



# Ambitions in the Netherlands

- ▶ **Ministry of Economic Affairs (MEA):**
  - ▶ the transition of the agricultural sector towards a sustainable, robust, climate smart, healthy, nature inclusive and economic viable sector
- ▶ Digitisation of the sector as an important accelerator to reach these goals:
  - ▶ 'smart farming' (or precision farming) based on data-driven smart decision making, robotics/mechanisation and ICT-solutions

# Initiatives in the Netherlands by MEA

New impulses for SMART farming:

- ▶ Analyses State of Play Smart farming in NL:
  - ▶ reflect on Smart farming as an Innovation System and identifies changes and obstacles for an acceleration of adoption and upscaling smart farming practices in daily operations at farm level
- ▶ National Fieldlab Precision Farming (NPPL) - as a response to recommendations of the analyses,
  - ▶ to promote the uptake of smart farming methods
  - ▶ to strengthen the collaboration among local and regional smart farming initiatives
  - ▶ to offer additional services and advice for maturing smart farming practices in daily circumstances, at farm level
- ▶ AgriDatacube (part of NPPL):
  - ▶ an open / big data ICT playground for agri data-analyses by agricultural entrepreneurs and start-ups, experimenting with public and private data

# Initiatives in the Netherlands by MEA

New impulses for SMART farming:

- ▶ National Satellite Portal (NSP):
  - ▶ a portfolio of open satellite data to observe crop growth and field conditions
- ▶ National Soil & Models Database:
  - ▶ information on real world measurements of structure and composition of soil, groundwater levels and geomorphological descriptions
- ▶ Blockchain Agri Pilot:
  - ▶ a technique to register transactions in agri-food chains, in a secure and immutable way on the internet through smart contracts
- ▶ ICT AGRI-2 (3):
  - ▶ MEA supports the EraNet Initiative ICT AGRI-2 and 3, with a budget of 750.000 € in 2017

