It's all about data! Opportunities in the agri-food value chain

The ongoing digital transformation leads to new ways of producing, new products and new business models for the agri-food sector. The industry 4.0 wave offers significant opportunities and challenges for the agri-food value chain. This is even more important in the current situation, as the industry and the primary sector need to respond to the challenges arising from the COVID-19 pandemic and use all means available not only to recover from the damages caused, but also to become more competitive, sustainable, and further increase food safety.

In order to tackle these challenges, reliable and correct data, across the food value chain are needed. Capturing, processing and analysing data are at the core of every digitalisation process. Furthermore, data have to be collected and shared from farm to fork, across the value chain.

This digital shift is not an evident hurdle to tackle and requests the necessary investments, trainings and support, especially for farmers and SMEs.

EIT Food, the 'Smart Sensors 4 Agri-food' Partnership and the INNOSUP-01 project S3FOOD are there to support you every step of the way, providing demonstrations and trainings at their living labs, creating trust, matching companies, showcasing real life use cases, etc.

The digital shift wave is here! Take your surfboard and join us! Are you in for the ride?

Mark the 25th and 26th of November '21 in your agenda! Register here!

Practicalities:

- Hybrid event
- Venue:
    - ILVO Plant
      Caritasstraat 39
      9090 Melle (Belgium)

Programme:

Day 1: 25th of November - hybrid
8h30   **Registration and welcome coffee (physical attendees)**
9h20   **Check in online participants**
9h30   Welcome
9h40   **Why data is the new oil and what are the opportunities (and hurdles) for the agri-food sector**
- Data and digital traceability at EIT Food - *Martine van Veelen, Director EIT Food CLC West*   - Smart Sensors 4 Agri-Food: A partnership facilitating the digitalization of the agri-food industry – *Veerle Rijckaert, Flanders' FOOD*   - S3FOOD: Concrete support for SMEs to take the next step in their digital journey - *Veerle De Graef, Flanders' FOOD*
10h40   **Coffee break + networking**
11h00   **Session 1: Data collection and data platforms for the primary sector**
Living Lab video pitches   - Agriculture living labs at ILVO – *Simon Cool, ILVO*   - Aquaculture – Agrifood Croatia   - Living Lab 3 – to be confirmed

Company presentations

- DjustConnect: Making data sharing safe and efficient, with respect for farmer and horticulturist – *Bart Minne, ILVO*
- The WatchITgrow data platform and how the entire agricultural sector benefits from digitization – *Jürgen Decloedt, VITO & Christophe Vermeulen, Belgapom*
- LINKDAPA: Nudging wheat farmers towards greater adoption of more sustainable farming through precision agriculture - *Alistair Murdoch / Professor of Weed Science, University of Reading (UK)*
- *APIC:* Development of technologies based on robotization and artificial intelligence to automate, optimize and diagnose plant crops in a completely controlled environment ('plant factories') - *Olivier Debauche, GDTech*

12h30	**Lunch**
13h30	**Session 2: Data collection, data management and data infrastructures for the food processing industry**

Living Lab video pitches

- ASINCAR Food 4.0 Living Lab: A multifunctional place for supporting the digital transformation of Food SMEs, *Roberto Morán Ramallal, ASINCAR Agri-food Cluster of Asturias*
- The Smart FOODFACTORY: Where food meets IT - *Dr. Andrea Davis & Prof. Dr.-Ing. Stefan Witte, Smart FOODFACTORY and smartFoodTechnologyOWL*
- IoT & Data Innovation Lab @ ELTE - *Adam Tarcsi, Eotvos Lorand University, Faculty of Informatics*
- FoodTechBrainport: Without waste, healthy food for everyone - *Dirk Van Ledden, FoodTechBrainport*

Company presentations

- DT-OptiDry: Digital twin for optimisation of manufacturing processes in agri-food companies - *Olaya Muñoz Azcarate, UPintelligence*
- BBISQCUIT: Better Biscuits using Intelligent Software and Cameras for Quality Control Using Innovative Technology – *Leo Borms, La Confiance & David Verstraeten, Yazzoom*
- SAFETRACK: Demonstration of a crossover food safety and yield monitorisation platform - *Alvaro Dosil, CEO, Triple Alpha*
- DigiFresh: Turning data into savings – *Maarten Hertog, MeBioS, KU Leuven*

