Co-creative design thinking leading to new ideas and collaborations in the agri-food chain
Jana Roels, Innovation Consultant
Innovatiesteunpunt
de toekomst begint vandaag

Innovatiesteunpunt

Innovation Centre for Agricultural and Rural Development

Agricultural Entrepreneurs

Rural Communities

# Our Mission

We inspire, train and support on new challenges & opportunities

We support development and delivery of concrete projects

Future proof innovation & Experimental development

Technological innovation, innovative entrepreneurship and sustainable rural development

*50+ projects in ±20 programmes*

## 14 Farmers Organisations

BOERENBOND
trouw aan land- en tuinbouw

*14.750 agro SME's*

## 12 Affiliated Expertise Centres

Landelijke Gilden
samen beleef je meer

## Innovatiesteunpunt

*26 professionals*

## 24 Applied Research Centres

*388.750 cooperative shareholders*

*Largest Flemish Bank*

## 25 Economic Development Organisations

## 18 Universities

Innovatiesteunpunt

# Amongst many things, we facilitate co-creation

- Interactive knowledge **exchange and brainstorming**
- Cross-pollination between agro and creative sectors
- Examples:
  - **Food Heroes**
  - **Agrocreate**
  - **Innovation Academy on Tour**
    *nominated as "most creative, innovative & holistic form of business support" by ENRD Thematic Group on 'Smart & Competitive Rural Businesses'.*
  - **Innovation Hack**
  - **…**

Interreg
EUROPEAN UNION
North-West Europe
Food Heroes
European Regional Development Fund

- **12 partners from 6 countries**

  The Netherlands, Belgium, Germany, France, Ireland & the UK

- **15 innovative solutions (internationaal)**
- **2017 - 2019**
- **Chain approach with focus on primary production**
- **In collaboration with the creative sector**

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## Fruits and vegetables

→ ↓ 4100 ton

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# How did we find 15 solutions?

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# METHODOLOGY

- Finding, framing and selecting the problems and needs
- Co-creating ideas that can solve these problems/needs
- Working out and facilitating these ideas in projects and develop them as profitable business cases

