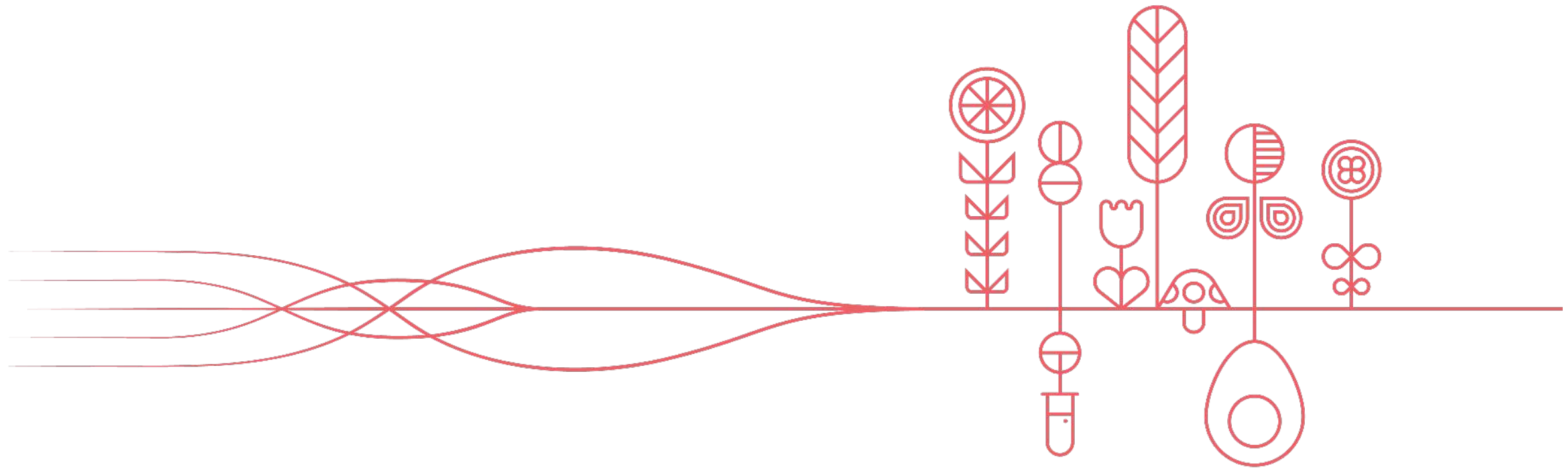




Annual Report 2022



**Message from
the CEO**

**Foodvalley
Approach**

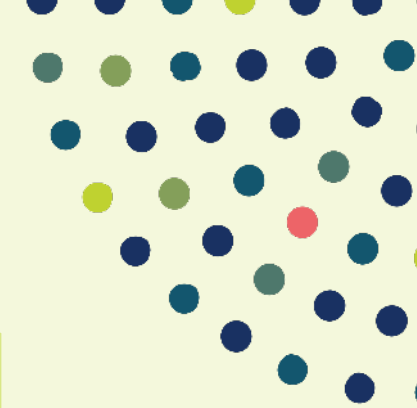
Results 2022

**What
partners say**

**Highlights
2022**

Our Team

Did you know





Message from the CEO

Message from the CEO



2022 in short

I look back on a dynamic year. A year that once again confirmed the necessity to restore the balance in our food system and society as a whole. We reached out to and worked with a broad range of people, from farmers to doctors, to starters, chefs and corporate go-getters, always with the end consumer in mind. Amidst turbulent times, we improved upon our propositions, expanded our partner base, and increased our partner engagement. We serve as the Practice Leader for those that feel the urgency to contribute and make a difference, but struggle with the 'how' to move forward. We see again and again it's you, us, all of us, the people that make the transition possible. We have seen an immense drive from our partners as well as within our team to drive change forward. I am grateful for the dedication and commitment of all.

We are on a journey together

We are on a journey together, on our way to a more sustainable food system. It is a rocky, winding, though beautiful road with stunning views, steep cliffs and promising destinations ahead of us. On a larger scale, there was COVID-19, as well as the war in Ukraine and crises piling up. In the Netherlands, nitrogen emissions became the heart of ongoing societal debate. A debate on inclusion, on the flaws of the current system and the difficulties of changing the status quo. At the same time, food featured prominently on the agenda of the COP for the first time, and climate, energy and food finally started to get the attention they so desperately need and deserve. Our partners faced uncertainties due to the high energy prices, supply chain disruptions, government regulations and job market shortages. At the same time, we noticed that they kept coming to explore and innovate jointly, with optimism, good energy and ample creativity. We noticed an increase in partner engagement, joining us in our initiatives and our communities, fortifying the diverse and driven Foodvalley partner network. The Foodvalley organisation also experienced some struggles; the composition of our team changed, with some colleagues leaving and others joining the organisation. At the same time, we each day understand better what our unique proposition is, how we can best help others to accelerate change and what our position in this changing world is. And we notice we are an attractive party for job seekers. Good news!

Positive results

Some of the 2022 highlights can be found in this annual report. I am especially proud of the Bean Deal that Foodvalley initiated and continues to drive forward jointly with a collective of 56 parties – from farmers to retailers and anyone in between – to increase the production and uptake of protein-rich crops, also known as beans, for human consumption. After careful consideration, we launched two new, fast-growing innovation communities, Personalised Nutrition and Upcycling. I see enormous potential deriving from global cross-sectoral cooperation in the uptake of both Personalised Nutrition to tackle malnutrition and obesity and Upcycling to reduce food loss. We are experiencing a mindset change in relation to the sharing of research and pilot facilities amongst organisations in the ecosystem. The Shared Facility Finder concept proves to be working well. The Protein Community, with 125+ partners, stands together stronger than ever. An inspiring journey so far, with much more to come.

Everyone involved

For the food system to change, we need everyone. Due to current events, we see an increasing number of people wanting to contribute and take part. Change as such has proven to function as a catalyst for our work; it sparked new and innovative ideas, enhanced cooperation and stimulated unlikely partnerships. We are honored that we as Foodvalley have been entrusted the role of bringing people together and pushing collective action forward together.

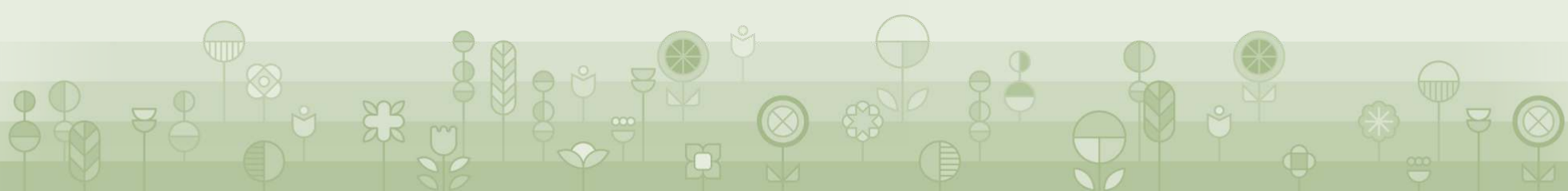
The year ahead

A passion for making progress with tangible results is the primary driver of our team and that of most of the parties we work with. It is now key to build upon what we have sowed over the past years and keep a steady course to be and remain a recognisable go-to point amidst a highly dynamic environment. We aim to be beacon for those that feel the urgency and want to drive change and who look for direction, guidance and travel companions on their journey, turning ambitions and thoughts into practice.

