

# Welcome at the GEOPA Seminar

Noud Janssen  
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2012



# Noud Janssen

- Entrepreneur (Owner Poultry farm)
- Chairman LLTB
- Board member LTO Nederland
- Responsible for the theme Knowledge and Innovation at LTO Nederland
- Topteam member Agro & Food
- Chairman Ondernemend Limburg
- Board member Stichting GreenPort Venlo



# LTO Netherlands Mission Statement

We facilitate a strong economical and social position for our agricultural entrepreneurs.

Our entrepreneurs deliver important contributions to the social needs in the field of food, health, well being, public space, energy, water and climate.



# Ambition LTO Nederland

The Dutch are proud of “their” agriculture.....



# What do we do?

LTO helps entrepreneurs by:

- Influencing the supervision of research
- Lobbying for budgets and instruments on Innovation
- Contributing to educational renewal
- Initiate, support and finance (PPS-) projects
- Development of entrepreneurial networks and AgriConnect



# LTO Nederland

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Entrepreneurs' and employers' organization in Dutch agriculture:

- works as the lobby organization, representing the social and economic interests of agricultural entrepreneurs
- more 50.000 members/entrepreneurs (ca. 60% of the farmers and growers as members)
- an organization of members:
  - entrepreneurs choose to be a member



# Network of LTO Nederland

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LTO Nederland represented in:

- in the Social and Economic Council (SER)
- the Labour Foundation, with central organizations of employers and employees
- in COPA, the European Farmers' Organization in Brussels
- in the public boards at sector level in the Netherlands
- in IFAP, the worldwide farmers' organization



# LTO Nederland as an umbrella organization

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LTO Nederland as an umbrella organization of:

- 3 regional farmers' organizations (LTO Noord, LLTB, ZLTO)
- organizations at sector level in glasshouse horticulture, tree-growing, fruits, dairy farming, pig farming, etc. (15 sectors)
- contacts with the politicians at international, national, provincial, and community level
- represented in advisory bodies at that levels
- working from a close contact between sectoral and regional interest representation
- concluding collective bargaining agreements with trade unions for various groups of workers within the agricultural and horticultural sectors





# Close contact with the members of LTO

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- information in a weekly magazine 'Nieuwe Oogst' (New Harvest)
- providing tailored advice for individual farmers and growers by the regional LTO organizations
- (electronic) news bulletins (at sector level)
- daily website information
- Agriconnect, as electronic networks of and for LTO members per sector
- information bulletins for LTO administrators
- having meetings at regional level



# Important developments for farming

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Farmers' margins under pressure in the agricultural complex, because of:

- Food chain developments
- Environmental measures (biodiversity, climate change, animal welfare...)

-> needed: more **co-operation between farmers and within food chain**





# AGRO & FOOD

*The Dutch growth diamond*

**Top sector  
Agro & Food**

**The Dutch growth  
diamond**

**Our ambition**

Agro & Food is a leading, sustainable international sector. It grows through innovation, knowledge and our entrepreneurial spirit. It is of vital importance to the Dutch economy, employment and health and contributes to global food security.

**Our position**

Leading international position and motor of the Dutch economy

Gaining public support is a challenge

**We plan to**

Do more for less:  
by developing sustainable, innovative food production systems

Add high value:  
by focussing innovation on health, sustainability, taste and convenience

Develop a leading international position:  
by exporting products and integrated system solutions

**We accelerate by**

Employing demand-driven research and innovation

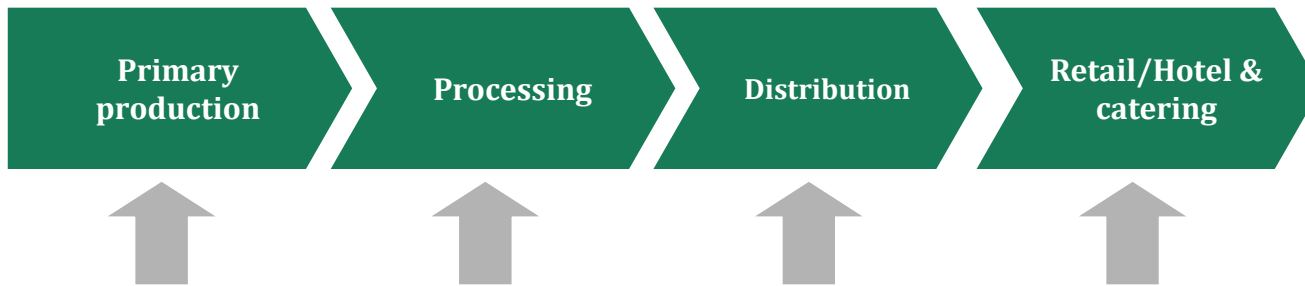
Pro-active government role to strengthen global export position