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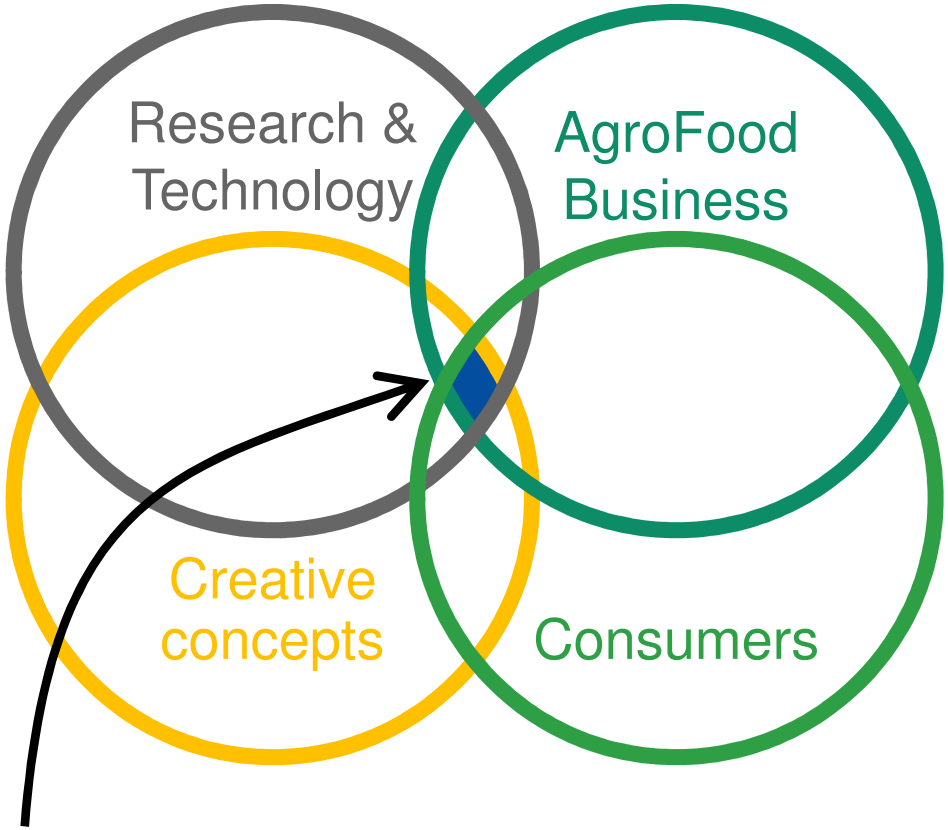
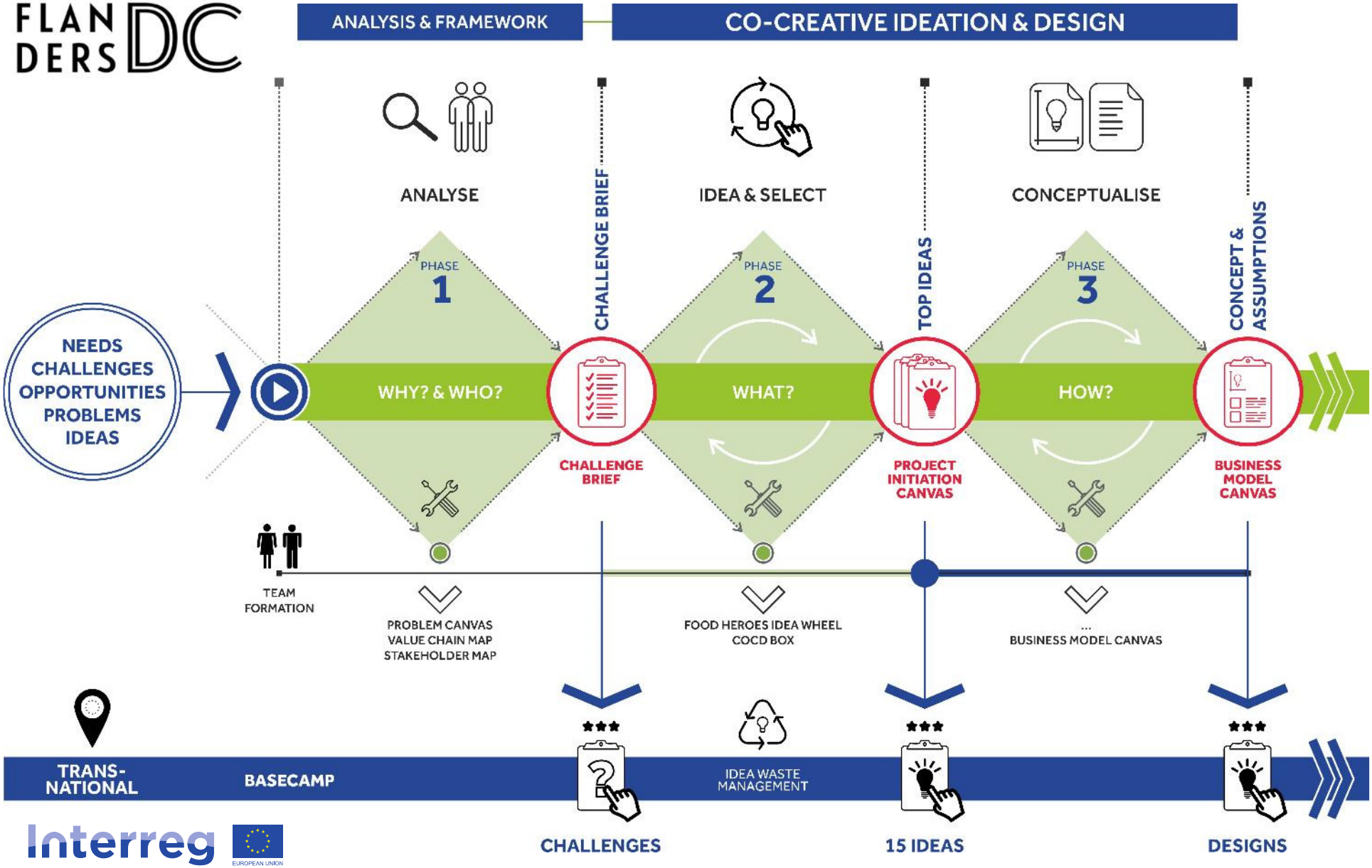