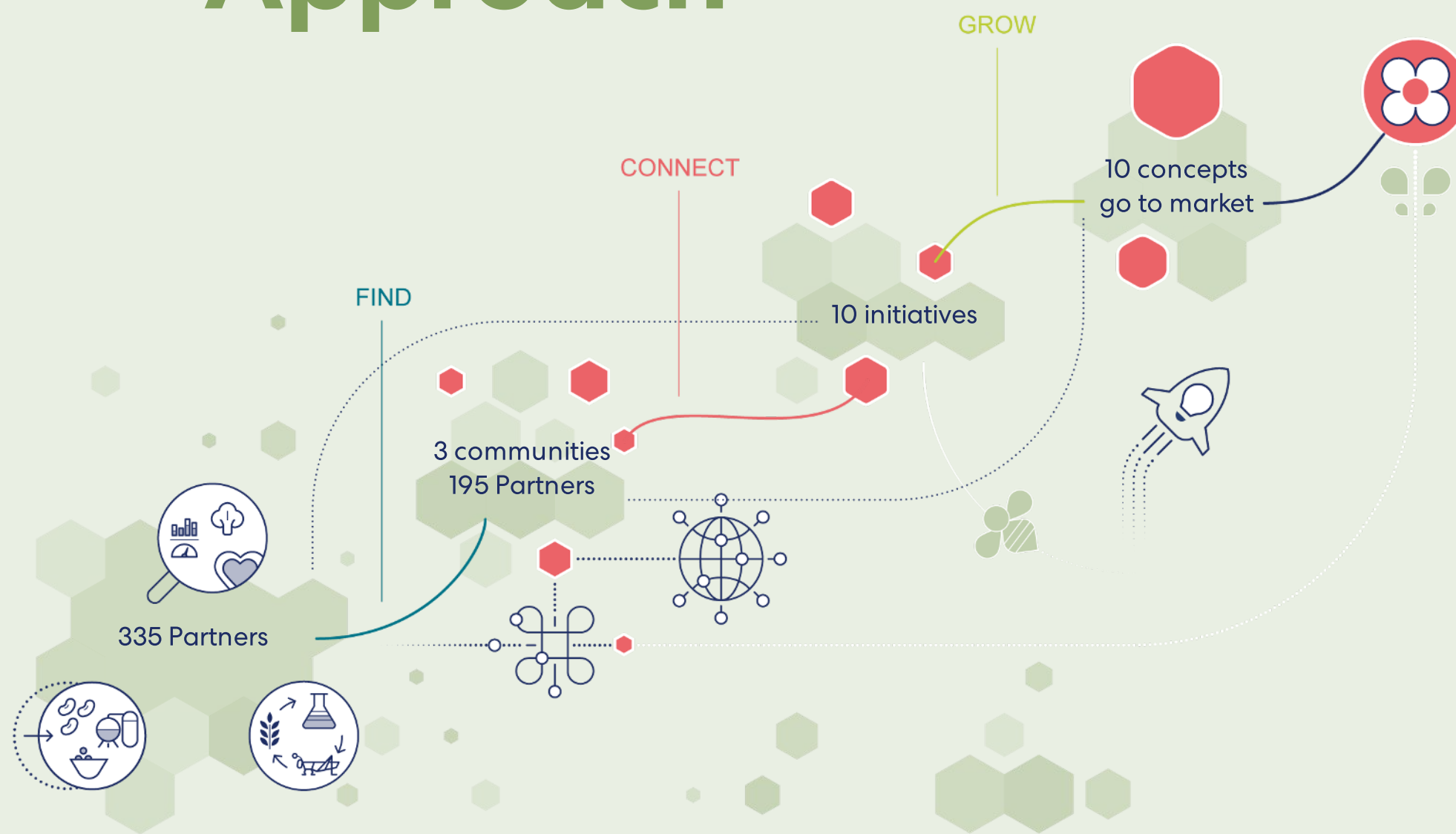
Continue our journey

I want to conclude with a warm thank you to our Foodvalley partners around the world who we get to work with every day. To the team, for their commitment, drive and positive energy. I especially want to thank the province of Gelderland for their vision for change and generous, remarkable support – for the benefit of the food system; in the province, the Netherlands and far beyond.

Marjolein Brasz, CEO Foodvalley



Foodvalley Approach



Shaping the Future of Food Together

Our mission: In 2050 the food system needs to offer food security to 10 billion people worldwide. Tasty, affordable, healthy, and sustainable food, produced with respect for animals and our planet. It is a major challenge but one that is achievable if we join forces to shape the future of food together.

We see lots of positive movement on a daily basis. Still, a lot doesn't happen, and things aren't going fast enough. There are obstacles that individual parties cannot overcome on their own. For the food transition, we need a rich and fertile breeding ground of international partners and a practical approach to moving forward by collaborative action. That is our vision.

The urgency is clear. It is the 'HOW' that needs work. As a Practice Leader, we guide parties from thoughts and ambitions into practice. As an independent organisation, we drive collective action with frontrunners across sectors and countries. We bolster the ecosystem, by providing access to the right people, financial resources, shared facilities and best practices. The result: viable businesses and new healthy sustainable sectors.



Jeroen Willemsen

"Turning a business into a serious business"



Innovation Lead Protein Transition

As Innovation Lead at Foodvalley, I enjoy shining a positive light on people involved in the Protein Transition. Showing what opportunities the protein shift offers for their businesses and, on a bigger scale, the world we live in.

It is a pleasure looking back at 2022. The Protein Transition achieved a significant milestone, with the Bean Deal initiated by Foodvalley, which united partners across the value chain to improve the production, processing, and consumption of pulses in the Netherlands. In addition, 55 farmers joined the Producer Organisation Dutch Protein Farmers – co-founded by Foodvalley – to farm protein-rich crops for human consumption. These examples show major steps towards becoming more protein self-sufficient and redefining the protein industry globally.

Looking ahead, Foodvalley aims to connect plant-based protein consumption to local production to increase protein self-sufficiency and shorten the time to market for plant protein innovations. For instance, we share research and innovation facilities with the Protein Facility Switch. As Practice Leader and Innovation Lead at Foodvalley with the team, we highlight the benefits of the protein transition, such as new jobs, improved business models, economic value, and innovations. Foodvalley supports its partners in pursuing their out-of-the-box ideas and helps them establish serious businesses in collaboration with both traditional and non-traditional stakeholders.

Innovation Lead Circular Agrifood

We are working towards creating a circular agrifood system that is economically and ecologically sustainable. The urgency is clear: become more nature inclusive, but at the same time, tonnage yields should remain the same or increase to feed more people on our planet. In this world of conflicting interests, farmers should be given a better earning model and long-term perspective. This requires a joint effort from both corporate and farmers' perspectives, which can help shape the future of food in the transition towards a circular system.

How does our joint effort work? We work on three innovations within circular agrifood. Firstly, we work on regenerative sourcing of raw materials. Secondly, we work on upcycling of side streams to prevent food losses and food waste and focus on valorising total use of all raw materials in the food system. Thirdly, we need to bring insects as valuable upcyclers as a new serious source of food and feed into our food system.

Our collaborative action is shown by the Regenerative Innovation Portfolio around regional crop and dairy sourcing to achieve a regenerative agriculture system at scale. New protein crops markets for farmers we established by the producers organisation Protein Farmers of the Netherlands in 2022. (www.eiwitboeren.nl). Additionally, the Circular Agrifood team is working on upcycling residual flows to solve the increasing scarcity of raw materials. Insects could be great upcyclers that turn residues into valuable ingredients Network for Insect Knowledge Hub (NfIK).

I see this as the promising early steps towards creating a circular agrifood system.



Jolijn Zwart-van Kessel

"Towards a resource efficient food system"



Innovation Lead Food & Health



Judith van der Horst-Graat

"The Healthy choice, the easy choice"

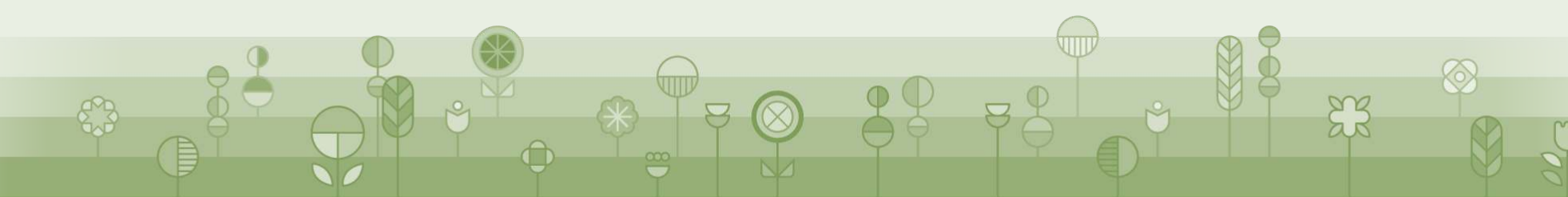


In October 2021, Foodvalley published a Personalised Nutrition (PN) position paper, igniting new initiatives and a fast-growing Community in December. The big result in 2022 was the identification of the three main PN ecosystem roadblocks, following the consultation of over 100 partners and key stakeholders. One roadblock was the need for a knowledgeable, connected ecosystem on PN to pave the way for profitable PN business models for the mass market.