# Global challenges



Food security



Climate change

## *Agro-food system*



Biodiversity

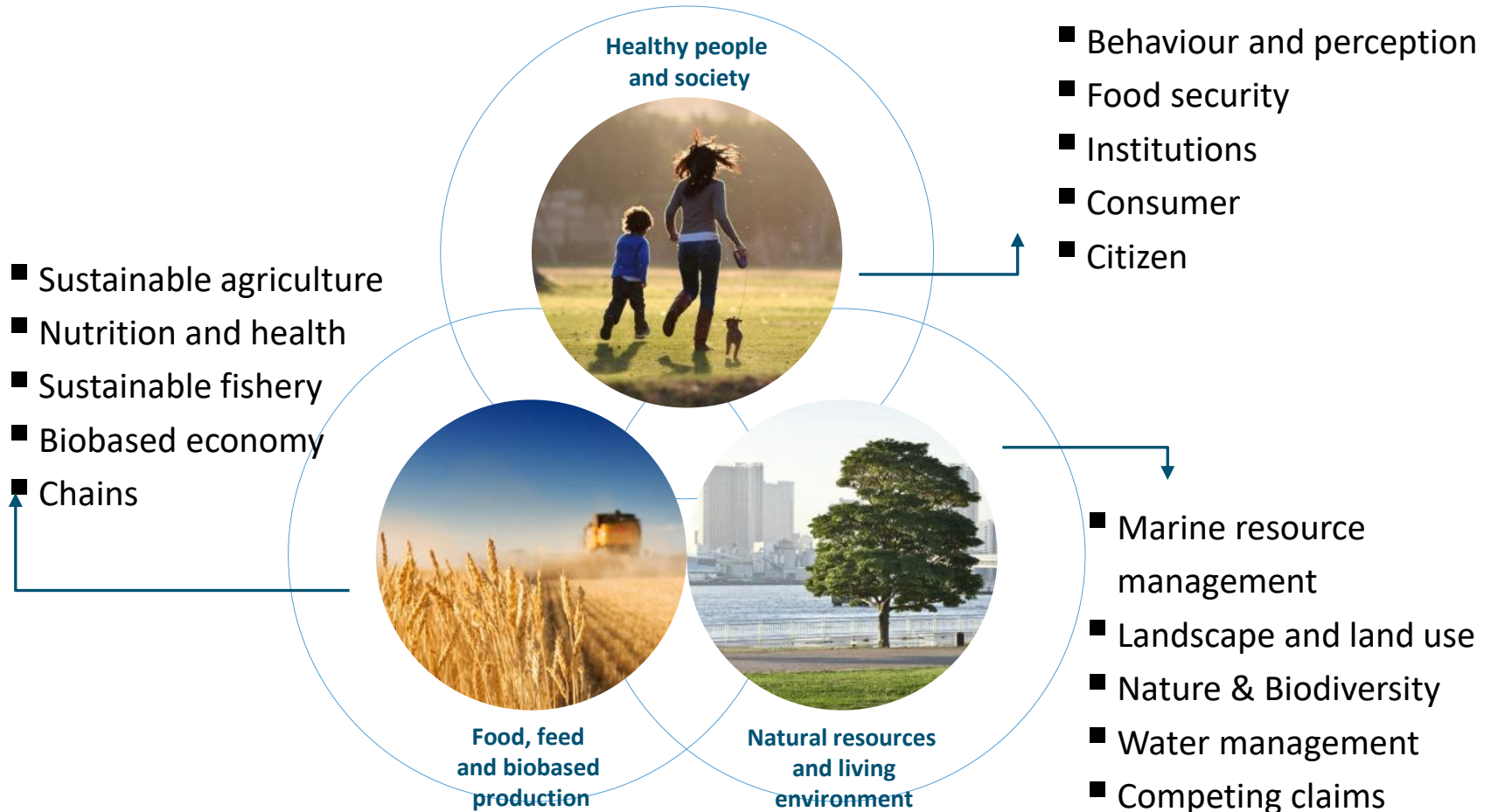


Health and nutrition



Biobased Economy

# The WUR domain: healthy food and living environment



Call	Project	Type	Duration	Budget ME
<b>Wageningen Applied Research</b>				
FP7	MODAP	CSA	2009-2013	1,1
FP7	SmartAgriFood	CP	2011-2013	7,4
FP7	E-AGRI	CP	2011-2013	2,3
FP7	FoodMicroSystems	CSA	2011-2013	1,1
FP7	Flspace	CP	2013-2014	20,1
FP7	FOODSNIFFER	CP	2012-2015	4,0
FP7	SemaGrow	CP	2012-2015	3,1
FP7	Flnish	CP-CSA	2014-2016	6,4
FP7	SmartAgriFood2	CP-CSA	2014-2016	5,1
FP7	FRACTALS	CP-CSA	2014-2016	7,3
FP7	C-IPM	CSA	2014-2017	2,7
FP7	HI-LED	CP	2014-2017	4,7
FP7	ICT-AGRI 2	CSA	2014-2018	2,4
H2020	SWEEPER	IA	2015-2017	4,5
H2020	AUDITOR	IA	2016-2018	1,2
H2020	EMPHASIS	RIA	2015-2019	6,6
H2020	TrimBot2020	RIA	2016-2019	6,4
H2020	SIM4NEXUS	RIA	2016-2020	7,9
H2020	PhasmaFOOD	RIA	2017-2020	3,1
H2020	G2P-SOL	RIA	2016-2021	6,9
H2020	FoodSmartphone	MSCA-ITN-ETN	2017-2021	2,8
H2020	IoF2020	IA	2017-2021	34,8
H2020	ACTTiVAte	IA	2016-....	5,1
H2020	AGINFRA PLUS	RIA	2017-....	2,8

Call	Project	Type	Duration	Budget ME
<b>Wageningen University</b>				
FP7	eFlux	CP	2009-2011	3,1
FP7	UncertWeb	CP	2010-2012	3,7
FP7	MODAP	CSA	2010-2013	1,1
FP7	eCUTE	CP	2010-2013	3,3
FP7	SmartAgriFood	CP	2011-2013	7,4
FP7	E-TRACK	CP	2012-2013	0,7
<b>FP7</b>	<b>ECHORD</b>	<b>CP</b>	<b>2009-2014</b>	<b>25,8</b>
FP7	FoodMicroSystems	CSA	2012-2014	1,1
FP7	NutriTech	CP	2012-2015	7,8
<b>FP7</b>	<b>Flspace</b>	<b>CP</b>	<b>2013-2015</b>	<b>20,1</b>
FP7	BIOFOS	CP	2013-2016	3,7
FP7	SPLENDID	CP	2013-2016	3,6
<b>FP7</b>	<b>ECHORD Plus Plus</b>	<b>CP</b>	<b>2013-2018</b>	<b>25,8</b>
CIP	PhysioDom-HDIM	CIP-ICT- PSP-P	2014-2018	5,0
H2020	TrimBot2020	RIA	2016-2019	6,4
H2020	IoF2020	IA	Con. to WR	C t WR