**This is where the magic happens**

FLANDERS DC

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# In Flanders

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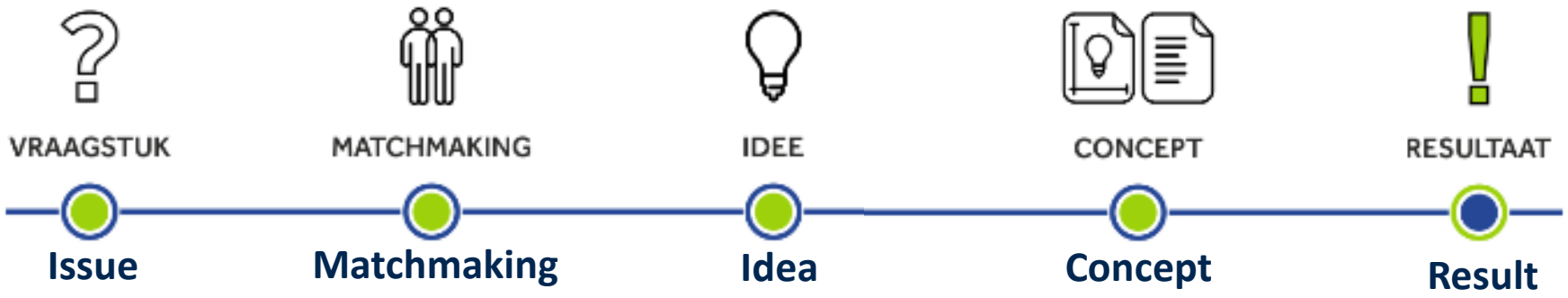
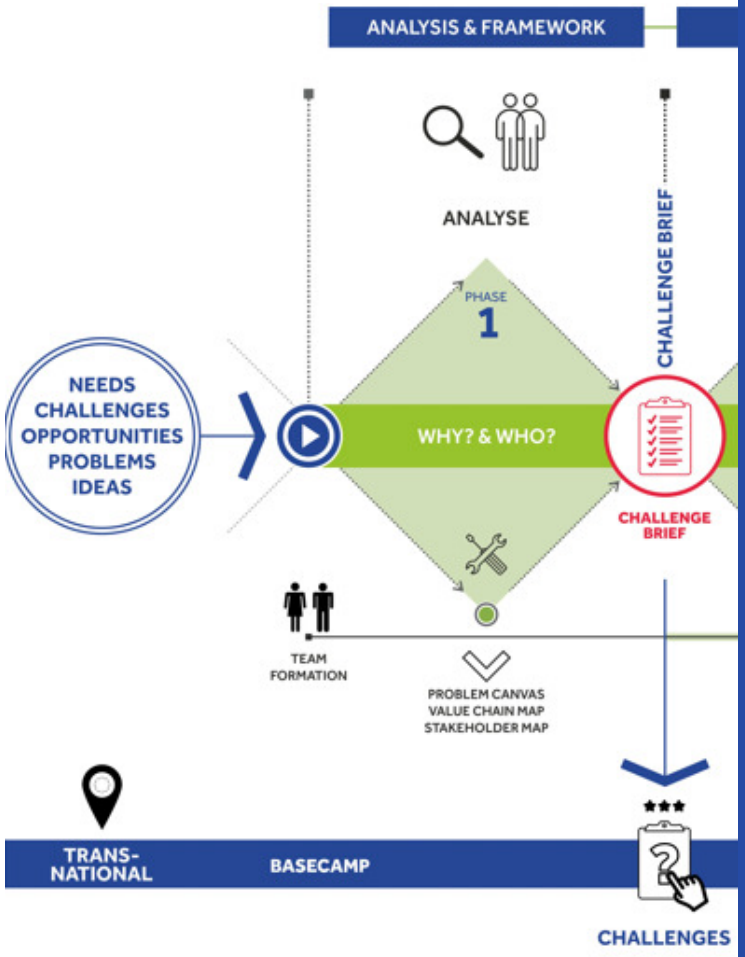
## Food Heroes design trajectory 2018