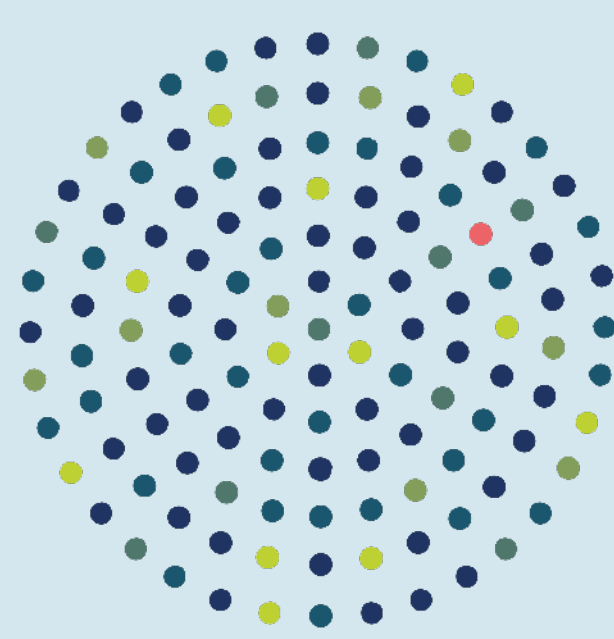
To tackle these roadblocks, we set up a PN Community. One initiative within the PN Community, the PN4All Challenge, resulted in seven pilots finding their base in the Community. Another initiative, the Food Boost Challenge, has been formed to work with young people. In the Dutch Province of Limburg, 1,000 schoolchildren and students gained insights through Action Research and 24 qualitative submissions for healthier eating solutions were submitted. In 2023, a consortium of 21 partners will take their concepts through co-creation to valorisation, aiming for eventual implementation.

Moving forward, Foodvalley aims to make the healthy choice the easy choice. With the use of an algorithm, individual physical information and additional information in saliva, urine, stool, blood, and questionnaire responses can be converted into tailor-made dietary advice that matches personal health and intrinsic motivation.

I love bringing people and organisations together and jointly enabling new business models and scaling up by starting concrete initiatives. For me, that is the real proof of Foodvalley as a Practice Leader: Supporting the opportunities in Food & Health for healthy people, planet and economy.

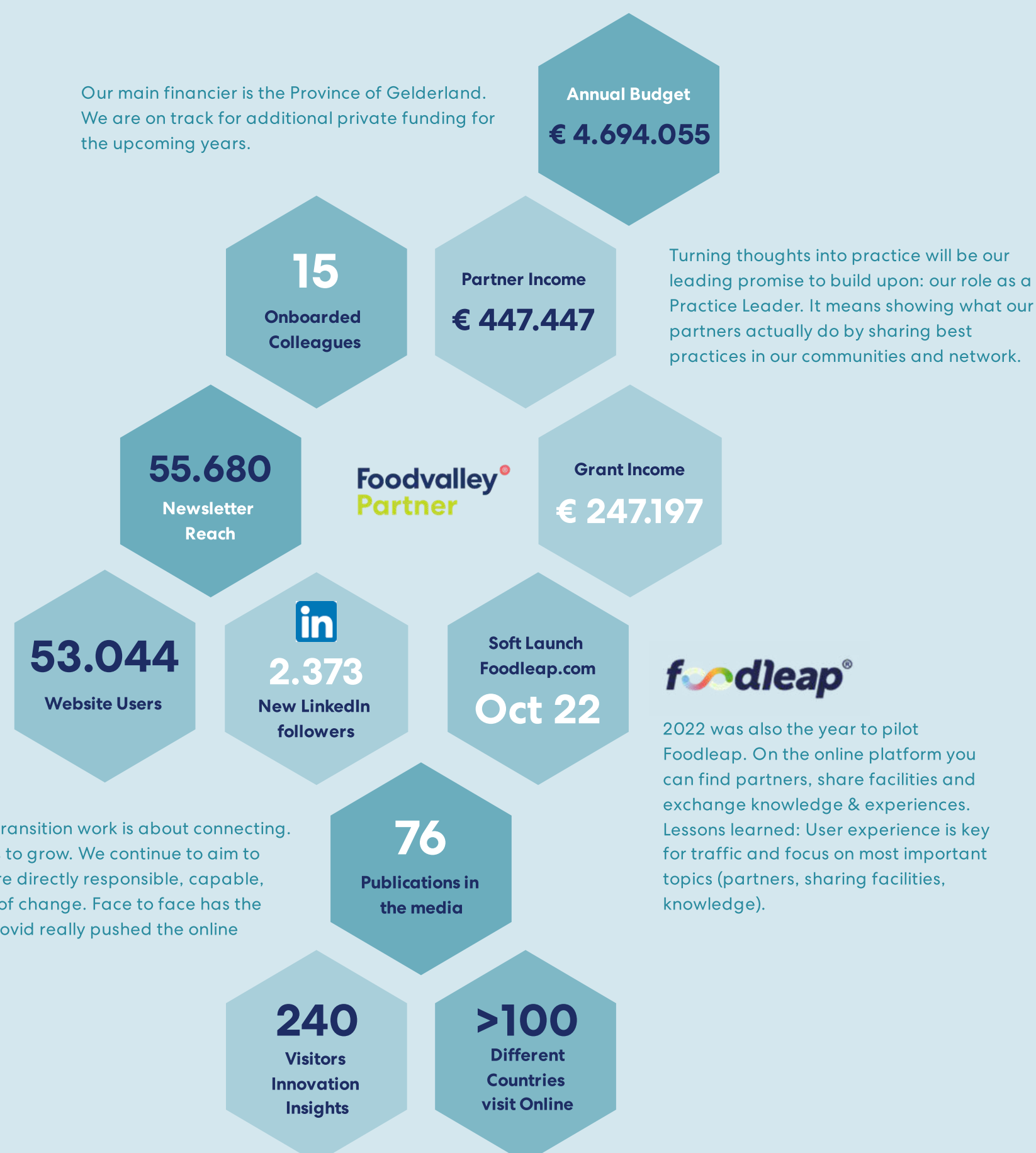


Results of 2022



The winding road of 2022...

In 2022, Foodvalley continued to work on further developing our systemic approach, strengthening our innovation fields and the services we offer to the ecosystem and deepening relationships with our partners. We noticed an increase in engagement. Network partners also decided to join (one or more) Innovation Communities and the creation of two new Communities proved to be spot on hence the rapid growth. A large share of our partners are SMEs, though our partner base continues to become more diverse with corporates – food processing as well as retailers – GPs, farmers, enablers from ICT to legal, researchers, insurers and even a data miner and an automotive hotshot (Mc Laren) joining our journey.



Global Connections

Accelerating the food transition is only possible with a rich breeding ground. At the core of this are our global connections.

To do our job effectively, we continuously work on strengthening our relationships and networks so that we can identify relevant partners, barriers as well as potential solutions and scale our initiatives. In 2022, we increased our activity in our European network in which we jointly identify interesting grants with European cluster organisations such as Lyon Biopôle and Teagasc. We exchange knowledge and best practices between similar European organisations by running roadshows (AURORA).



Foodvalley international coverage of contacts

Entrepreneurial support

Together with organisations such as StartLife, Scale-up Food and InvestNL, Foodvalley supports entrepreneurs to grow better, more sustainable and faster, to achieve more impact.