## **Additionally** (to be added to the WR-list):

- DISH-RI & Richfields (FP7): EU design studies for citizen science in food, lifestyle and health for a research infrastructure based on consumers donating data from their apps
- VALERIE (FP7): VALorising European Research for Innovation in agriculture and forestry; [WUR coordinates](#)
- E-Rosa (H2020): roadmapping the development of E-infrastructures for agro-environmental research
- NextGeoss (H2020): big data analysis on remote sensing data for various applications, including agro
- EFFIDRIP (H2020): building smart irrigation systems
- EU-PLF (H2020): value creation through precision livestock farming
- Data Driven Dairy Decisions 4 Farmers (H2020): to inform and involve dairy farmers in the use of sensors

## Some other EU (related) projects/networks - WUR:

- EIP-Focusgroup on 'Mainstreaming Precision Farming'
- Animal Task Force on precision farming
- ERANET ICT AGRI 2.0
- Optimove (ERANET ICT-AGRI): optimisation of paths planning and routing on agricultural fields
- BioBusiness (Marie-Curie ITN): development of a prototype to score locomotion of dairy cows by using camera technology
- Spectors (Interreg): drone applications for agriculture and biodiversity
- PAT-GHG (EC-JRC): contribution of precision agriculture to (reduction of) agro GHG emissions
- MARS-OP (EC-JRC): operational services for yield forecasting

## (1) Examples of national projects: WUR – most of them PPPs

- **LGN** – land use database of NL:
  - national mapping of land cover based on satellite imagery and additional data
- **Farm Digital**:
  - a data platform to make compliance for food safety easy
- **Horticulture Digital**:
  - links firms with chain data, open data and big data
- **Data-FAIR**:
  - invites farmers and others to share data for new services with explicit attention to data governance, business models
- **Blockchain**:
  - application of blockchain technology, precision agriculture and satellite data for sustainable value chains
- **BIGTU**:
  - stimulating big data in horticulture through enhancing easier access
- **Fruit 4.0**:
  - Facilitates the use of multiple data for farmers to enhance fruit production

## (2) Examples of national projects: WUR – most of them PPPs

- Big Data Governance:
  - to accelerate the development of Big Data applications, guidelines for governance of data sharing in agri-food networks
- Smart Dairy Farming:
  - developing a cooperation for a data hub
- Big data voor Smart Farming:
  - explorational study
- Precision agriculture 2.0:
  - to enhance the application in divers agri sectors
- Grazing Space:
  - exploring the use of satelite data for dairy farming
- Smart Tools for vital pigs
- Green monitor:
  - processing satellite data for tracking nature in NL
- AgroDatacube:
  - big data collection based on open data for agricultural parcels in NL