ANALYSIS & FRAMEWORK
ANALYSE
PHASE
1
CHALLENGE BRIEF
NEEDS
CHALLENGES
OPPORTUNITIES
PROBLEMS
IDEAS
WHY? & WHO?
CHALLENGE BRIEF
TEAM FORMATION
PROBLEM CANVAS
VALUE CHAIN MAP
STAKEHOLDER MAP
TRANS-NATIONAL
BASECAMP
CHALLENGES

Prei-Kimchi
27/02
Kick-off
08/03
Bezoek
Vandooren
28/03
Brainstorm
Jana roels
05/04
Food pilot
+ Foodpairing
Focus:
Prei
Prei-lasagne

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# Selection of our Food Heroes

1

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**Heide en Pieter Vandooren**

**Farmer**

Started the initiative; supplier category II leek

**Dimitri Merlin**

**Creatieve designer at Cides**

Led the design thinking process for this case

**30 ton/y lost due to cosmetic demands**

## PRIMAIRE VALUE CHAIN PREI

**Legende:**
!! - opportuniteit
?! - idee

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**!! Klimatologische schade**

**!? Verbetering van bescherming**
- Anti vorst doek die wind bestendig is

**ONTWIKKELING ONDERSTEUNEND PRODUCT +**
*Ontwikkeling nieuwe windtunnels*

**!! Cosmetische eisen**
Privé > Wettelijke
Kat 1 (winkels) / Kat 2 (secondaire stromen) / Overig
VERLIES VAN 400KG/dag

**!! Overaanbod / fluxtuaties**
Kat 2 tijdelijk niet verkopen

**?! Opkopen van Kat2 voor eigen productie**
produceren van een niet vers product
- prei boter
- prei poeder *(Droog processen zijn zeer duur enkel interessant voor cometica)*
---Verder exploreren---

**ONTWIKKELING NEVEN PRODUCT ++** *(prei vezel)*

**ONTWIKKELING NIEUW AFNAME KANAAL +**
*(aziatische marketen / korte keten / ..)*

**!! Monopolie**
**?! Kan quota opleggen**

**ONTWIKKELING QUOTA -**
**OPENBARE DATABASE**

**?! Niche product kweken**
- Mini preitjes - *(wordt gegeten in FR)*
*Sterk seizoen gebonden*
- zeer prei?

**ONTWIKKELING NIEUWE SOORT +**

**?! Verpakking die verschil toelaat**

**?! label foodsaver**

**!! Slack op het veld creëren**
-Langer laten staan
-Frigo
-CA frigo (controlled atmosphere)?
*enkel interessant bij een korte pluk / prei is ten alle tijde beschikbaar*

**!! Afval stroom bij kuisen**

**!! Hoge cosmetische eisen**

**ONTWIKKELING GEWAARWORDING -**

2

**Bart Nemegheer De Aardappelhoeve**

**Farmer**

Role: Leading the project. Wants to find a valorisation for its outsorted potatoes

De aardappelhoeve

**Adriaan Debruyne**

**Saflot Creative Consultants**

**Designer**

Role: Facilitate in finding a creative solution.