14h45	**Session 3: Data further downstream - at the retailer, food service and the consumer – and data in the value chain**

Living Lab video pitches

- Smart Gastronomy lab: Living Lab dedicated to gastronomy, food trends and healthier food - *Dr Dorothée Goffin, Manager SGL*
- LABe Digital Gastronomy Lab: A place for open-ended innovation in which to rethink and co-create the gastronomy of the future in digital terms - *Erich Eichstetter, LABe Digital Gastronomy Lab*
- Supermarket of the future – *Andrea Pertegato, Coop Italia*
- Frami Food Lab at Seinäjoki University of Applied Sciences - *Karri Kallio, Markus Ojala and Ilkka Latomäki, SeAMK (Seinäjoki University of Applied Sciences, Faculty of Food and Agriculture)*

Company presentations

- SmartWithFood: The personalised food coach - *Ignace De Nollin, SmartWithFood*
- FRIENDS: Reduce Food Waste - Food Retail Increases end of Date Sales that Reduces Food Waste
- Smart Bakery 4.0: Smart forecasts to cut bakery waste – *Klaas Fuite, Bakkerij Fuite*

16h00	**BREAK + get ready for guided tour**

16h30	**Demo and guided tour at the living labs (choice to be indicated in registration form)**
	Food Pilot (www.foodpilot.be) is the living lab of ILVO and Flanders' FOOD. The aim is to help companies, labs, authorities, etc. with challenges in agri-food, such as improving food products or production processes and trouble shooting. The Food Pilot has more than 50 semi-industrial production machines for testing new recipes or production techniques. In addition, several of the machines are equipped with sensors and provide the possibility to gather data on the processes and product parameters. **The ILVO Living Lab Agri-food Technology** (https://www.agrifoodtechnology.be/) helps companies and sectors with engineering agri-food processes. Mechanization and digitalization are often the key. The objective is to improve a range of processes within horticulture, arable farming, livestock farming and food processing, making them more sustainable and more efficient. During the demo, the possibilities of hyperspectral imaging and robotics for crop quality analyses and control will be demonstrated.
17h00	**Network reception**

Day 2: 26th of November - online	
9h20	**Check in online participants**
9h30	Welcome
9h40	**Introduction on funding possibilities and other financing channels**
	• Horizon Europe and Digital Europe: What's in it for you - *Veerle Rijckaert, Flanders' FOOD* • Funding opportunities at EIT Food - *Ilario Ingravallo, Programme Manager Innovation at EIT Food* • European Programs & funding: update and approach. Grants, intelligence, partnerships, networking, what else? - *Philippe Vanrie, Ecosystemix*
11h00	**Online matchmaking using conversation starter**

Read more page for Living lab pitches

11h00	**Session 1: Data collection and data platforms for the primary sector**
	Video pitch: Agriculture living labs ILVO The ILVO Living Lab Agrifood Technology helps companies and sectors with engineering agri-food processes. Mechanization and digitalization are often the key. The objective is to improve a range of processes within horticulture, arable farming, livestock farming and food processing, making them more sustainable and more efficient. During the demo, the possibilities of hyperspectral imaging and robotics for crop quality analyses and control will be demonstrated. *Simon Cool, ILVO*
	Video pitch: Aquaculture – Agrifood Croatia
	Video pitch: Living Lab 3 To be confirmed
13h30	**Session 2: Data collection, data management and data infrastructures for the food processing industry**