With InvestNL we jointly run the **Fastlane** programme. Within Fastlane, a pool of experts helps fast-growing businesses to the next stage and access financing. Participants are matched with experts renowned in their fields. The personal approach is valuable as every company faces different challenges, making it a truly tailor-made programme. We connect for investments, grants, finding the right talent, the right investors, coaching and improving their product and go-to-market strategy. Through this approach, we serve our partners with a bracket of tailored support. The result of this support is promising.



"From good idea to market launch"

Together with organisations such as StartLife, Scale-up Food and InvestNL, Foodvalley supports entrepreneurs to grow better, more sustainable and faster, to achieve more impact. In 2022, we started a collaboration with entrepreneurship programmes in Europe with the ultimate goal of improving by exchanging best practices. By organising global challenges through the Brave New Food network, we found interesting partners for joining communities and initiatives.



With InvestNL we jointly run the **Fastlane** programme. Within Fastlane, a pool of experts helps fast-growing businesses to the next stage and access financing.

StartLife and Foodvalley have been working closely from 2020 to further improve the entrepreneurial climate for innovative early startups.

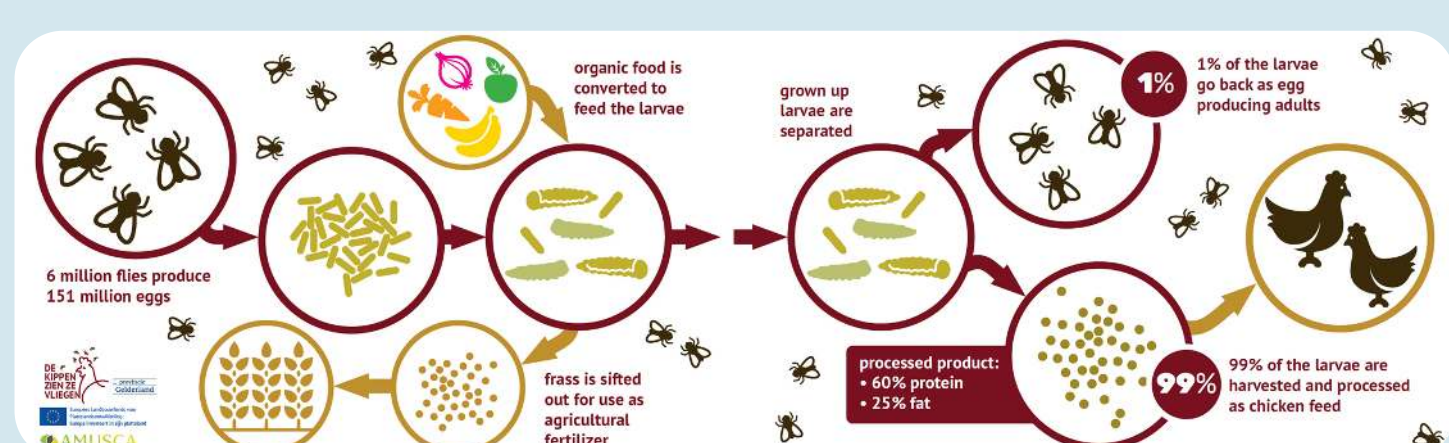
Shared Facility Finder

The Shared Facility Finder (SFF) is a collaborative initiative between Foodvalley and Wageningen University & Research (WUR), aimed at promoting shared usage of facilities amongst companies, entrepreneurs and institutions. This platform enables organisations to discover and share facilities that are essential to their work. With over 350 research devices and innovation facilities already accessible through the platform and an increased uptake, it has proven to be a valuable asset.



Example: The Insect Experience

The Insect Experience includes an insect nursery operated by AVINGSTAN since autumn 2021, focusing on breeding black soldier flies using various substrates like supermarket waste and manure. The centre has installed equipment such as a manure drying belt, shaking sieve, and conveyor belt for automatic cleaning and removal of food and insects.



What Partners say

Our partners are those with hands-on experience in the food transition. Passionate people ahead of the curve. They explore the boundaries of the way to sustainable solutions from technology, smarter processes or engaging people in this journey. In their daily transition work, they get direct feedback on whether we are on the right path, who is needed and in what role. With that feedback, we in turn can encourage, engage and nudge other frontrunners to adapt. Here are some examples of frontrunners **making steps together in practice**. Because we think the food transition is, above all, taking steps in practice – Whatever your role!



Eiwitboeren van Nederland

"Practical solutions"

Anna has been growing chickpeas with her husband Peter since 2021. She is a board member of the Producer Organisation Protein Farmers of the Netherlands, established in 2022, created on the initiative of Foodvalley and our partners. A great example of collective action!

"Two years ago, my husband and I jumped into the deep end. We started experimenting with growing chickpeas in Flevoland. As easy as it seemed, the road to healthy cultivation and a good earning model was and is challenging. The challenges involve very practical issues, from which seed to choose to how to deal with weeds and when to harvest. Challenges also include who can process them and who wants to buy them. Because it doesn't stop after harvesting. The protein-rich concentrated

foo from our own soil must be sold at a fair price and end up on the plates of as many Dutch people as possible. In 2022, I heard about Foodvalley's initiative for a producer organisation. It brought me into contact with dozens of other protein farmers, growers of lupin, soy and field beans, for example. Together we share experiences, help each other out, push for more appreciation, literally and figuratively, for protein farmers. With governments, processors and consumers. Foodvalley taught me and many other protein farmers to speak the language of our customers. We want to help their customers, the consumers, towards a sustainable food pattern. I dare say: besides the good harvest in 2022, the Protein Farmers of the Netherlands and my new protein farmer friends circle are the biggest gift of the year."

Anna van der Bijl

Protein Farmer

- Speed up collective development and adoption
- Bolstering the food ecosystem
- Engage a diverse group of international frontrunners

Hanno Pijl

Internist-endocrinologist and Professor of Diabetology

UMC Leiden Endocrinology

"From cure to prevention"

"Multidisciplinary collaboration is key. Everyone has their part in this. As a physician, mine is to raise urgency. Our diet underlies a pandemic of chronic diseases. Our nutrition now has too much fat, sugar and salt – For us as humans, the cheapest and most desirable ingredients from an evolutionary perspective. Hard to resist, therefore. My patients just need support." Hanno urges: "If we don't take collective action, healthcare will become unaffordable. I advocate a shift from cure to prevention. As Nelson Mandela says, education is the best way to change society. Intervention from the government is needed so that the full society shifts from cure to prevention."

"So we need to make the change from different disciplines. A large multidisciplinary group, industry, regulatory authorities, citizens, technical support specialists for sensors and apps. Representatives who all have a large constituency with knowledge and ability to scale up. Foodvalley brings these together and makes the conversation possible. There are knowledge gaps and contradictions. As an independent party, Foodvalley makes multidisciplinary working possible. And we can only solve this pandemic with a multidisciplinary approach."

Eve Martinet-Bareau

Global Innovation Program Director, Re-Imagine Clean™ & Re-Imagine Waste™

International Flavors & Fragrances Inc.

"Reimagine waste"

"The recently created Upcycling Community is a great resource to meet with other pioneers in the Upcycling movement, across the whole food value chain, and collaborate to find solutions to the barriers linked to change from linear to circular design. I am confident that the collective set of knowledge and expertise in the Community will help to speed up the development and adoption of new circular ingredients, food and beverages and business models."

IFF is one of the largest Flavour & Food Ingredients companies. Within our Re-Imagine Waste™ programme, we are working on preventing waste and creating value from waste. As a company, we can be the launching customer for start-ups. We can also help with techniques and specific ingredients to ensure their innovative product is ready for scale-up and mass production. The Upcycling Community provides a safe space for pre-competitive collaboration. Indeed, the Community members can quickly identify other companies with common goals and the same mindset. The information shared during the events allows to build a connection and accelerate the discussions towards collaboration for a joint purpose, beyond only looking at numbers and risks as big Corporates usually do.

I believe in giving young companies input at an early stage so that they can improve much faster. That is our mutual interest."

Circular Agrifood



Harold Post

Uticon

"The biggest roadblock we have to produce locally sustainable food and ingredients in a cost-efficient way. This requires more financial investments in smart technical innovative solutions throughout the whole food chain from 'seed to eat' so to speak. Change in an industry does not happen with just one party, it requires collaboration along the whole food chain whether that is locally or globally. For instance, to minimise the use of natural resources within food processing, which fits in perfectly with Uticon's mission."

