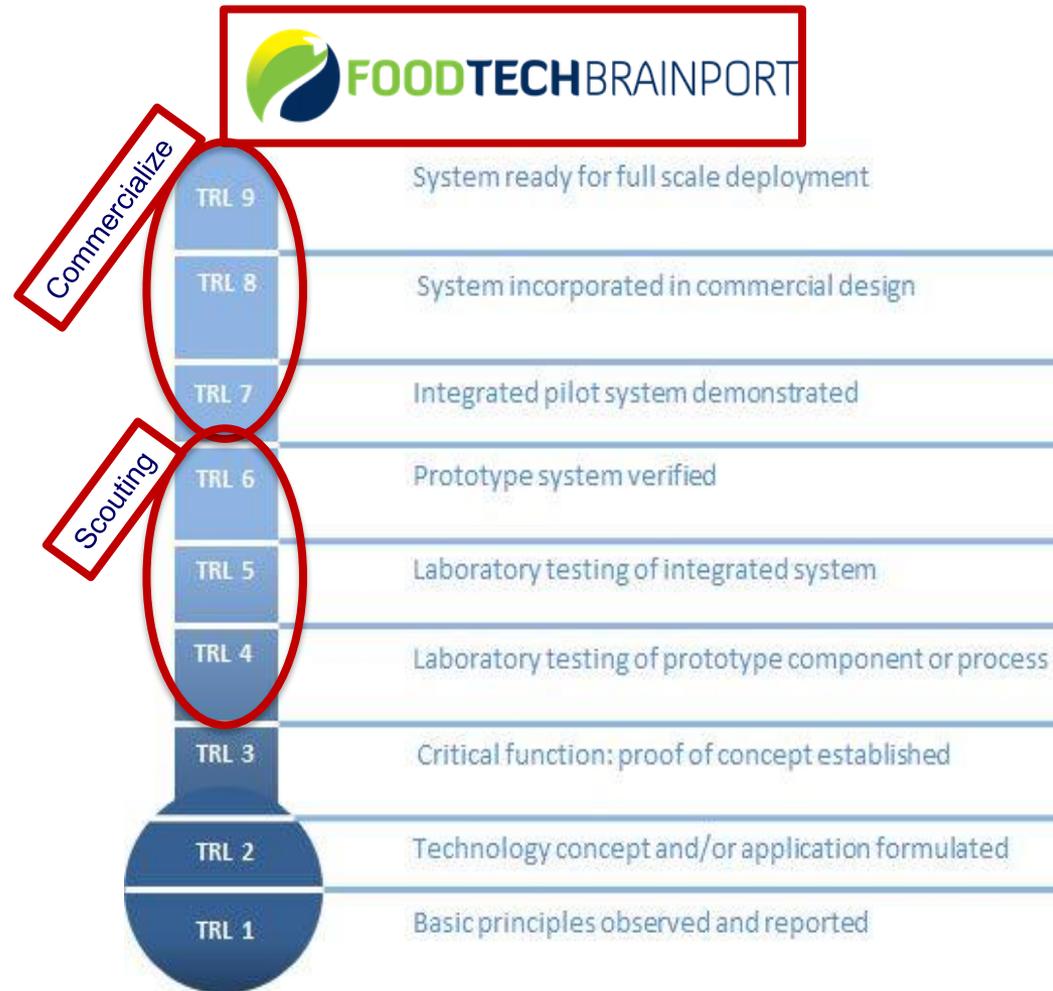
## Business

- Sustainable
- Innovation
  - Export
  - Market differentiation
  - Customer value

# Food Tech Brainport - positioning



# Focus on TRL (technology readiness levels)



# *What do we see as our role:*

1. Strengthening the innovative character of the sector
  - a) New product/market combinations in the AgroFood sector and industry
  - b) Accelerate technological development through new application
  - c) Attract new international technologies to the region
  - d) Improved export position AgroFood companies
  - e) Initiate/accelerate start-ups and scale-ups
  
2. Linking social and economic objectives
  - a) Accelerating the sustainability of the sector
  - b) Accelerating the production of healthier yet affordable food
  - c) Pilot/ example function for other crossovers.

# Social relevance

- Circular food production
  - Prevention of waste/valorization of by-stream products
  - “Chemicals” out, replacement by natural ingredients
  - Reduction energy consumption per kg product (foot print)
- Food & Health
  - “Chemicals” out, replacement by natural ingredients
  - Reformulation of products (less fat, salt, sugar etc)
  - Enrichment with proteins, (personalized food)
  - Healthier food, more affordable



from Innovation to Euro's

# Strong Focus & Practical Working model

- Technology focus:

- Centre for Mild Conservation Technologies
- Centre for Mild Separation Technologies



- Application focus:

- Centre for Valorisation of Plant Residues



- Market Focus:

- Centre for Go2Market



- Working model:

- For entrepreneurs and by entrepreneurs
- Connecting Knowhow-Network-Capital
- Deployment of industry specialists (brokers) to support SME's
- Sharing facilities for piloting-demo's-tolling activities



# Centre for Mild Preservation

*Longer Shelflife*

*Food safety*

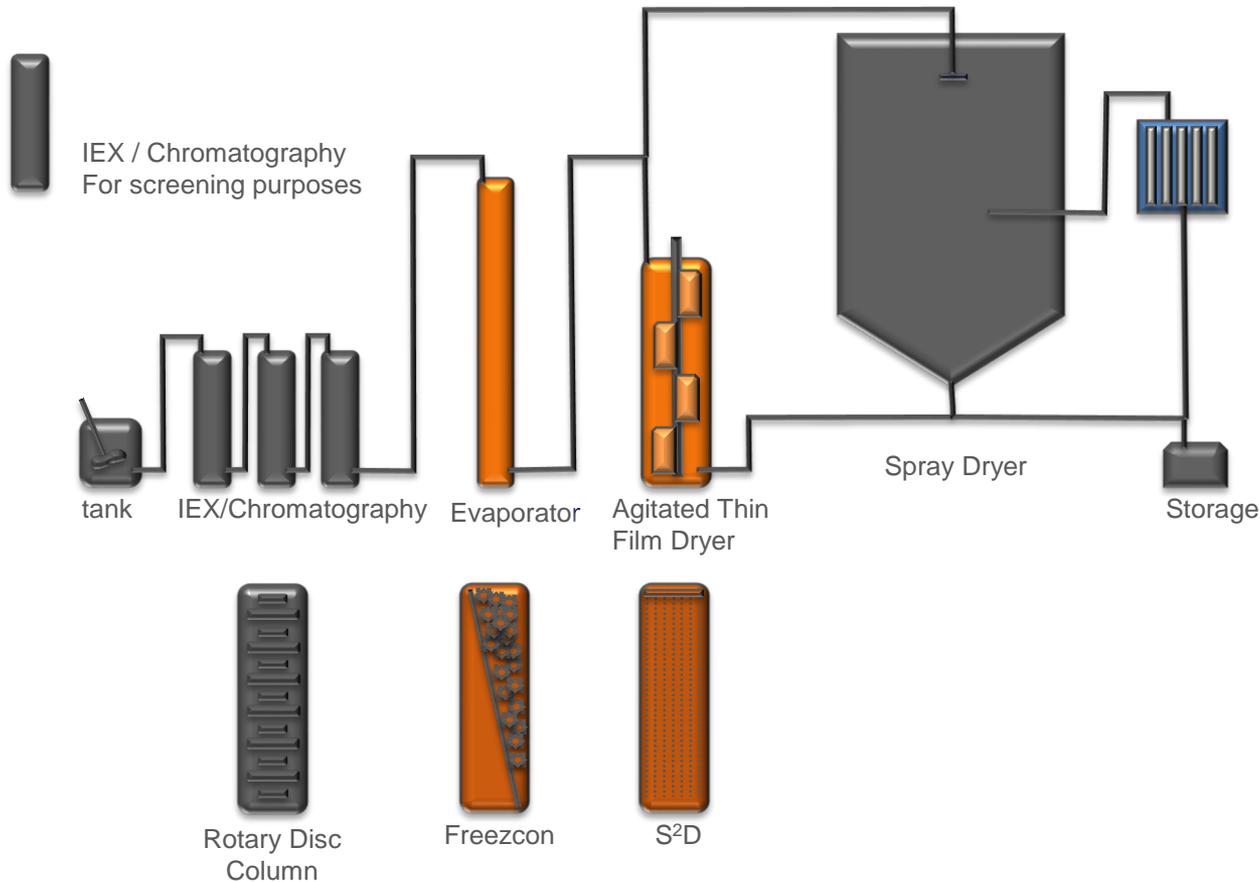
*Fresh Experience*

*Clean Label*



*Strengthen the AgriFood sector by opening up new, innovative technologies  
In the field of Mild Preservation.*