	Video pitch: ASINCAR Food 4.0 Living Lab: A multifunctional place for supporting the digital transformation of food SMEs
	ASINCAR Food Pilot Plant is an area of ca. 500 m² that reproduces the environment of a common food SME, including the different areas, equipment and working flows. Within the industry 4.0 paradigm, this site could be used for multiple activities supporting the digital path of food industries, as training, awareness activities, co-design of digital solutions, validation-prototyping-upscaling of technologies, tech transfer workshops or investment feasibility. The pilot plant already possesses a relevant digital infrastructure, including advanced sensors (NIR, hyperspectral), basic sensors, as well as an ERP and a IoT framework. Multiple digital applications for addressing key food challenges (food safety, quality, process control, traceability, resource efficiency) are implemented.
	Roberto Morán Ramallal, EU Project Manager, [ASINCAR](#) Agrifood Cluster of Asturias
	Video pitch: The Smart FOODFACTORY: Where Food Meets IT
	The Smart FOODFACTORY is designed as living lab for smart food processing. It offers project rooms for R&D and coworking spaces. Training and meeting areas are also planned, providing space for technical and transfer events. The Living Lab is currently under construction and will start operations in summer 2022.
	Dr. Andrea Davis, Prof. Dr.-Ing. Stefan Witte, Smart FOODFACTORY and smartFoodTechnology[OWL] at the OWL University of Applied Sciences and Arts
	Video pitch: IoT & Data Innovation Lab @ ELTE
	As a part of the Hungarian Digital Demonstration Experimental Living Lab Network the IoT & Data Innovation Lab is a proof-of-concept ready living lab environment to develop and validate ideas. The Lab focuses on AgriTech, FoodTech and MedTech projects, offering technical (IoT, data analytics and AI development), business support and incubation services for students, professors, researchers and industrial partners.
	Adam Tarcsi, Researcher, Eotvos Lorand University, Faculty of Informatics, IoT & Data Innovation Lab
	FoodTechBrainport: Without waste, healthy food for everyone
	With our network of technology providers, food processing companies and knowledge and research institutions, we work on a future proof food industry. We connect the food processing industry to innovative technologies, talent, research and funding.
	Dirk Van Ledden, [FoodTechBrainport](#)
14h45	**Session 3: Data further downstream - at the retailer, food service and the consumer – and data in the value chain**
	Video pitch: [Smart Gastronomy Lab](#): Let's build the food of tomorrow together
	The Smart Gastronomy Lab is unique in its kind in its desire to mobilize players in the food landscape (consumers, producers, entrepreneurs, scientists, designers, dieticians, etc.) in order to respond to current and future food challenges.
	Dr Dorothée Goffin, Manager SGL
	Video pitch: LABe Digital Gastornomy Lab - A place for open-ended innovation in which to rethink and co-create the gastronomy of the future in digital terms.
	A full gastronomic ecosystem in which to co-create, experiment and drive the Future of the whole sector. Made up of a living lab, a hub for startups and businesses and an environment in which to encourage collaboration between key players in gastronomy.
	Erich Eichstetter, Head of Digital Transformation / [LABe Digital Gastronomy Lab](#)
	Video pitch: Supermarket of the future
	Digital technology is changing the way customers shop for groceries. As Coop Italia's innovation partner, Accenture set out to help the retail giant connect with this new generation of internet-savvy shoppers, fuelled by new technologies and devices. To showcase its commitment to providing the very best shopping experience for its members, Coop Italia wanted to create a welcoming and informative retail environment using advanced digital technologies. After unveiling the Supermarket of the Future showcase at Expo Milano, Accenture and Coop Italia brought the concept into the real world with Coop's first Supermarket of the Future store in Milan, Italy.

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	Andrea Pertegato, Coop Italia
	Video pitch: Frami Food Lab at Seinäjoki University of Applied Sciences:
	Frami Food Labs brings together the whole food system from field to fork and grain to tap. Grain analysis, chemical assays to food production and testing restaurant/kitchen.
	Karri Kallio, Markus Ojala, Ilkka Latomäki, SeAMK (Seinäjoki University of Applied Sciences, Faculty of Food and Agriculture)