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De aardappelhoeve

# FOOD HEROES

2

8.000 TON
**BIO**

45.000 TON
**TOTALE**
PRODUCTIE

8.000 TON
**BIO**

20% RESTSTROOM
**1.600 TON**

GESORTEERD
VIA OPTISCHE
CAMERA'S

- GROENVERKLEURING
- MECHANISCHE BESCHADIGINGEN
- ROT
- SCHURFT
- RHIZOCTONIA

+

- CALIBER
- GEWICHT
- LENGTE
- GEWICHT
- KWALITEIT

## VROEGER

**1.600 T=**
MAX
160.000 €

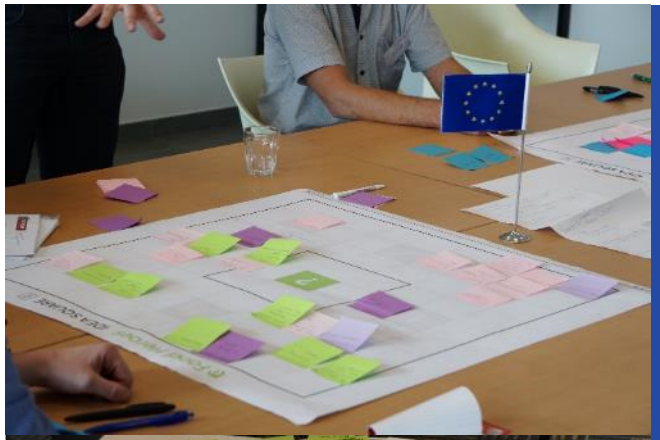
BIO VEEVOEDER

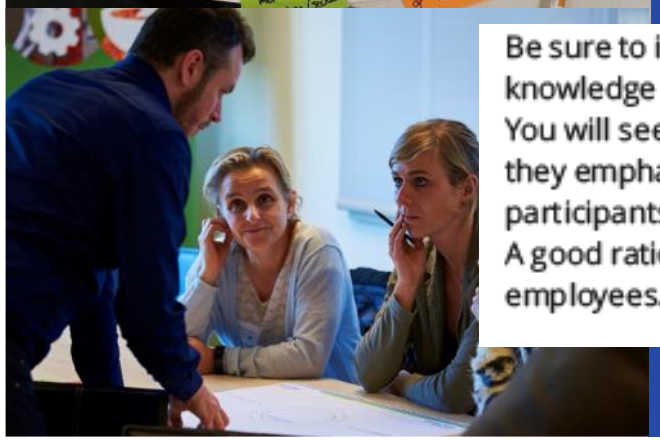
AFKEUR
DOOR
BIOBOER

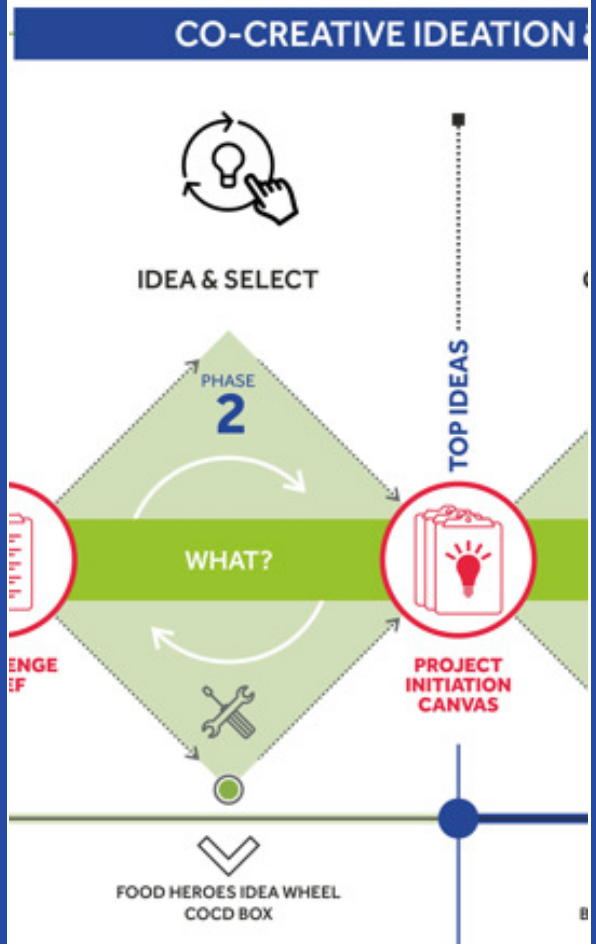
## NU

STOOM-
SCHILLEN
SNIPPERS

**1.600 T=**
1.750.000 €







Be sure to include external participants: customers, suppliers, knowledge centres, other organisations, etc.
You will see that their contribution is very valuable; sometimes they emphasise completely different areas. External participants are also handy if you only have a few problem owners. A good ratio is 1/3 external participants and 2/3 internal employees. Participants are seated in pairs around the Idea Wheel.