Discover and tackle roadblocks

Collaborative action throughout the food chain

Independent role

Pushing forward

Linda Oostveen

InnoBoost

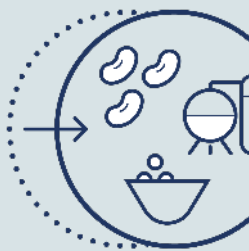
"Foodvalley has a unique strength in pushing the food transition forward. It is able to collect many parties in the food chain, to discover roadblocks and to collectively take these blocks out of the way. This is only possible as a group. And the Foodvalley team is a good guide."

Sebastiaan Hetterschijt

Bakkersgrondstof

"The biggest roadblock we have is to ensure that we make new agreements with each other throughout the food value chain, based on what is best for the world, for the people who live in it and based on complete openness. Most of the necessary innovations are social innovation. Foodvalley understands the need for SMEs, these entrepreneurs change and adapt very easily."

Protein Transition



Klaas-Jan Zuidam

Unilever

"We are with many companies in The Protein Community. Sometimes we are competitors, but we also have a common goal: to develop the plant-based market. If we think we can do it alone, we aren't thinking big enough. We need each other to develop a market."

Closing knowledge gaps

Organise for precompetitive collaboration

Engage a diverse group of international frontrunners

David Gebhardt-Mencke

Herbafood

"For me, it's important to break habits to develop the future. Knowing that movement requires change and change requires the ability to consider something different, something new, something to give a try. These changes can be made by working on an innovation pipeline of, for instance, processes and products, but there are many more roads to change. This can be seen as your system approach and vision to include the 'whole'."

Ewoud de Voogd

AlgeaForFood

"I joined one year ago, and I have learned so much about the basics of plant-based protein and the players. And the good thing is, it is an easy entry to get connected to people. At this point we are even doing tests with others from the Community."

Food and Health



Accelerate from a practical point

Guard long term development lines

Learn faster together

Marcel Pols

The Right Meal

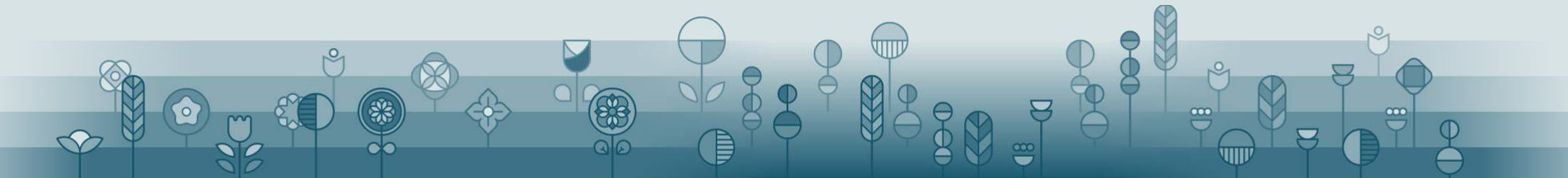
"Sustainability is key to my vision. It is a hygiene factor. Soon you won't be able to distinguish yourself by it, only on losing if you don't include it. This affects all fronts of food & health: consumer awareness, a food environment that makes healthy choices easier and the way companies contract out their catering, for instance. Foodvalley combines its focus areas from that sustainable perspective."

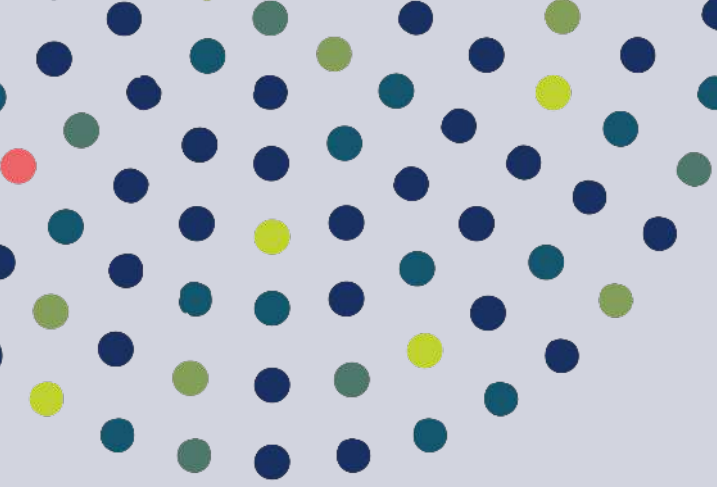
Madelon Bracke

Clear Bio

PhD Co-founder, CSO & Head of Bioscience Clear Bio

"Foodvalley makes diverse stakeholders speak the same language. The Personalised Nutrition position paper is a good example. It was the start of a joint journey. The common language gave us decisiveness. It made us think in terms of possibilities. The PN Community is a great place to build on. Ask questions, learn faster together. Getting unusual suspects on our minds. The approach is holistic. It starts from the strength of the whole. So why pioneer on your own?"





Our Team



Feeling comfortable whilst being uncomfortable

2022 turned out to be a turbulent year for the Foodvalley team too. In a society in transition, we work with organisations and people in transition while working in an organisation in transition. We experienced some shifts and diversification in our team. In this changing environment, we work hard on a working culture of togetherness and provide the necessary structure to do so. This has our fullest attention as People are at the core of what we do.

Spotlights on our Colleagues

Tjerna Ellenbroek
Project manager





Leontine Stemerink
Events

Thomas van de Lee
Project manager

Corinne van Barneveld
Online Communication

Foodvalley stands for

- Personal:** We build lasting relationships, show ourselves and truly connect with others.
- Professional:** We keep our promises, we can rely on one another, and we prioritise the things that matter.
- Togetherness:** Our work is by definition collaborative. Our strength lies in getting people from all walks of life to work together.
- Positive:** We are transparent about what we do and have a 'can do' mentality.
- Learning & Development:** We tackle things with a head-on approach and learn along the way. This way we all improve continuously.

Why I love working at Foodvalley



"The preamble to this Mentimeter was based on my opinion of Foodvalley's activities that change is necessary for growth and so I linked it to the quote from Masayoshi Son: 'Think big; Think Disruptive; Execute with full passion!'"

Colleague
Emmanuel Anom

Our board

The Foodvalley Board is diverse, committed and ambitious. Individually, the Board Members are frontrunners in their respective fields. They serve us on personal title, and their experience, networks and vision help us develop our organisation, keep focused and assure that we stay ahead of the curve.

Arjen van Tunen



"I am involved as a Board Member to help advance agrifood innovations in the Netherlands and Provincie Gelderland. Looking back at Foodvalley's initiatives in 2022, I'm especially proud of the results around the Protein Transition. Partners are really put in the limelight and given opportunities to grow together."

"Things are changing in rural areas. Foodvalley is an accelerator offering alternatives and economic renewal, contributing to major transitions in climate, circularity and food, that is why I am involved in the organisation. Innovation and inclusiveness are key. Looking back at 2022, you see reciprocal use of facilities, experience and network. Synergy has been created, and I am proud of this."

Peter Drenth



Marjolein Verkerk



"Continuous innovation and working together for a better world are my drivers. By joining Foodvalley, I hope to contribute to one of the most necessary transformations today. Foodvalley has had a fabulous year. In particular, the building of a strong organisation and team stands out. Foodvalley has initiated relevant projects encouraging transition, including the launch of the Bean Deal, that set the preconditions for farmers to join and expand in an economically and ecologically viable sector."

"I am passionate about taking up my role in driving transitions in food value chains, making food more sustainable, healthy and accessible. Being a Foodvalley Board Member is a natural fit with this passion, as Foodvalley connects all stakeholders required to make the change. Looking back at 2022, I am particularly proud of the Foodleap platform, which allows everyone to access relevant players and equipment to foster cross-stakeholder cooperation on innovation. Foodleap bridges distances between individual partners easily and fast, thus igniting collaboration."