### (3) Examples of national projects: WUR – most of them PPPs

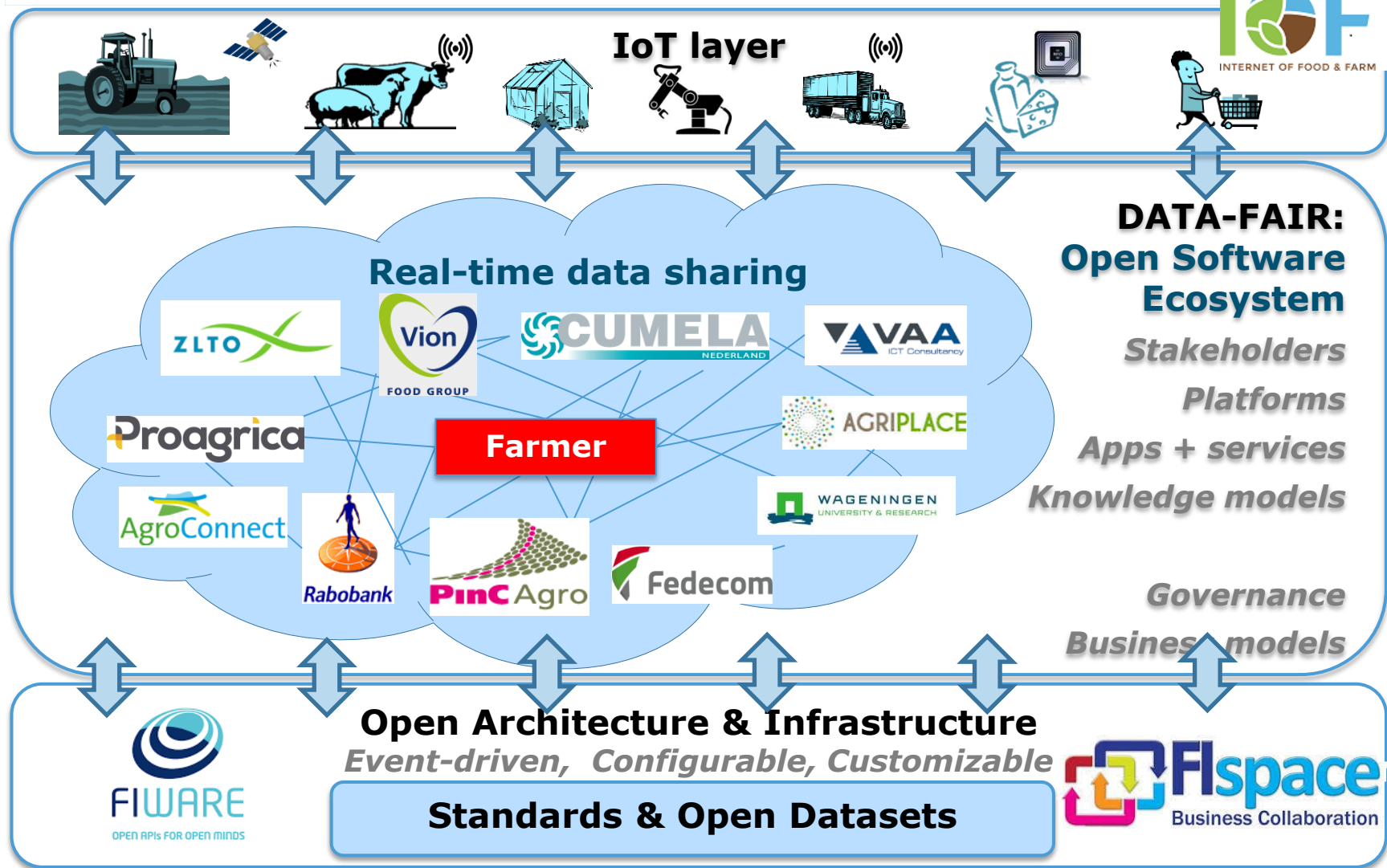
- Soil passport:
  - registration and monitoring tool on chemical and physical soil conditions
- Data Quality Centre:
  - expert centre for data quality assessment of big and open data
- Wageningen UR Unmanned Aerial Remote Sensing Facility (UARSF):
  - drones and drone-borne cameras' research facility for precision agriculture
- CoolData:
  - big data technology to ensure optimal product quality and availability in a sustainable and cost efficient manner, in the food supply chain