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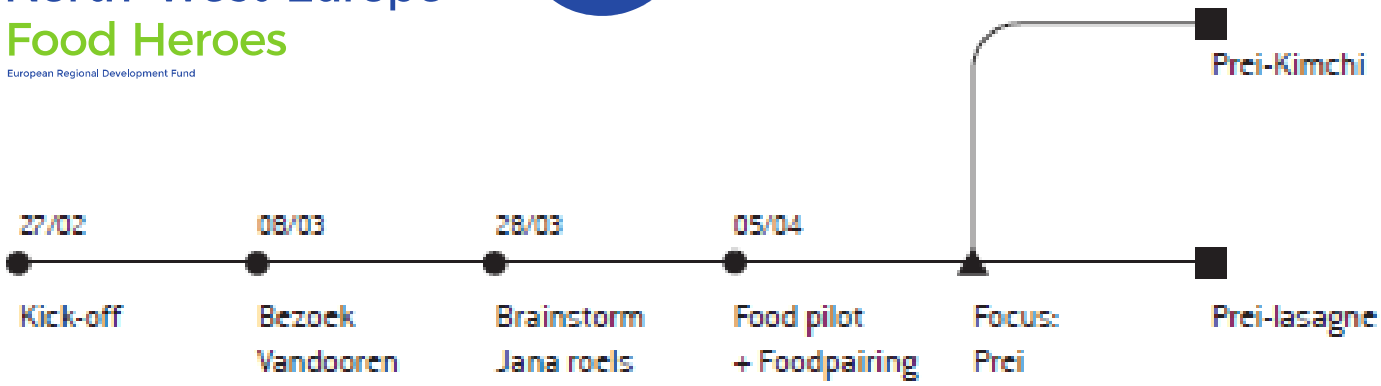
1