Yvonne Rooijackers



Edith Schippers - Chairman

"We hear day in and day out about the big problems the world is facing: climate change, a broken food system, biodiversity loss and the consequences of planetary overexploitation. What we don't read, hear or see often enough are the wonderful solutions arising from the cooperation between companies – big and small, old and new – and universities with the support of (local/regional/national) governments. In the Netherlands, we have creative innovation ecosystems where those gems grow and work hard in an environment that enables them to make more speed and impact, which is crucial to improving the world. At the same time, this is our earning capacity of the future. One of the most impressive ecosystems is Foodvalley." ELZA SUGGESTIE FOTO EERST DAN HAAR VERHAAL?



Serpil Tascioglu



"With innovation and partnerships across value chains, we have unprecedented opportunities to make food systems more sustainable, inclusive and healthy. Foodvalley is a leading powerhouse in shaping the future of food. As a Board Member, I am proud to contribute to this critical agenda."

In 2022, Foodvalley further sharpened its strategic priorities in agriculture, healthy food, proteins and digitisation. It has built strong innovation communities involving key players across the value chain and co-creating new innovative concepts. Really working together in practice is what Foodvalley is all about."

"I am involved in Foodvalley as an extension of my decision to join WUR six years ago, to contribute to its mission 'to explore the potential of nature to improve the quality of life', using my experience and expertise of finance and business operations to make an impact. Foodvalley brings the impact in the food domain in the broadest sense, particularly by forging partnerships beyond the areas where WUR is most prominent, such as towards small and medium enterprises. Foodvalley bridges science and practice."

Rens Buchwaldt



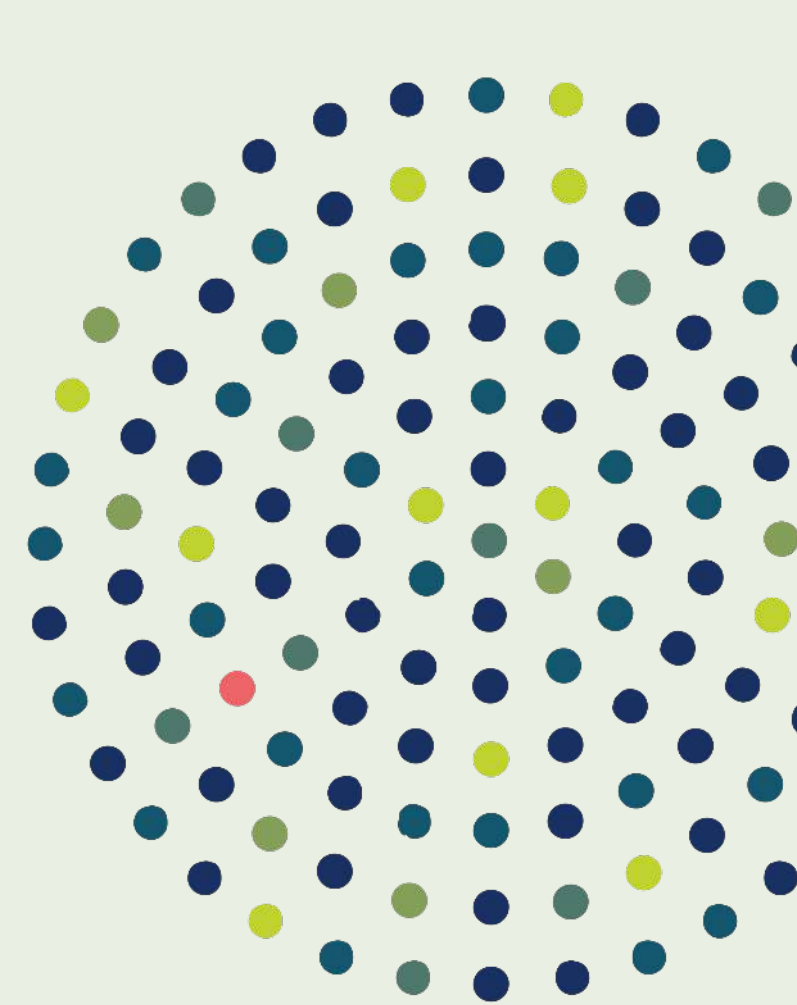
Maud Hulshof



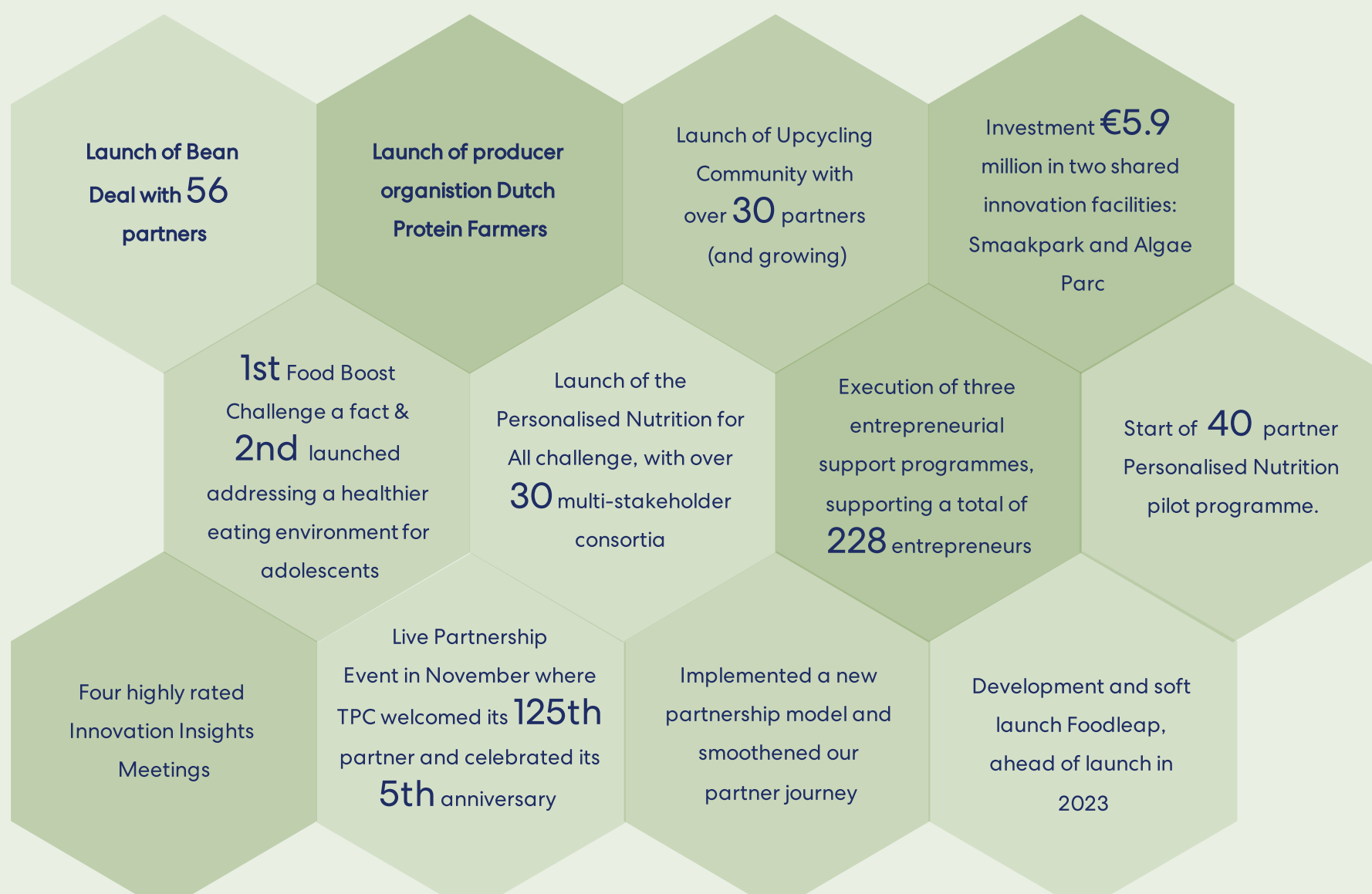
"The knowledge and expertise around the Wageningen ecosystem are key to creating a food system shift. As a member of the Wageningen municipal council, I want to ensure that the Foodvalley ecosystem can generate added value for our inhabitants – citizens, farmers and business owners – as well as knowledge institutes, companies, NGOs and other players in this area. As a linking pin between the Board and the Regio Foodvalley (the regional) sister organisation focused on economic development of the region), I always work to link the strategy and goals to a regional perspective and the purpose of Foodvalley."