Read more page for company testimonials

11h00	**Session 1: Data collection and data platforms for the primary sector**
	DjustConnect: Safe and efficient data sharing, with respect for farmers and horticulturists.
	The DjustConnect platform makes it possible for everyone in the agri-food chain to gain correct access to her/his available data. By feeding smart applications with data, administration becomes easier and advice tools become better.
	Bart Minne, Business Developer, ILVO
	The WatchITgrow data platform and how the entire agricultural sector benefits from digitization
	WatchITgrow is an online platform to support growers to monitor arable crops and vegetables in view of increasing yields, both qualitatively and quantitatively. WatchITgrow uses various types of data starting with satellite data combined with e.g. weather data, soil data, IoT data and field data provided by the grower. These data will be combined using new technologies such as big data analytics and machine learning to provide growers with more timely and personalized advice.
	Jürgen Decloedt, VITO & Christophe Vermeulen, Belgapom
	LINKDAPA: Nudging wheat farmers towards greater adoption of more sustainable farming through precision agriculture
	LINKDAPA uses multiple data sources to co-create with farmers and their advisers, crop management zones for an easy-to-use precision agriculture (PA) software platform. Algorithms are being developed predicting (i) variability within individual fields in the potential yield and quality of wheat, (ii) probabilities that yield/quality in different parts of each field exceed farmer-specified thresholds, and (iii) in 2022, reduction in negative environmental impacts such as greenhouse gas emissions likely to be achieved by adopting precision fertiliser application. The project has explored farmers' willingness to pay and end-user confidence, with a view to the EIT Food Rising Star, Agricolus SRL, commercialising the software platform in Italy, Germany and the UK.
	Alistair Murdoch, Professor of Weed Science, University of Reading
	APIC: Development of technologies based on robotization and artificial intelligence to automate, optimize and diagnose plant crops in a completely controlled environment ('plant factories'). Such optimization will be achieved through the combination of innovative techniques for the morphological, physiological and chemical imaging of crops.
	Olivier Debauche, GDTech
13h30	**Session 2: Data collection, data management and data infrastructures for the food processing industry**
	S3FOOD voucher project DT-OptiDry (ES): Digital twin for optimisation of manufacturing processes in agri-food companies
	The project DT-OptiDry is dedicated to the development and validation of a Digital Twin (DT) for the maturation process in cured-smoked products. Through the development of Machine Learning models, the Digital Twin aims at the optimization of environmental parameters of the smoking process in order to reduce energy consumption, improve traceability and optimize process control by predicting objective and measurable

	parameters required for each desired final product. The project was executed in collaboration with Embutidos Maybe, a traditional sausages producer. *Olaya Muñoz Azcarate, Director of 5.0 Bioengineering for Agrifood, UPintelligence*
	S3FOOD voucher project BBISQCUIT (BE): Better Biscuits using Intelligent Software and Cameras for Quality Control Using Innovative Technology The BBISQCUIT project combines the expertise of artisanal cookie bakery La Confiance, AI-based software company for industry Yazzoom and oven builder Goldstream. The objective of the project is to build an automatic control of the oven settings based on computer vision and using adaptive control methods to respond to variations in environment, recipe and ingredients. Overall, this will lead to less waste and energy consumption and higher quality. *Leo Borms, Founder, La Confiance* *David Verstraeten, Engineering manager, Yazzoom*
	S3FOOD voucher project SAFETRACK (ES) - demonstration of a crossover food safety and yield monitorisation platform Validation of a transversal monitoring and data analysis platform for the tuna processing value chain. Based on purchasing conditions and IoT sensing of freezing and logistic conditions, it is possible to model the factors affecting process efficiency (shrinkage) and prescribe best practices. *Alvaro Dosil, CEO, Triple Alpha*
	DIGIFRESH - turning data into savings DigiFresh will implement digital twins to facilitate chain management for reducing losses of fruit and vegetables. *Maarten Hertog, MeBioS, KU Leuven*
14h45	**Session 3: Data further downstream - at the retailer, food service and the consumer – and data in the value chain**
	SmartWithFood – The personalised food coach In order to empower consumers to make the right choices, we as a sector need to provide maximum transparency and this in a relevant way. SmartWithFood helps to make healthier choices and serves as a bridge between the food industry and the consumer, in a transparent and scientifically based manner. *Ignace De Nolin, CEO, SmartWithFood*
	FRIENDS: Reduce Food Waste - Food Retail Increases end of Date Sales that Reduces Food Waste Metro, its Innovation partner NX Food and Wasteless are solving one of food retail's biggest challenges: the balance of stocking the shelf well. If a wholesaler doesn't stock enough, it loses revenues. If it stocks too much, the food waste will hurt its margins. Food Waste is the #1 solution to reduce our foot print with impact, scale and profit. With hundreds of different products that compete and complement, AI helps to find the sweet spot of price and time, to prevent products from expiring on the shelf. It's a winning business case, where the retailer improves the bottom line, and customer save both their wallet and the planet. *David Kat, Senior Vice President Business Development, Wasteless - Sell More, Waste Less*
	S3FOOD voucher project Smart Bakery 4.0 (NL) - Smart forecasts to cut bakery waste The bakery industry currently accounts for 31.5% of retail food waste in The Netherlands, according to a study by Wageningen University. One of the major challenges for bakeries is how to predict consumer demand so they can produce only what is needed at the right time and in the right place. This is why Fuite Bakery initiated its 'demand forecasting and smart processing' project to reduce bakery waste by 5% in the retail sector – both from traditional and online outlets. Fuite Bakery is drawing on the expert knowledge of Silowacht BV to develop the optimum automation system for this purpose. Online retailer Picnic Technologies and supermarket chain Boni Markten are supporting the project by providing their product demand data.

