



Accelerate Cross-over Agrofood & HighTech

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Provincie Noord-Brabant



GRAIN DRYING,
MONITORING
& CONTROL

CROP CARE
& NUTRIENT
APPLICATION

FARM OFFICE

MOBILE

TILLAGE &
FIELD PREP

CROP
HARVESTING

DECISION SUPPORT:
DEALERS & SERVICE
PROVIDERS

PLANTING

AMBITION 2030

Brabant (inter)national leadership in innovative Agrofood businesses based on hightech and data applications, aimed at a sustainable, healthy and high quality production of food.

Provincie Noord-Brabant

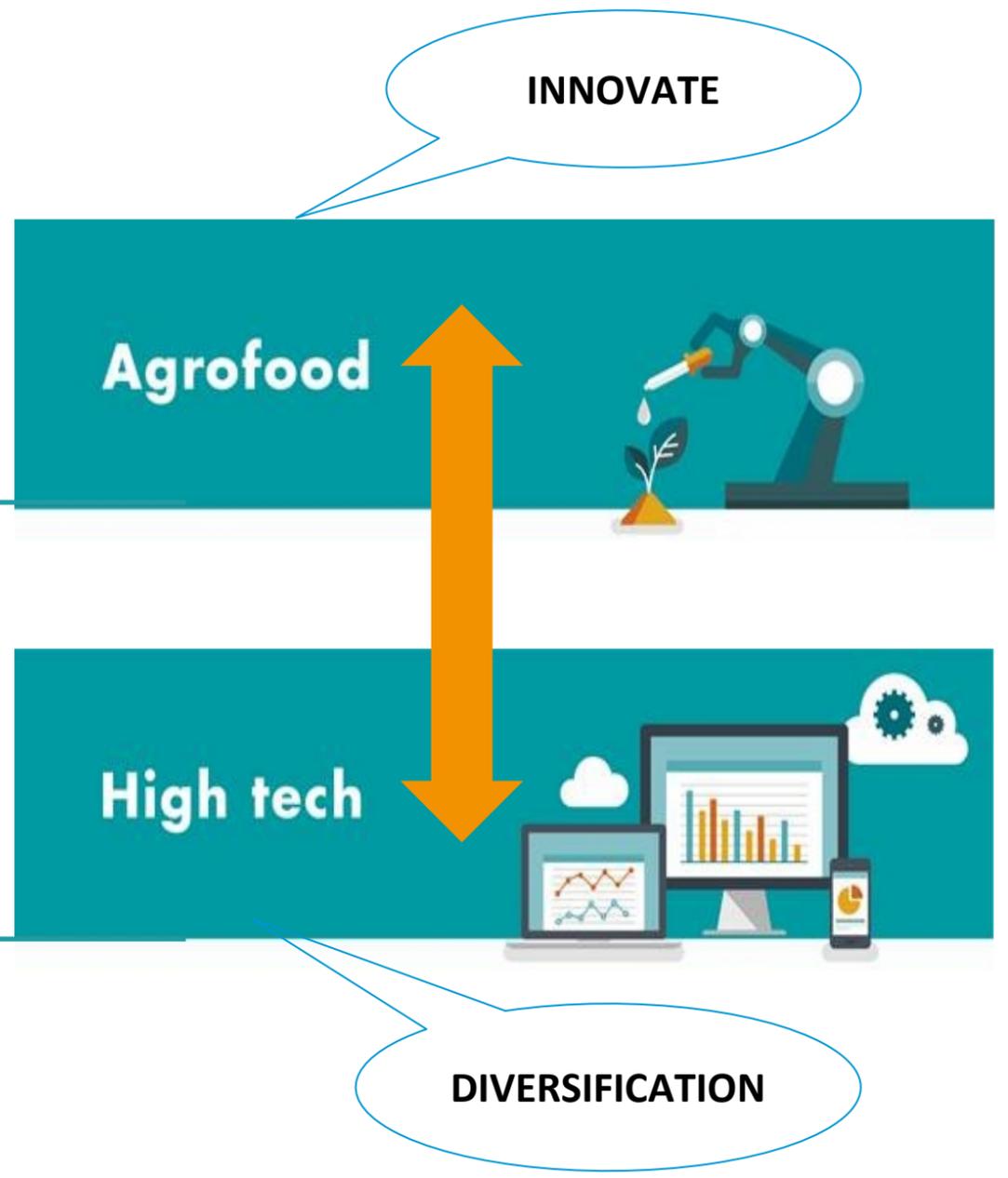
Cross-over Agrofood & HighTech

“Agrofood & HighTech” :

The 2 most important economic sectors in Brabant and (inter)nationally

“Best of both worlds”:

Opportunities for society and economy



Themes with the highest potential

- Smart Farming
- Smart Processing
- Protein- transition and businesses
- All Driven by Datascience

Starting Positions

- Expanding the ongoing activities
- Results within 2 years
- but within a long term perspective



Smart Farming

- Precision Agriculture and Cattle Breeding
- Vertical Farming

...applying smart technology

using less resources while
improving output both qualitatively
as quantitatively



Smart Processing

- improved shelf life
- focus on waste/residuals



...applying smart technology

Reducing and preventing waste in whole foodchain

Convert residuals into valuable products

Customer oriented/Personalised production



Protein Transition and Businesses

...applying smart technology

Transition to non-animal
alternatives for meat



Data Sciences



...applying smart analyses

Optimisation using quantitative (big) data driven techniques throughout the complete chain

Creating transparency and (disruptive) new business models

Success through Co-operation:

- Companies and teaching/research institutes are in the lead
- Facilitated by Government driven intermediates