# Centre for Mild Separation



*Adding value to AgriFood raw materials through the isolation, separation and (optionally) drying of valuable components / ingredients.*

# Centre for Valorisation of Plant Residues (project “Eindeloos”)

- *Objective is the valorisation of fruits and vegetables process residues*
- *To achieve this objective, the following steps will be taken (market pull based):*
  - *Defining markets and product requirements*
  - *Defining necessary technology and develop applications*
  - *Locating fruits and vegetables residues*
- *A first case is built around carrots, followed by a translation of the methodology to other vegetables*
- *At the end of 2018 start with a vegetable processing plant for residue streams with a capacity of 50 to 100,000 tons/year*



# *How is this done (how is business supported):*

- Lab & Pilot scale: *assisting SMEs in finding maximum added value in their raw material, product and / or residues*
- Demo facilities: *validation of technology and processes, possibilities for SME's to make trial productions, to perform market testing, or convince potential end customers (seeing is believing)*
- Tolling facilities: *support building market for starting SME's in the scale-up to own production facilities. Threshold reduction (reduction of risk and capital) to go to market with innovations*





# The Sustainable Food Initiative - 1



Ministerie van Economische Zaken  
en Klimaat



Ministerie van Landbouw,  
Natuur en Voedselkwaliteit



Netherlands Organisation  
for Scientific Research



Universiteit Utrecht



FOOD & NUTRITION



Institute for Sustainable  
Process Technology



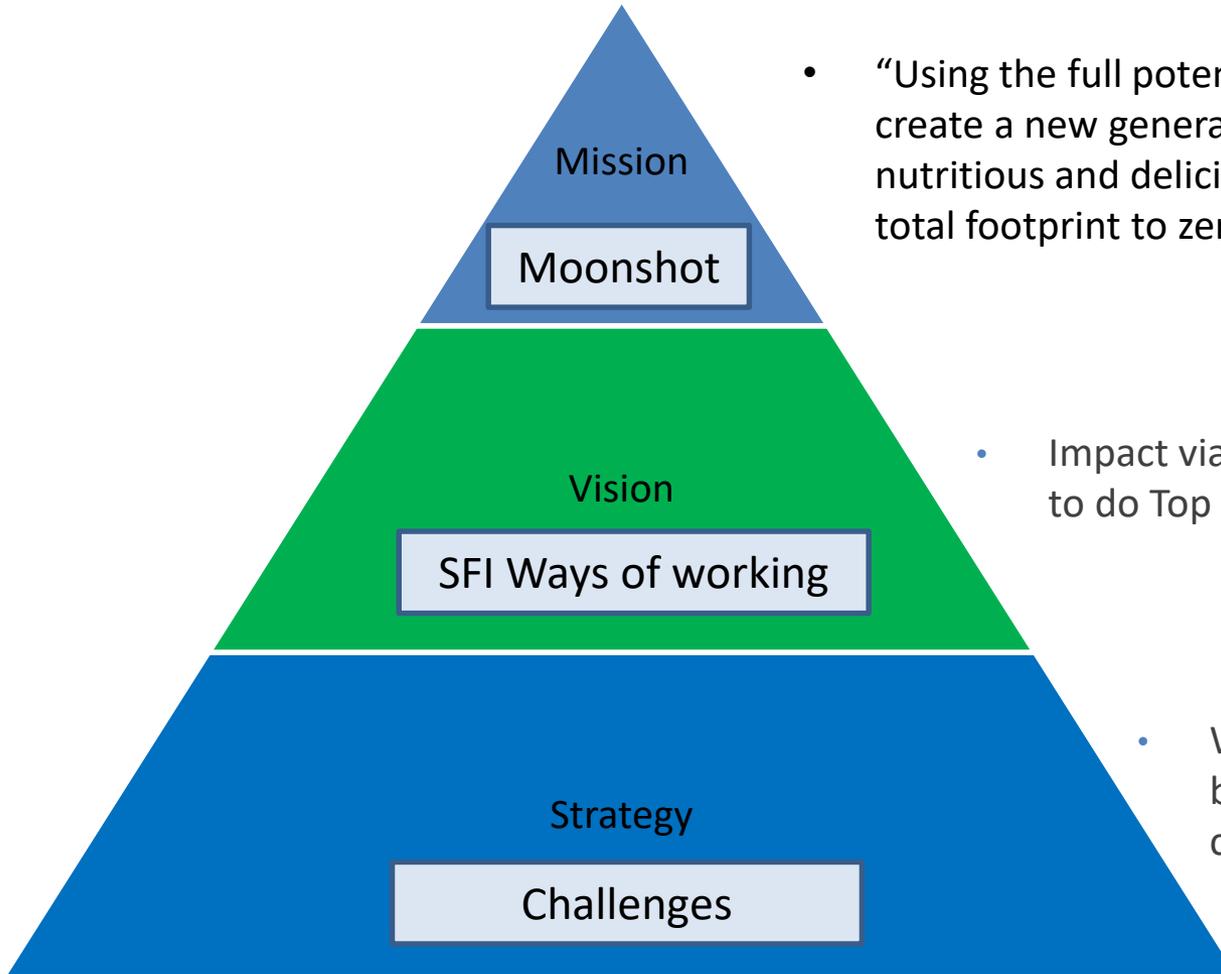
FOR BETTER FOOD & HEALTH



innovation  
for life



# Sustainable Food Initiative - 2

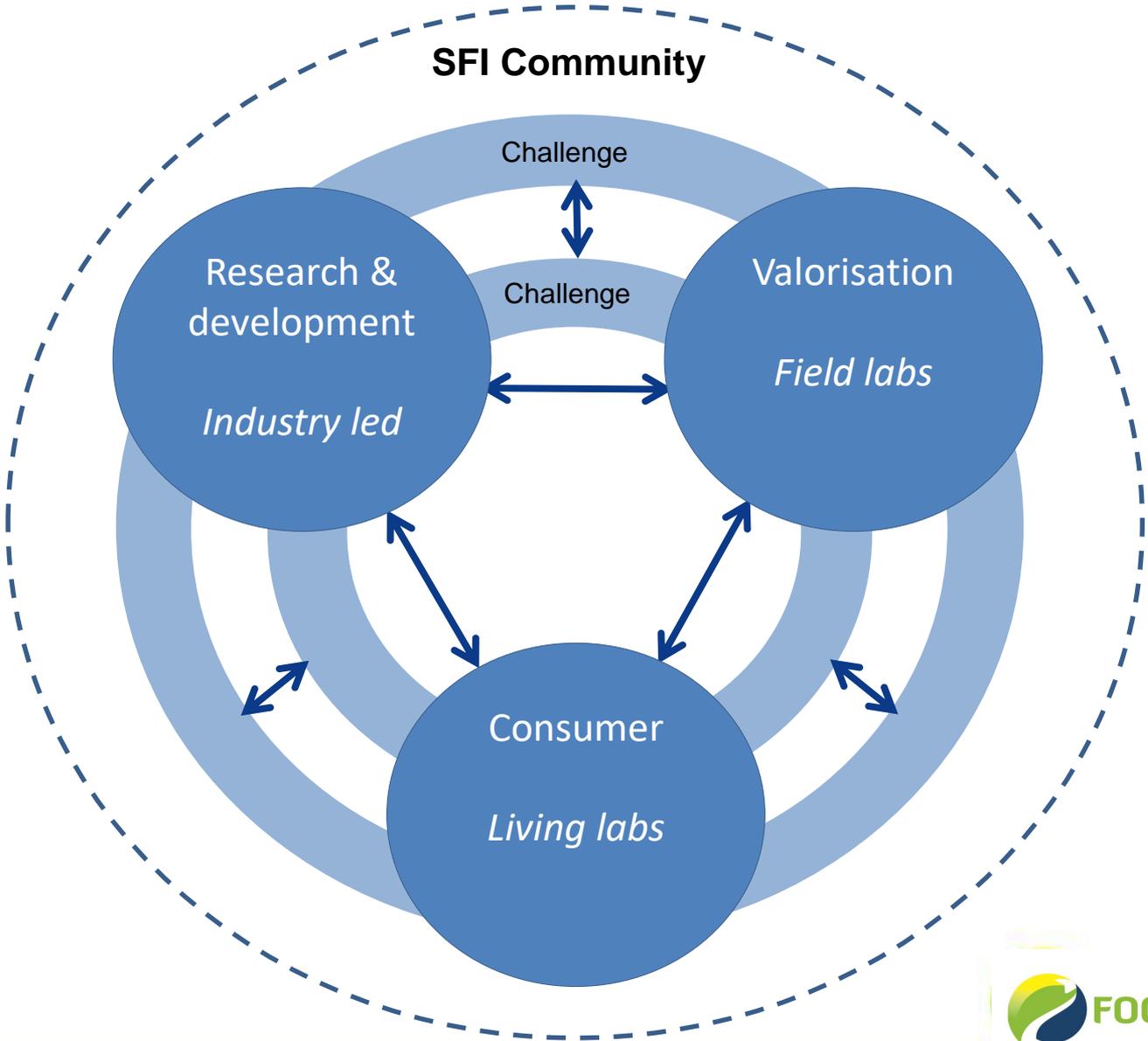


- “Using the full potential of all agricultural produce to create a new generation of sustainable, safe, nutritious and delicious products while reducing the total footprint to zero in 2050”

- Impact via a new way of cooperative working to do Top Science and Fast Innovation

- Working towards our moon shot by cooperating in industry led challenges

