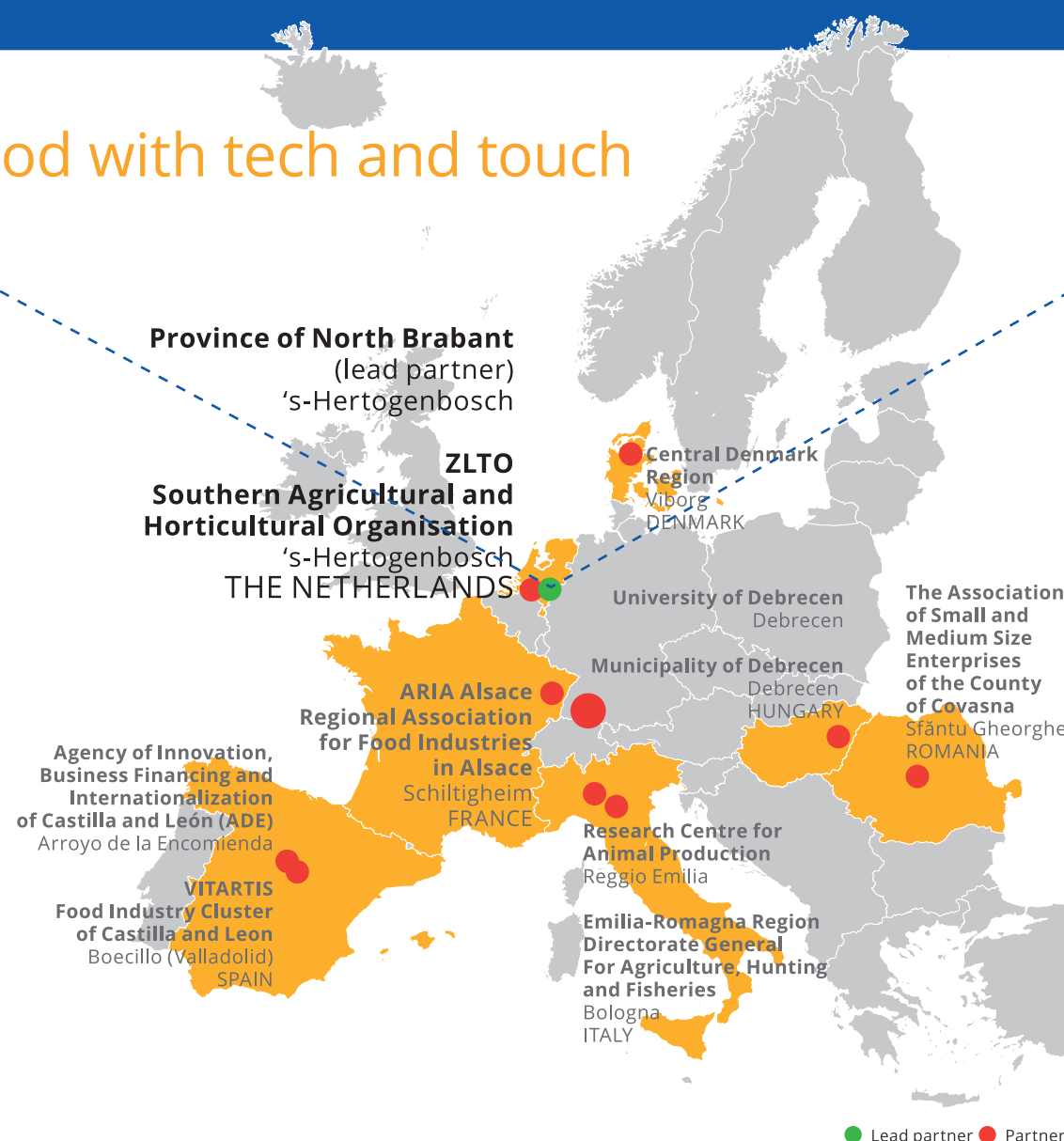


# Province of North Brabant (the Netherlands)

## **Motto** Futureproof food with tech and touch

### KEY FIGURES AGRIFOOD REGION

- The Agrifood sector accounts for nearly 10 per cent of the national income and employment of the Netherlands. The sector also accounts for 25 per cent of the country's exports and more than 50 per cent of its trade surplus. The Netherlands is the second-largest exporter of food in the world. Every year the sector generates €50 billion of added value and accounts for over €80 billion of exports.
- Noord-Brabant is the biggest agrifood region in the Netherlands and accountable for 20,6% of all Dutch agrifood production. When we look at the total dutch Agrifood export, Noord-Brabant is accountable for 17,5% of total Dutch export. AgriFood employs more than 100.000 people in Noord-Brabant. Over 13.000 companies participate in this sector. They represent an added value of 7,5 billion euros.