More recruitment of highly-skilled labour

Strengthening of public support

Combined strength

# Greater added value: focus innovation on health, sustainability, taste and convenience



## Examples of value creation across the chain

Improved/more healthy crops	Functional ingredients, less salt and saturated fats	Hygienic distribution of fresh products	Healthy preparation methods
No animal suffering	Optimisation of raw material use	Minimisation of CO2 emissions	Sustainable packaging, sustainable cooling
Breeding for taste	Optimal processing to retain aroma and flavour	Packaging to retain maximum quality	Improved preparation methods
Production of long-life products	Ready sliced products	Regular delivery	Improved portion size for ease of use

The consumer wants...



- 1 Healthy food
- 2 Sustainable food
- 3 Tasty food
- 4 Convenient food

# Examples

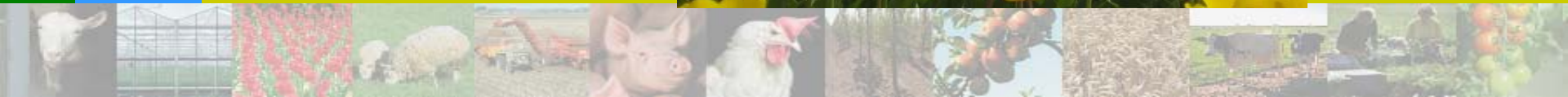
- Bio-based economy
- Precision farming
- Solar power
- Use of social media

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# The future farmer must be...

- market oriented
- bearing responsibility for own decisions taken
- balancing efficiency and sustainability
- in a network with colleagues, food chain partners, scientists, citizens and authorities



# Cross-overs

Tuinbouw & Uitgangsmaterialen heeft vele waardevolle cross-overs met andere topsectoren

## Water

- Overzaamen efficiënt gebruik van water (reduce, re-use en recycle)
- Vermindering van emissies naar grond- en oppervlaktewater
- Droogte en zout tolerantie
- Urban indoor farming

## Life Sciences

- Gezondheid
  - gezonde voeding
  - productie geneesmiddelen
- Technologie
  - ondersteunende technologie
  - systembiologie
  - synthetische biologie

## Agro-Food

- Gezonde voeding
- Overzaamheid
- Biodiversiteit
- Fytosanitaire beleid
- Bodembeheer
- Plantaardige eiwitten

## Chemie

## Logistiek

- Infrastructuur
- Ketennetwerk en logistieke optimalisatie
  - ICT, track & trace, RFID
- Multi-modale netwerken
- Overzaamheid van vervoeren conditionering

## High Tech materialen & systemen

- Besturing, precisietechnieken, sortering en afzet
  - Robotisering, smart systems
- Gecontroleerde teelt
  - LED, bio-nanotechnologie
- Logistiek
  - RFID track & trace

## Creatieve industrie

- Sector imago
- Architectuur (belang van groen in de publiekruimte)
- Esthetische kas
- Product design

## Energie

- Overzaamen decentrale energieproductie
  - flexibiliteit in energielevering door VMK
  - decentrale lokale energiesystemen
  - CO<sub>2</sub> afvang/distributie
  - duurzame warmteproductie
  - duurzame elektriciteitsproductie

## Bio-Based Economy

Stoffen voor andere sectoren door veredeling, faciliteren optimale fractionering door veredeling, gebruik bio-based materialen

## Tuinbouw & Uitgangsmaterialen



# Agro keeps everything in motion





## **Ambitions and central objectives**

- Central theme “creating new opportunities by creating new connections”
- Economic growth in terms of increasing the economic (added) value from 1 to 2 billion in the fresh sector
- Achieving sustainable competitive advantage for companies
- Creating high-quality jobs
- Achieving economic growth in a high-quality sustainably planned and future-proof working, housing and living environment

## **Reinforcement of regional economic structure**

- Scale is imperative in order to properly anticipate developments and trends within and between branches in a globalising economy
- The strength of international collaboration determines our joint potential in this globalising economy
- Intensifying links with initiatives including Agrobusiness Region Niederrhein, Food Valley Wageningen, Foodspot Helmond and Brainport Eindhoven

## Venlo GreenPark, hosting Floriade



## **Venlo GreenPark**

- Collaboration of the five Venlo Region municipalities hosting Floriade 2012
- Floriade as a catalyst
- Development of Research and Business Campus
- High-quality business park

## Innova Tower as beating heart of innovation ecosystem



**FLO**  
**RIA**  
**DE**

**VENLO 2012**  
**LIVING NATURE**