# Sustainable Food Initiative - 3



# Taskforce Circular Economy in Food

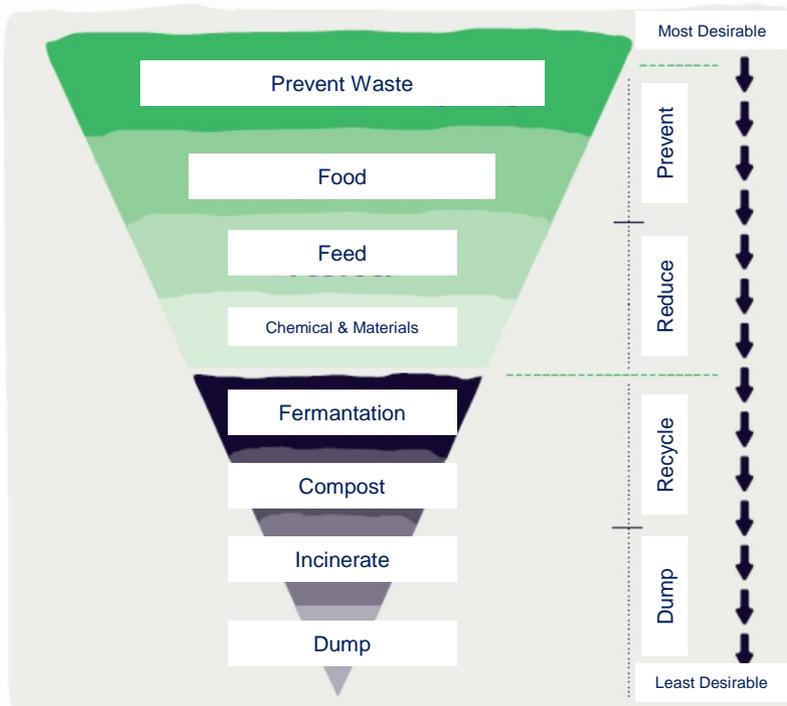


- *Mission/Ambition of the Taskforce*
  - *Make the Netherlands one of the first countries to halve the waste of food compared to 2015*
  - *Bring unavoidable by-products to value according to the Moerman ladder.*
  - *Make the Netherlands the international leader and world example in realizing the United Nations SDG 12.3 objective.*
  - *Make an important contribution to a future-proof food system, in which food security is guaranteed and the effects of climate change are mitigated*



# Taskforce Circular Economy in Food

Focus of the Taskforce  
Prevent, Reduce and/or Valorize  
Waste-streams



1. Monitoring  
of progress  
and impact



3. Together  
against food  
waste by the  
consumer

The Taskforce  
tackles this in four  
different ways:



2. Together work  
against food waste in  
the total global food  
chain



4. Change  
rules  
towards  
circular  
economy

# Contact



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