### A FAVOURABLE INNOVATION ECOSYSTEM WITH

- The total list of major AgriFood companies in Brabant comprises some **250 leading companies and knowledge centers**. Examples of notable companies on the full list are Hero Benelux, InBev, Hendrix UTD, Rijkzwaan, Nutreco, PICTURE Group, VION Food and Royal Cosun.
- Food companies in Brabant excel in translating knowledge into new and improved products. Knowledge development mainly takes place at the multiple institutes in 's-Hertogenbosch clustered around the **HAS University of Applied Sciences. Wageningen University (WUR)** - one of the most outstanding universities in food and agriculture in the world - is another significant research hub, located just outside Noord-Brabant.

NOORD-BRABANT	AGRICULTURE	FOOD PROCESSING	TOTAL
Number of firms	10.000	1.000	<b>11.000</b>
Production Volume; turnover	4.900 mln	13.000 mln	<b>17.900</b>
Number of employees	27.000	23.000	<b>50.000</b>
GDP	2 bn	2.2 bn	<b>4.2 bn</b>
GDP for employee	74.000	95.652	<b>84.000</b>

## **Targeted** Policy instrument

With their triple helix partners the 3 Southern provinces (NL) developed a RIS 3, linking societal and economic opportunities and challenges. OP South Program was based on the RIS 3. The aim is to develop the region to an innovative top region, where innovation is the key to smart and sustainable growth. The OP priorities are Innovation (strengthening the R+D+I infrastructure and capacity; stimulating investment in R+D instruments) and Low carbon economy (stimulating research, innovation and use of new technologies and of ICT). The overall budget is 321,6 million euro.

To create a structure strengthening mechanism (stimulating cross sectoral cooperation, attracting (risk) capital and new companies) the following methods are used: living labs; testing grounds; social innovation; the use of design to enable (open) innovation. The innovative opportunities mentioned e.g. Smart Food; Smart Technology; Smart Materials and Smart Logistics. For Smart Food the objectives are 1) The cross sectoral cooperation between Agrofood and High Tech Systems 2.) between Agrofood and Health sector and also 3) stimulating the development of added value (demand driven) concepts.

The OP provides the framework. Implementation should be organised through projects. The province and its partners aim to influence the strategy of the OP through the development of tangible projects. For that it has to find and discuss real solid measures for which this international learning approach is a crucial aspect.

## **Engines for Change!**

STRING topic	Learning needs	Good practices
<b>1. Food industry innovation ecosystem</b> frames (open labs, technopoles etc.)	This is a relatively new approach, but its very important in political and policy terms. We work on this mainly with our Innovation Agrifood Program. This instrument facilitates (and sometimes finances) these type of project.	Het <b>Innovation Program Agrifood (IP Agrifood)</b> is an economic instrument to stimulate innovation in the agrifood chain in Brabant region. The IP finances business developers who can help a (potential) project from idea to realization. The business developers work at regional innovation agencies. The IP can also co finance certain projects or partly co finance ERDF projects. The IP stimulates agrifood entrepreneurs to collaborate together (its exactly mandatory for support) and facilitates network opportunities. The IP also stimulates cross over collaboration for example between High Tech and agrifood sector.
<b>2. Cross-sectoral cooperation</b> able to favour cross fertilisation especially with High Tech and Health Sectors	Choices of police management? For several decades the policy of agricultural has been looked at a being a special economic sector. We even have a special ministry for agricultural. Just the last years this is changing. But with the 'status aparte' the tendency was huge to only look within the agricultural sector for innovation and solutions. This was definitely an effect of policy.	<b>Agri Meets Design</b> is an instrument which aims to get new innovative solutions for problems in the agrifood sector in Brabant. We make combinations of farmers with problems and try to make a match with a designer or an artist. Together they start working to better understand the issue and to discover new possible solutions. This is not technical innovation but social and or systematic innovation. With the Landbouw Innovatie Campus instrument we worked on an more fundamental level looking at the total chain and the complete scenery. With al this we're able to create new possible futures.
<b>3. Promote added value</b> by linking innovation and production to real consumer needs by improving the commercialisation of R+D outputs and stimulate a demand driven instead of supply driven production	We work on project base with several initiatives who try to work on a supply based agrifood production. We also try to stimulate the development of necessary resources (e.g. use of data in agrifood chain). Al this is stil on project level, there are no developed blue prints yet.	<b>Landbouw Innovatie Brabant (LIB)</b> contributes for more than 20 years to the innovation of the farmers in the Brabant region. Its a network and its an instrument which co finances innovation projects on the farm. The subsidy is mostly not very high, but often turns out to be very decisive for the innovation. The face of the instrument is a consultant who is very approachable and has a big network. Every four years the instrument is externally evaluated, partly by professors of different universities. The evaluation is discussed in the steering board. By doing this the instrument is adapted through out the years.
<b>4. Integration of SMEs</b> in clusters and intercluster cooperation between the participating food regions	For the Noord Brabant region this is difficult. This is mainly due to the situation that Brabant has a lot of clusters or forms of cooperation with SME's in the agrifood sector. And as a result als a lot of different regional development initiatives. And they don't always work efficient together. This is a difficult item for us.	