Highlights 2022



Key milestones 2022



Overview 2022: Communities & Initiatives

We are growing fast in our collaborative action. Foodvalley runs three communities and has 15 initiatives up and running with a broad range of parties in the food ecosystem. A total of 265 parties were involved across these initiatives.

Protein Transition



125 Partners



The Protein Community

The Protein Community (TPC) celebrated its five-year anniversary in November 2022 at our Partner event, where it also welcomed its 125th partner.

Some 2022 Community highlights include:

- The Big5 burger, initiated at a TPC-meeting, was launched at the PLMA (Private Label Manufacturers Association) International fair in Amsterdam. The burger contains five different Dutch grown protein sources – faba, lupin, soy, quinoa and algae – and is now on the menu of Dutch caterer Hutten.
- In five years of TPC-activities – from 2017 till 2022 – resulted in economic activity valuing over €140 million in the Province of Gelderland alone.
- In 2022, 11 gamechangers were rewarded with a Golden Bean brooch, for their outstanding efforts on plant-protein innovations.

Dutch Protein Farmers

This initiative seeks to improve the economic viability of locally produced crops in the Netherlands by bringing together protein crop farmers, creating critical mass and increasing valuation by the end users. This approach helps to organise a better value chain position for the farmers by, for instance, exploring the cooperative selling of their product as well as equipment sharing. This would result in a first national cooperation of growers of leguminous crops moving from niche to critical mass.



Co-Fresh Pilot case Fava Beans

The Co-fresh pilot case assembled a coalition that focuses on creating a competitive European value chain for fava beans that uses local sources and reduces carbon footprint.

Comment: We expect to have the value chain quantified and an agreement on shared value/revenue distribution in place by October 2023.

Bean Deal



In 2022 the Bean Deal agreement for protein rich crops, in which 56 Dutch stakeholders, including regional and national governments, have committed to far-reaching objectives related to the uptake of protein rich crops for human consumption. The Bean Deal (also known as the Green Deal) is also a steppingstone for future initiatives (Co-fresh, Dutch Protein Farmers). This initiative continues into 2023 and beyond.

Local Lupine in Regio Foodvalley

In development

The Local Lupine initiative is currently under development with a local coalition to showcase an innovative business model on local lupin production, processing and consumption. In 2022 Smaakpark in Ede and Lekker Lupine (farmer in Randwijk) started development of a product from fermented Lupine for the regional market.



Fermentation Lab

SmaakPark BV, based in Ede, has received a substantial contribution towards the realisation of its Fermentation Lab from the Shared Pilot Facilities Fund, which represents a consortium of interested parties. The lab will span an area of approximately 110 square meters, not including the accompanying greenhouse complex and breeding ponds, and will be listed as part of the Shared Facility Finder (SFF). The Fermentation Lab will serve as an essential resource, accessible to all stakeholders through the SFF. This initiative is expected to promote innovation and facilitate research in the food industry by promoting collaboration and shared usage of facilities.



Food and Health



40 Partners



Personalised Nutrition Community

The Personalised Nutrition (PN) Community was launched in 2022 as the first and only PN Community in the world, comprising 40 participating partners. The Community includes some true frontrunners; six Food & Health partners were nominated in the Food100.

A unique PN pilot has been set up with a coalition of 12 PN Community partners working together for the first time to explore and validate a new viable PN business model targeting the mass market.

After the development of this innovation field from the supply side, a new Community will be established in 2023 for collaborative action on the demand side.

Food Boost Challenge Fruit & Vegetables

As part of the Food Boost Challenge, participants created showcases of targeted healthy products and services that compete against unhealthy ones. The challenge strongly focused on creating concepts that stimulate fruit and vegetables consumption by Dutch adolescents by working with the target population. The five winning concepts have been adopted by the companies involved.



Pilot Personalised Nutrition

To test how you can add value to the average citizen, we have found an initial test group in health institutions where Covid-19 and a high workload have had a heavy impact on staff. In this initiative, 10 companies and knowledge institutions will do a pilot with a small group of volunteers who would not normally use a Personalised Nutrition solution. These people will then set their own goals (e.g. more energy or fewer headaches) and together we will look at how we can help them achieve their goals in the easiest way possible. In 2022, we assembled a coalition of partners and started the pilot. First results will be shared in 2023.

Food Boost Challenge Healthy hotspot

in development

Creating showcases of successful healthy products, concepts and services that can compete against unhealthy ones by letting academics and students bring their ideas to the next level with business organisations. This challenge is focused on creating healthier food environments, for instance in supermarkets, at festivals, in cinemas or at train stations. In 2022, the coalition was assembled, project plan developed and necessary funding arranged with the DSM Brighter Living Foundation. The Food Boost Challenge will launch in Q1 2023.

Circular Agrifood



30 Partners



Upcycling Community

The Upcycling Community is an international and closed group of partners collaborating on upcycling of food losses towards food and byproducts. Upcycling is all about creating optimal value out of food losses and food products. To overcome challenges to valorising side streams in food through collective action, Foodvalley NL launched the Upcycling Community in May of 2022, connecting over 30 partners.

This young Community works in a broad field, exploring where acceleration is possible through various meetups. Interesting company showcases include Bakkersgrondstof, No Palm Ingredients and IFF. These explorations resulted in several promising directions:

- Circular food chain: focus on Insects for Food.
- Regenerative agriculture: aims to create a portfolio of regional initiatives to help farmers transition to a regenerative farming system.
- New production and processing methods.

Regenerative Innovation Portfolio

In development

The goal is to set up a number of showcases to prove that regenerative farming can be economically viable for farmers within the EU. In 2022, we attracted the necessary funding from the EU and corporate food companies that need to switch themselves financially to farmers that want to commit their business models. We already received commitment from two corporates and expect to start the initiative in 2023.

Insects Experience Centre

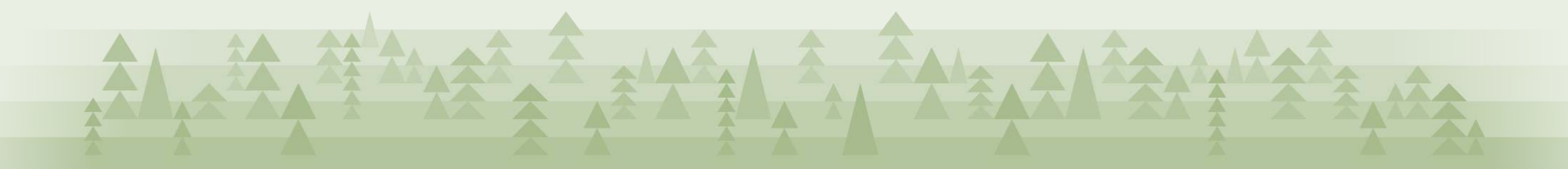
A construction facility for an automated and cost-effective insect breeding system has recently been completed. In addition, a manure drying belt valorisation machine has been installed and has already been utilised for drying poultry litter. This practical research is aimed at reducing emissions, particularly those related to particulate matter. The facility is undergoing optimisation of the automatic supply and removal of food and insects, as well as the climate control equipment. This project includes the construction, as well as the installation of necessary inventory. We anticipate that the project will be completed by the end of March 2023. This innovative and sustainable insect breeding system is expected to have a significant impact on the food industry by offering a cost-effective and eco-friendly solution for animal feed and other applications.