| | *Klaas Fuite, CEO Bakkerij Fuite* |

Sponsors:
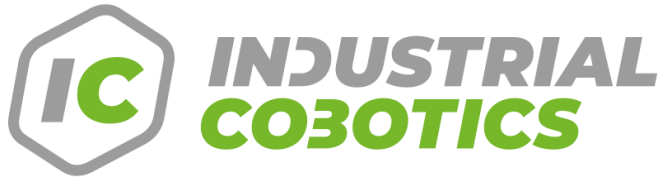
Logos to be added:

Het draait allemaal om data! Kansen voor de voedingswaardeketen.

De doorgedreven digitalisering van de agrovoedingssector leidt tot nieuwe manieren van produceren, nieuwe producten en nieuwe bedrijfsmodellen. Deze industrie 4.0 golf zorgt voor een pak kansen, maar even goed uitdagingen voor deze sector. In de nasleep van de COVID-19 pandemie blijkt eens te meer dat bedrijven flexibel moeten zijn en alle beschikbare middelen best aangrijpen, niet alleen om te herstellen van de opgelopen schade, maar ook om competitiever en duurzamer te worden.

Om deze uitdagingen aan te kunnen gaan, zijn betrouwbare en correcte data nodig en dit in alle schakels van de voedselwaardeketen. Capteren, verwerken en analyseren van data vormt de kern van elk digitaliseringsproces. Bovendien moeten data in de hele waardeketen, van boer tot bord, worden verzameld en gedeeld.

Deze digitale omwenteling is geen evidentie en meesurfen op deze digitale golf en de vruchten er van plukken, vraagt de nodige investeringen, opleiding en ondersteuning, vooral voor landbouwers en KMO's.

EIT Food, het 'Smart Sensors 4 Agri-food' Partnership en het INNOSUP-01 project S3FOOD zijn er om u bij elke stap te ondersteunen, door demonstraties en opleidingen in hun pilootinfrastructuren aan te bieden, bedrijven aan elkaar te linken, hands-on praktijkvoorbeelden aan te reiken, enz.

Dus schrijf je in en laat je inspireren! Ben je klaar voor de rit?
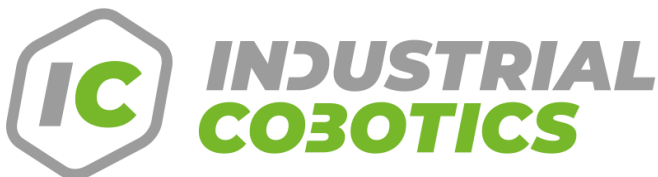
Noteer alvast 25 en 26 november '21 in uw agenda. <mark>Schrijf hier in</mark>

Praktisch:

- Hybride event
- Event locatie:
    - ILVO Plant
      Caritasstraat 39
      9090 Melle (B)

Programma: idem Engelse versie (zie boven)

Sponsors:

Toe te voegen logo's: