

Food & Future: know what you don't know



AgriFoodTech Conference

13 december 2017 Venue: 1931 Conference Centre,
entrance to Brabanthallen, Den Bosch, The Netherlands

What do consumers know about food, and how does that knowledge affect what they consume? Generally speaking, consumers will only eat foods that they are familiar with. Society is changing. More and more people want to know where their food comes from, and how it has been produced. These developments are having an impact on supply chains and food systems. To make sure your organization is and remains future-proof, you have to know what you don't know.

If you 'know what you don't know', you will be able to anticipate new developments, make the required changes, identify opportunities, and devise innovative solutions. The AgriFoodTech Conference will focus on ongoing changes in the food supply chain, the role played by technology and the interplay with developments in society, including the impact on your company. Meet representatives of the technology sector and the food industry, farmers, retailers, other entrepreneurs, as well as educators, government officials and representatives of NGOs and consumer interest groups. Find out what you don't know about food and the future, and the food of the future!

AgriFoodTech 2017 13 and 14 December 2017

At AgriFoodTech, trade fair and congress, we connect the high end sectors of High tech systems & materials, Agri & Food and Horticulture.

As well on the trade fair as within the congress, the following themes are presented:

- Machine construction & automation
- Big data & IT
- Smart & vertical farming
- Testing & quality

Off course, there's also attention for packaging, food design and social challenges as food waste, transparency and safe & healthy food.
agrifoodtech.nl/technological-innovations-are-the-future-of-agri-and-food/

Morning programme

9.45 – 10.15 hrs.

Welcome and registration

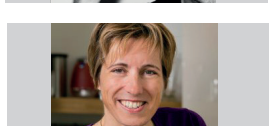


Opening

by by Rogier van Kralingen, chairman, writer, speaker, storyteller, composer, founder of The Whole Story)

10.15 – 10.30 hrs.

10.30 hrs.



Keynote

Dr. Ellen den Brabander, Senior Vice President R&D PepsiCo
EIT Food, unique catalyst to transform the food sector

11.15 – 12.45 hrs.

Break-out sessions

Track 1



Provincie Noord Brabant | Food: Personally Processed (English)

Track 2



Grow Campus | Technologie en de kansen in de korte keten (Dutch)

Track 3



Post Harvest Network | Stop Food Waste (English)

Track 4



Rogier van Kralingen | De sorytelling van ons voedsel (Dutch)

Track 5



Robo Business Media | Feeding the world with Robotics (English)

Track 6



4TU | What's Cooking at 4TU (English)

12.45 – 13.45 hrs.

Lunch and opportunity to visit trade fair

Afternoon programme

14.00 – 15.00 hrs.

Future Food talks



Working with new technologies

Rogier van Kralingen, speaker, musician and writer



Designing Food for the Future

Innovative agri innovations beyond - directly applicable or economically viable
Chloé Rutzerveld, Food & Concept Design



Food and/by Robots

Robot developments and applications to produce safe and affordable food
Staf Seurinck, Vice President robotising ABB



Data in Ag | Pain and Promise

Aaron Ault, Farmer, Senior Research Engineer, Open Ag Tech & Syst. Group

15.00 - 15.45 hrs.

Coffee break

15.45 - 17.00 hrs.

To know or not to know, let's discuss the foodsystem

Our mysterious keynote leads this discussion and gives his view of the future of our food system

17.00 hrs.

Conclusion and drinks