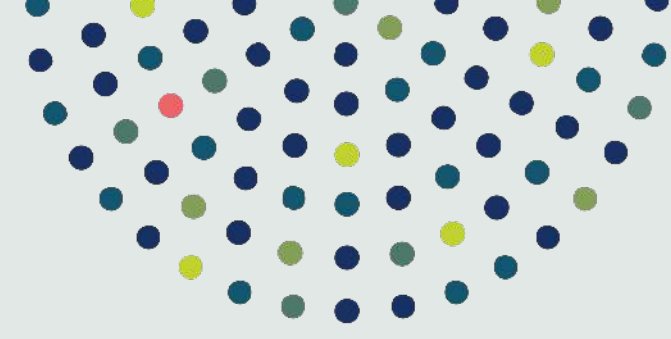
Insects for Food

Insects are a good source of protein and champion the valorisation of waste streams that are otherwise difficult to valorise. At the same time, insects as a raw material are not yet economically viable to use and legislation currently often still prohibits their use for human consumption. Therefore, Foodvalley is working to set up a successful showcase that is possible within legal boundaries. The main challenge is connecting the processing industry and retailers to the insect breeding industry and creating a convincing narrative that is acceptable to the consumer and potential buyers of insect protein ingredients. In 2022, we assembled a coalition of committed insect breeders and potential buyers and started building a convincing narrative. We expect this to be completed in 2023.

Food100 list - Gamechangers in agrifood

Foodvalley had several nominees in the Food100 list! We celebrated this with a celebration tour on social media.





Did you know?

Foodvalley has been around since **2004**. Our first office was located in an **old bakery**

Interior architect **Jamie van Lede** came up with the idea for the **SIX** noise cancellation art panels in the office, which were designed by graphic designer **David Smeulders**. Each panel represents an ingredient in the overall **Foodvalley story: cooperation, health, production, technology, business cases and sustainability**

Many Foodvalley colleagues are sporty. Judith regularly **cycles over 25 km** from her home in Nijmegen to our office in Wageningen; Thomas ran up a mountain in Nepal; Marjolein easily **hikes 30 km** a day in the mountains; and Jeroen is an avid **ice skater**

we are proud of the long lasting strong relationship with our **first partner**, Nizo which joined since the early days of Foodvalley

NIZO
FOR BETTER FOOD & HEALTH

Jo Houtvast, food and nutrition professor at WUR, who launched the name Foodvalley for the first time in **1999**

Foodvalley has grown from regional to national into **international player**

Music is in the air at the Foodvalley offices since our team includes singers and DJs

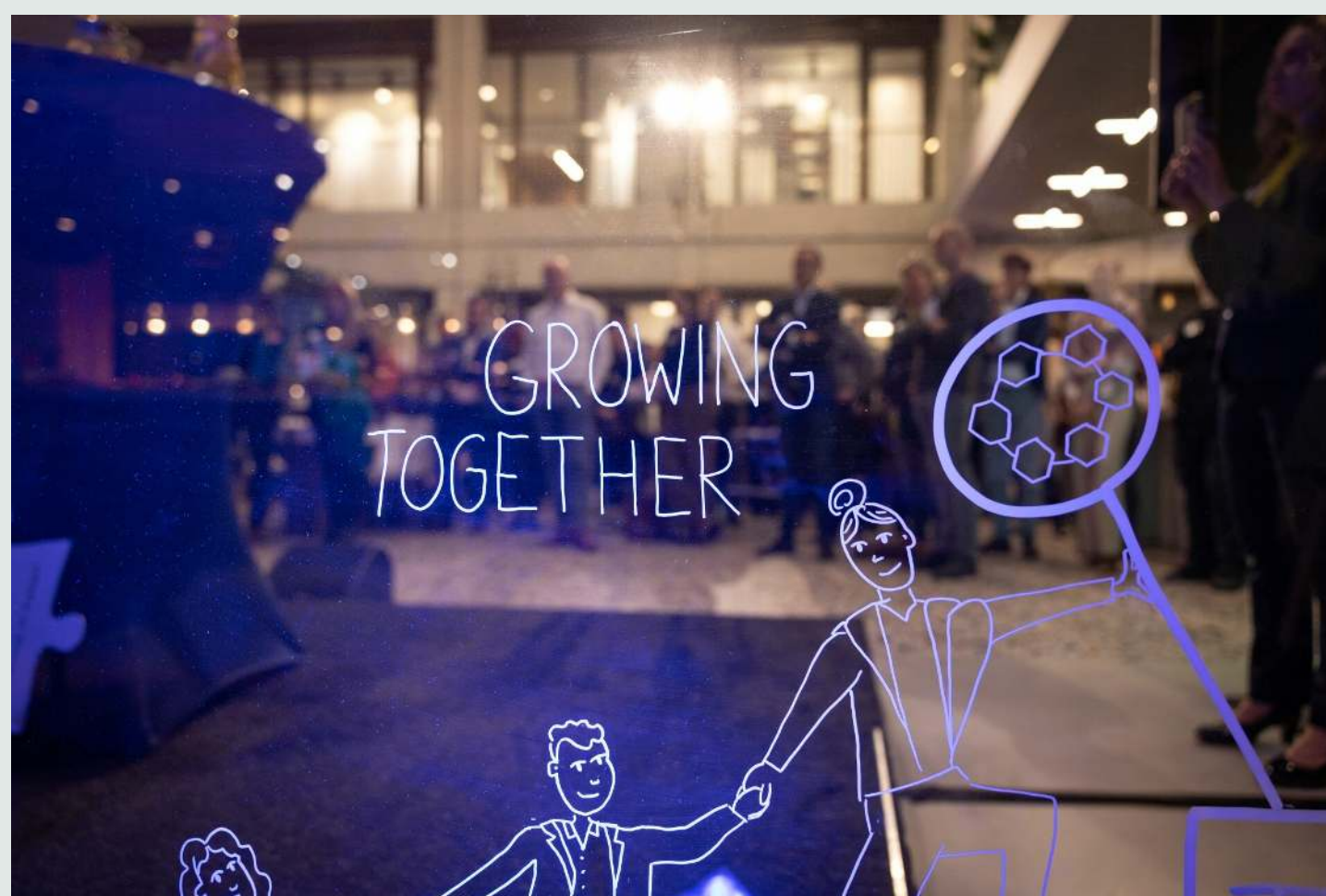
If the Wageningen University Campus was to experience major flooding, **80%** of the Foodvalley office would, over time, dissolve as biodegradable materials were prioritised during the design process

During 2022, the Foodvalley team had some interesting field trips. We visited a floating cattle farm and vertical vegetable production facilities and harvested pumpkins at a bio-dynamic farm. The team highlight was cooking up a meatless Christmas dish in Utrecht.

In 2022, Foodvalley hosted **30 events**, connecting partners so they could share knowledge and join forces

Corinne from the Communications team is also a **food jewellery** designer responsible for the **golden bean** brooch a token of appreciation for champions of the protein transition

Continuing 2023...



When this annual report goes to press, 2023 is already pushing its way forward. We welcomed this year in which our initiatives, communities and network flourish, and our strategy will firm up and sink in. Foodvalley is full of ambition and drive to show what it means to be Practice Leader and help people get moving. We will further look for ways to engage our partners and increase our partner base to create a true movement together for the benefit of an inclusive, balanced food system.

Ongoing journey and continuous learning

2023 will be the year of making our results substantial with tangible evidence. This will help Foodvalley reach wider recognition and acknowledgement for shaping the future of food together with our partners.

We continue to build upon a strong Foodvalley team to ensure we have the relevant expertise, connections and talent to continuously improve our propositions. The synergy between the innovation areas and our ecosystem activities will continue to be important to optimise our systemic approach with the most impact.

To ensure our continuity for further expansion, our organisation must be scalable and adaptable but always reliable in its core processes: partner journey, continuous learning and funding.

Join us in shaping the future of food together

Do our plans appeal to you? Would you like to help give them a push into practice? There are several ways to join the journey:

- Join us as a partner, working directly on the food transition: partner@foodvalley.nl
- Join us as a Foodvalley supplier, strengthening our organisation and connecting our networks together: info@foodvalley.nl
- Join us as a colleague, sharing your talent and experience: hr@foodvalley.nl

It all starts by joining us as a supporter, sharing showcases and connecting us with people who want to make a difference in the food transition.

Click on the buttons below to find out more

