

Invitation

Data Driven Agrifood Future

International conference 2020
's-Hertogenbosch, The Netherlands, October 26th 2020



Register for your online presence at
Data Driven Agrifood Future



The first international conference entitled 'Data Driven Agrifood Future' aims to mark the start of international cooperation in data driven agrifood, to tackle common innovation barriers and to accelerate applications in practice. This is extremely urgent, because of the need for a more sustainable agrifood chain. From seed to feedstock, livestock, agriculture, food processing and retail.

Within the food value chain, there is a lot of potential value in data integration between the various steps of the chain. Total integration of data throughout the entire chain might be seen as a moonshot right now, which is why integration between sub-steps is an important and realistic step leading in this direction. Our ambition is to create an international alliance of entrepreneurs, scientists and representatives of regional and local governments to enable data driven innovation within the food value chain, aimed at learning, inspiring, sharing knowledge and insights. Ultimately, we want to create common challenges that we can tackle in different places around the world through research, experiments and experience.

Online

Key players from frontrunner regions in data driven agrifood innovation will online meet at the conference. Together we will work on the founding of a worldwide alliance of Data Driven Agrifood regions.

Online meeting

We will meet in an integrated and exciting environment. A dynamic programme packed with a balanced mix of key notes, presentations, panel discussions and breakout rooms. There will be the opportunity for networking.

Programme

(CET Time)

11.30 Check-in and welcome online attendees in virtual lobby

12.00 Introduction moderator Simone van Trier

12.05 Opening remarks by Jack Mikkers, mayor City of 's-Hertogenbosch

12.10 Data & agrifood - a triple helix responsibility

- *Elies Lemkes*, Provincial minister for Agriculture, Food and Nature, Province of Noord-Brabant
- *Johan van Arendonk*, Chief Innovation & Technology Officer, Hendrix Genetics
- *Robert-Jan Smits*, JADS President of the executive Board Eindhoven University of Technology
- *Arthur Mol*, Rector Magnificus and vice-president of Wageningen University & Research

12.40 Data Driven Technology in agrifood

- *Ineke Dezentjé Hamming-Bluemink*, President FME
- *Ranveer Chandra*, Chief Scientist Microsoft Farmbeats
- *David Kemps/ Jan de Ruyter*, Sector Banker ABN Amro

13.10 BREAK - virtual networking

13.30 Best practices and showcases data in agrifood

	Data collection	Data platform	Consumer involvement
13.30	Short intro moderator	Short intro moderator <i>Xander Pieterse</i> , FME	Short intro moderator <i>Bas van Leeuwen</i> , JADS
13.35	Turning Grass into Money <i>Andrew Cooke</i> , Rezare Systems	How data brings us to wisdom in agri & food <i>Will Kroot</i> , Technical director VAA Data Works	Use cases and how data is collected, structured and digitized within a food library and bundle schemas <i>Phil Harris</i> , CEO Ripe.io
13.55	The stream and usage of data between private and public stakeholders within the dairy health business <i>Johannes Frandsen</i> , Product Portfolio manager SEGES	agrirouter: User experiences with the manufacturer-independent data exchange platform <i>Dr.-Ing. Jens Möller</i> , Managing Director DKE-Data	Linking consumer eating outcomes to on-farm practice <i>Collier Isaacs</i> , Ministry of Primary Industries - a partner of AgritechNZ

14.15 BREAK - stretching legs

14.25 Keynote Platform Economy

- *Martin F. Kenney*, Distinguished Professor Community and Regional Development University of California, Davis

14.55 Best practices and showcases data in agrifood

	Data collection	Data platform	Consumer involvement
14.55	DjustConnect: Digitizing the Agricultural Code of Conduct to create a digital Data Ecosystem with the Farmer at the Steer <i>Dr. ir. Jürgen Vangeyte</i> , director Agrifood technology department of ILVO	Taking out the middleman: Enabling digital marketing and direct sales for small farmers <i>Sebastian Terlunen</i> , founder, CEO FrachtPilot	Making consumers happy with data & ultra fresh food <i>Rene Bink</i> , Serial Entrepreneur, Founder Healthy Fridge
15.15	How can technology help farms mitigate climate risk? <i>Olivier Jerphagnon</i> , Founder and CEO PowWow	Digitization in the agri-food industry in Europe: bridging the gap <i>Veerle Rijckaert</i> , Business Development & Internationalization Manager Flanders FOOD & <i>Dr. David Verstraeten</i> , Engineering Manager at Yazzoom	Wireless data communication between machinery, FMIS and public authorities to increase the farmers perceived ease-of-use of precision farming <i>Jesper Rieber Nielsen</i> , Product Portfolio manager SEGES

15.35 BREAK

15.55 Wrap up best practices and showcases

16.05 Video government messages

- Collier Isaacs*, MPI New Zealand
- Karen Ross*, CDFA Secretary California US
- Prof. Dr. Ludwig Theuvsen*, Staatssekretär Niedersächsisches Ministerium für Ernährung, Landwirtschaft und Verbraucherschutz Germany
- Jette Petersen*, Exec. Director Danish Agricultural Agency at The Ministry of Environment and Food
- Barbara Van den Haute*, General Administrator, Agentschap Informatie Vlaanderen, Belgium
- Annie de Veer*, Director Strategy, Knowledge and Innovation, Ministry of Agriculture, Nature and Food Quality, The Netherlands

16.25 Kickoff Worldwide Alliance Data in Agrifood

Video Signing ceremony Worldwide Alliance Data in Agrifood

16.30 Closing remarks moderator and invitation to join some other DBDW activities online

16.35 Networking

*Meaning of the colours in the 'Best practices and showcases' sessions

From Seed, Fertilizers & Inputs to Agriculture	From agriculture to Food Processing	From Food to Health & Wellbeing
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Check our programme on our [website](#)

Online participation in Data Driven Agrifood Future

We are very enthusiastic about the possibilities and potential of the hybrid platform where this conference will be hosted. Interaction with speakers and other participants allows you to experience the conference just like a real conference, only digitally. You can attend various sessions from all over world at home or in your workplace.

Please register [here](#)



The international conference Data Driven Agrifood Future is an initiative of the Dutch Province of North Brabant, the City of Den Bosch, the Den Bosch Data Week (DBDW) the Jheronimus Academy of Data Science, Eindhoven University of Technology, FME en AgriFood Capital.

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