#### International projects - WUR:

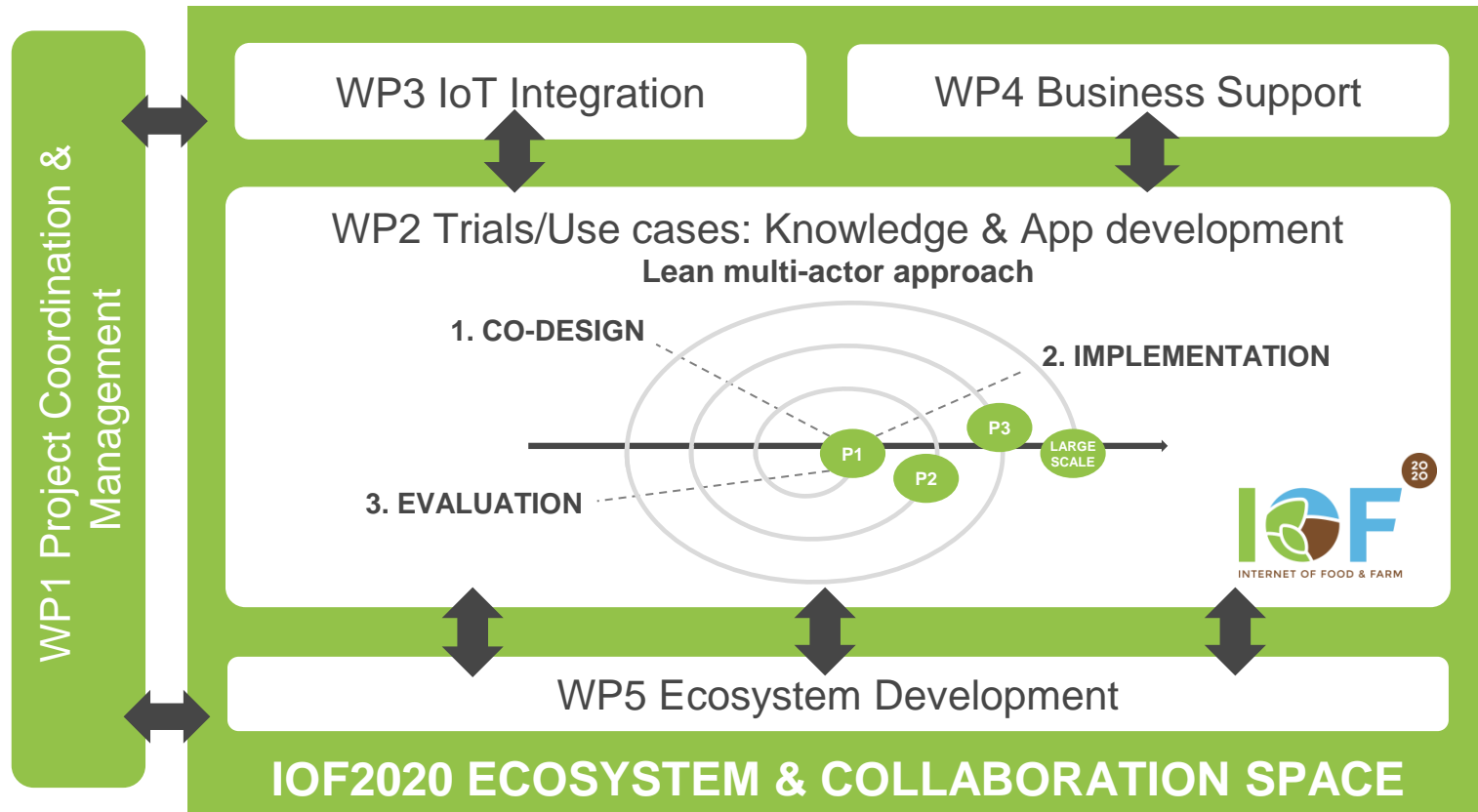
- AgMIP: a visualization platform for climate change impacts on small holder farmers in Sub Saharan Africa
- CommonSense: remote sensing services for smallholder farmers in Ethiopia
- Geobis: remote sensing services for smallholder farmers in Bangladesh

# Vision Wageningen Economic Research

2020



# Our generic project approach and structure



We are looking  
forward to  
working  
with you!





# Ambitions in the Netherlands – regional level

## ▶ Dutch Regions:

- ▶ Transition of the agricultural sector towards a sustainable supplier of food, and more: health, well-being, energy, biobased materials, high tech grow systems, substances and grow / breed management
- ▶ Transition of the agricultural sector into cross-connected party in e number of product chains
- ▶ Transition of the agricultural entrepreneurs from expert single producers into expert supply managing cooperatives

## ▶ Digitisation of the sector as big accelerator to reach these goals:

- ▶ 'smart farming' (or precision farming) based on data-driven smart decision making, robotics/mechanisation and ICT-solutions
- ▶ A SMART food chain an food system

