

Save the date

Data Driven Agrifood Future

International Conference 2020
's-Hertogenbosch, The Netherlands, October 26th, 2020



The first international conference entitled 'Data Driven Agrifood Future' aims to mark the start of international cooperation in data driven agrifood, to tackle common innovation barriers and to accelerate applications in practice. This is extremely urgent, because of the need for a more sustainable agrifood chain. From seed to feedstock, livestock, agriculture, food processing and retail.

Within the food value chain, there is a lot of potential value in data integration between the various steps of the chain. Total integration of data throughout the entire chain might be seen as a moonshot right now, which is why integration between sub-steps is an important and realistic step leading in this direction. Our ambition is to create an international alliance of entrepreneurs, scientists and representatives of regional and local governments to enable data driven innovation within the food value chain, aimed at learning, inspiring, sharing knowledge and insights. Ultimately, we want to create common challenges that we can tackle in different places around the world through research, experiments and experience.

Offline & online

Key players from frontrunner regions in data driven agrifood innovation, will meet in an integrated and exciting 'online meets offline' environment. A dynamic programme packed with a balanced mix of key notes, presentations, panel discussions and and online and offline breakout rooms. There will be the opportunity for offline and online networking.

You may choose to either attend the event in 's-Hertogenbosch, at the Provinciehuis, where we have limited seating available, or you can choose to register for the online event. Both options offer you access to all presentations and conversations during the conference, from the comfort of your home or office environment or live in 's-Hertogenbosch.

Programme

What to expect on October the 26th:

- 11.30 Check-in and welcome
- 12.00 Kick-off
- 17.00 Closing remarks and networking

Confirmed speakers



Jack Mikkers
Mayor of the city of Den Bosch
Chair of The AgrifoodCapital Foundation
co-initiator of the Den Bosch Dataweek



Elies Lemkes-Straver
Provincial minister for Agriculture,
Food and Nature in the Province of
Noord-Brabant



Ineke Dezentjé Hamming-Bluemink
President FME



Martin F. Kenney
Distinguished Professor
Community and Regional Development
University of California, Davis

More information about the programme and the speakers will be available in September.

The international conference Data Driven Agrifood Future is an initiative of the Dutch Province of North Brabant, the City of Den Bosch, the Den Bosch Data Week (DBDW) the Jheronimus Academy of Data Science, Eindhoven University of Technology, FME en AgriFood Capital.

For more information, please contact Monique de Wit, monique@intoconferences.nl, +31 68178 7029

Start of Worldwide Alliance

Key players from frontrunner regions in data driven agrifood innovation will meet at the conference. Together we will work on the founding of a Worldwide Alliance in Data Driven Agrifood Regions

Setting

The conference takes place during the Den Bosch Data Week, one of the yearly highlight events in the Province of North Brabant. Experts in different data-related disciplines will meet each other during this week, and several national data events, a forum of leading European cities, data talent events and several experience events for consumers will be taking place as well. The Dutch Province of North Brabant is one of the leading European high-tech and agrifood regions in terms of innovation, export volume and number of jobs, and it has a leading position in high-tech related R&D, information technology and industrial engineering.

In the past years, North Brabant has also become a leading player in data sciences and AI as a result of investments of a large number of data-related companies, and investments of universities in North Brabant. The City of Den Bosch is the capital of the Province of North Brabant. For centuries, Den Bosch was a fortified city and well-known for its historical centre. Nowadays, Den Bosch is the centre of IT companies. A broad ecosystem of data sciences and entrepreneurship is located in the Den Bosch region, with a data campus, incubator centres, research and financing facilities.

"Data driven agriculture holds the key to success for a more sustainable food chain. It is important to look at all the parts of the food chain and how they interact, on a local as well as on international level."

Elies Lemkes-Straver

"A paradigm shift is urgently needed for a future proof agriculture and food production. Our current food system is enlarging vulnerabilities with mono cultures and mass production, therefor a shift towards empowering our planet and humans with healthy and in a circular way produced food is needed. Data collection and AI are the key enabling technologies helping to provide insights and tools for decisions and actions in order to make a shift like this possible."

Ineke Dezentjé Hamming-Bluemink

"Digital platforms that aggregate and analyze the increasing streams of agriculture-related data will transform value creation and capture in agriculture, but to ensure farmer survival and prosperity the development of governance structures that guarantee justice and equity is vital."

Martin Kenney