# Ambitions in the Netherlands – regional level

## ▶ Dutch Regions:

- ▶ Dutch regions (provinces) have determined four S3 Strategies – S/E/W/N
- ▶ Projects are financed with EFRD and cofinanced by the regions, MS and initiating companies and knowledge institutions
- ▶ Dutch regions participate in the national “Top Sector Policy”
- ▶ Key is to create cross-over business models

# Research & Innovation Strategy for SMART Specialization South NL

1. High Tech Systems & Materials (with application to fields health, life sciences, energy, agrofood)
2. AgroFood (incl. Agritech, Horticulture, Seeds, Feed, Agrobiotech)
3. Chemistry (incl. New and Bio-Materials)
4. Logistics - Life Sciences & Health – Biobased - ICT

# RIS-3

## ⑥ Uitdagingen



## ⑤ Innovatieve kansen

(Voorbeelden, niet limitatief!)



## ④ Structuurversterkend mechanisme



## ③ Methoden



## ② Nationale topclusters met internationale potentie



## ① Internationale topclusters



# S3 – The Art of Connecting

- ▶ Smart High Tech Systems
- ▶ Smart Biobased
- ▶ Smart Materials
- ▶ Smart Food
- ▶ Smart Logistics
- ▶ Smart Technology

# Crossovers

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

## Water

- Duurzaam en efficiënt gebruik van water (reduce, reuse en recycle)
- Verandering van emissies naar grond- en oppervlaktewater
- Droogte en/of toename
- Urban Indoor Farming

## Life Sciences

- Gezondheid
  - gezonde voeding
  - productie geneesmiddelen
- Technologie
  - ontdekkende technologie
  - systeembiologie
  - synthetische biologie

- Gezonde voeding
  - betere smaak
  - minder vet
- Gezondheid bevorderend
  - tegen obesitas
  - anti-oxidanten

## Agro-Food

- Gezonde voeding
- Duurzaamheid
- Biodiversiteit
- Fytosanitair beleid
- Bodembeheer
- Plantsoortige schichten

## Chemie

## Tuinbouw & Uitgangsmaterialen

## Logistiek

- Infrastructuur
- Netstrategie op logistieke optimalisatie
  - ICT, track & trace, RFID
- Multi-modale netwerken
- Duurzaamheid van vervoer en conditionering

## High Tech materialen & systemen

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

## Creatieve industrie

- Sector imago
- Architectuur (deling van groot in de publieke ruimte)
- Esthetische kas
- Product design

## Energie

- Duurzame en decentrale energieproductie
  - flexibiliteit in energievraag door WKK
  - decentrale lokale energiesystemen
  - CO<sub>2</sub> afvang/afgifte
  - duurzame warmteproductie
  - duurzame elektriciteitsproductie

## Bio-Based Economy

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



# Initiative example approach Limburg - Brightlands



# What?

Four campuses,  
four areas of expertise

## Brightlands Chemelot Campus

Smart materials and sustainable production of chemicals



## Brightlands Campus Greenport Venlo

Food and healthy nutrition



## Brightlands Smart Services Campus

Data science and smart services



## Brightlands Maastricht Health Campus

Regenerative and precision medicine,  
innovative diagnostics





# Brightlands Campus Greenport Venlo & Agri - digitisation

- ▶ Food production
- ▶ Research, shared facilities field labs,
- ▶ High Tech grow systems – sensing – climate control – seed & propagation material development
- ▶ Trade
- ▶ Reefer technology
- ▶ JIT agri-logistics & ditribution
- ▶ Food Safety
- ▶ Import – Export documents
- ▶ Customer intel





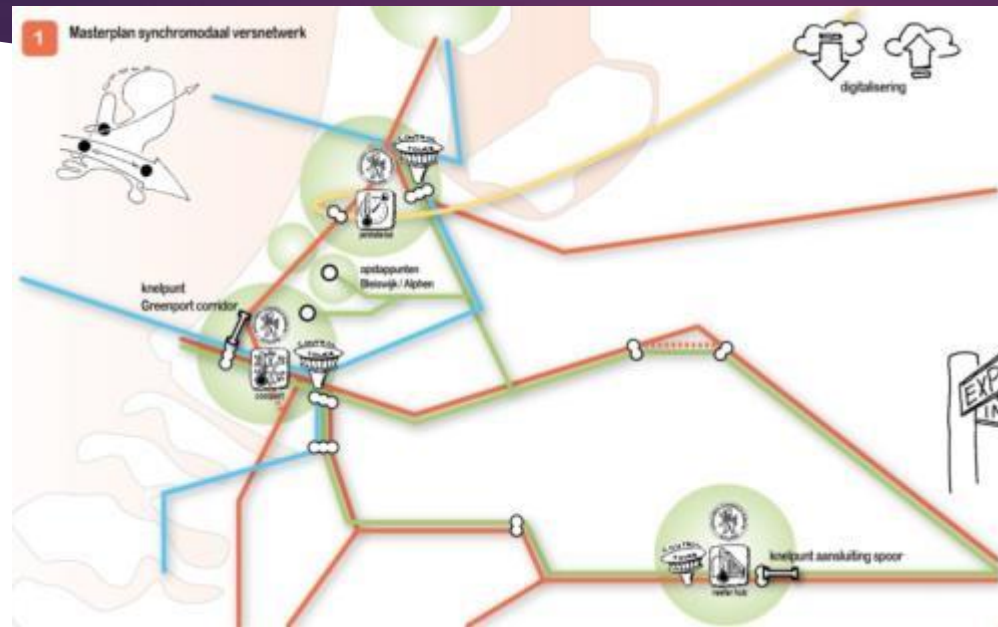






**V**  
**SMART**  
LOGISTICS CENTRE VENLO  
YOUR CONNECTION TO EUROPEAN BUSINESS

# Synchromodal Fresh Logistics



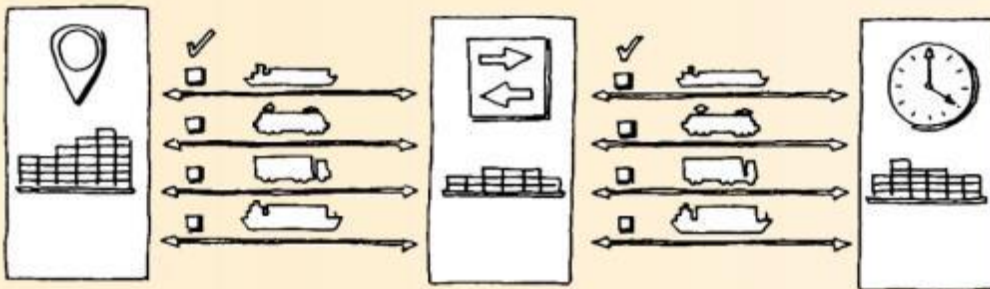
Synchromodal Transportation

Mainport Rotterdam  
Mainport Amsterdam  
Greenports

Digitalization transportation of fresh products

Data Reefer transport  
Customs Import – Export  
Services  
Food Safety data

2 Programmacoördinatie digitalisering goederenvervoer



# Brightlands Smart Services Campus

- ▶ Dutch Institute for Data & Statistics CBS
- ▶ Dutch Tax Agency
- ▶ BISS Brightlands Institute for Smart Services



# BISS

- ▶ Data-ecosystems
- ▶ Data-analysis
- ▶ Decision making & Impact



**BISS**  
Institute



# Initiative example approach Limburg - Brightlands

- ▶ Partner in S3 Platform Agri & Food
- ▶ S3 Consortium High Tech Farming
- ▶ S3 Consortium SMARTFOOD – Traceability & Big Data in Agriculture (Andalucia)



**EIP-AGRI WORKSHOP DATA SHARING**  
ENSURING FAIR SHARING OF DIGITISATION BENEFITS IN AGRICULTURE  
**4-5 APRIL 2017 - BRATISLAVA, SLOVAKIA**

funded by  European Commission

# Issues investment capacity & coverage

- ▶ Cohesion fund EFRD and INTERREG
- ▶ National funding “topsectors” and Precision Farming
- ▶ European Innovation Partnership AGRI – EAFRD
- ▶ Brightlands investment programme Limburg
- ▶ Agriculture investment programme Limburg
- ▶ Regional Investment Bank LIOF