**Office study on global trends**

Were the solution intervenes the foodchain

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2

## TREND BIJ CONSUMENT GEMAKSVOEDING (B2C)

**READY TO COOK** bvb 4de gamma gesneden groenten

**READY TO HEAT** bvb kant en klaar maaltijden

**READY TO EAT** bvb belegde broodjes

## TREND BIJ FOODSERVICE (B2B) PROCESOPTIMALISATIE

**REDUCEREN HANDENARBEID** bvb gesneden in allerlei vormen

**FLEXIBILITEIT** bvb langere bewaartijden

**LOGISTIEK** bvb minder leveringen

Reduce food waste by creating an extra value for the **FOOD SERVICE**

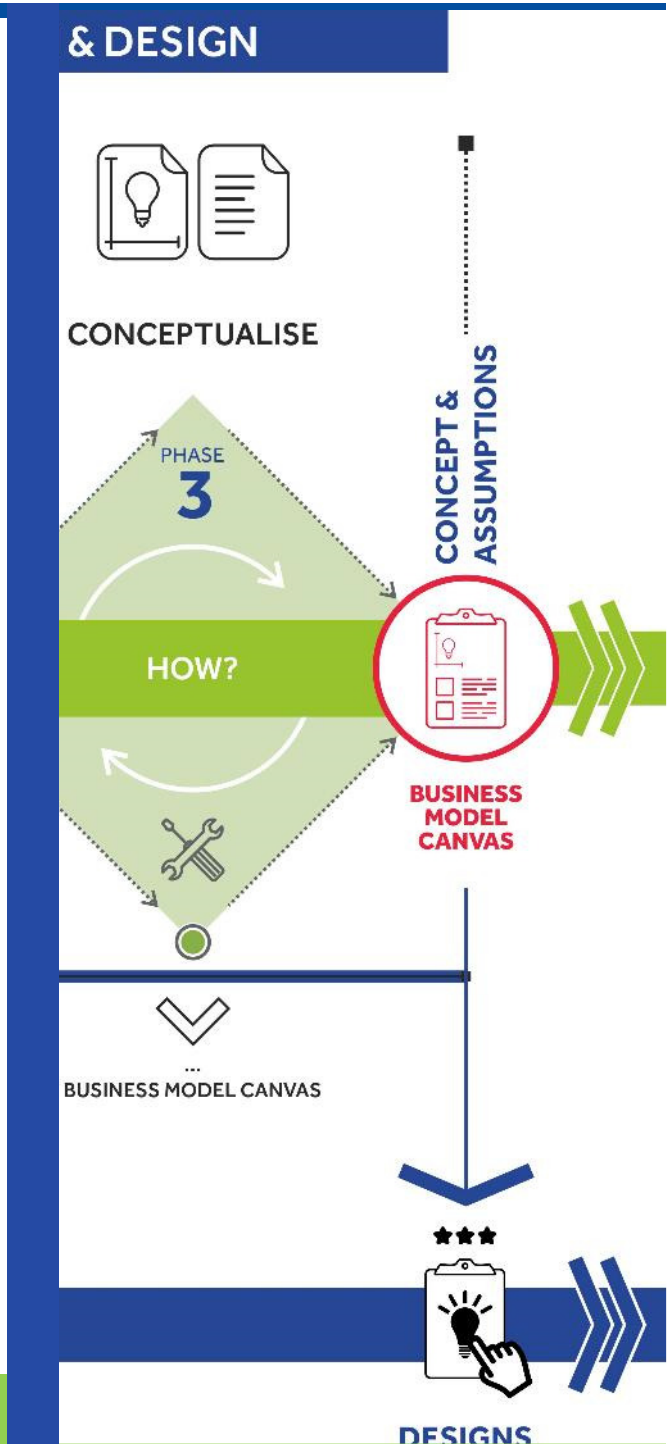
# Solutions of our Food Heroes

**1** **Leekchi**

FROM 2ND QUALITY LEEK TO HIGH VALUE

**2** **Pom-Pure**

FROM OUTSORTED POTATOES TO NEW CONVENIENCE PRODUCT



1

## MARKET RESEARCH

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## STORY

## TECHNICAL FEASABILITY

food from food

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- **Finding a strategic partner for product develpoment**
- **Economical feasability, etc.**

enabling

# Best practices from the biobased industry

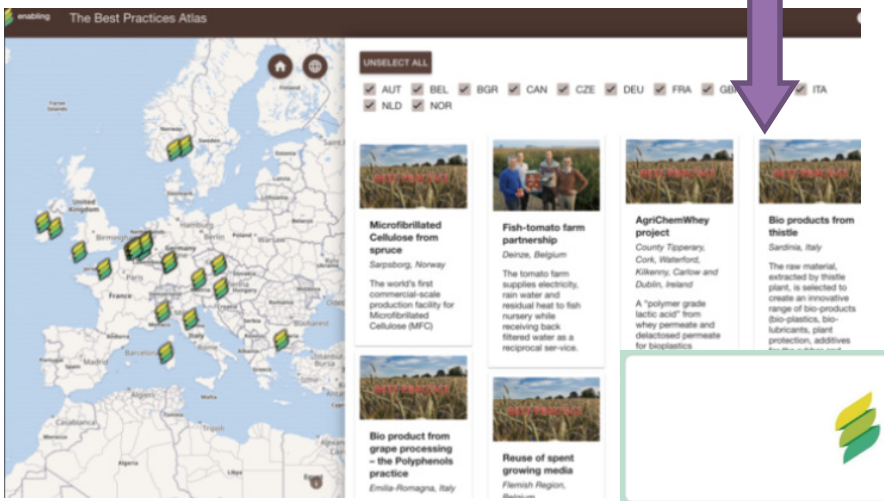
## Platforms & Tools

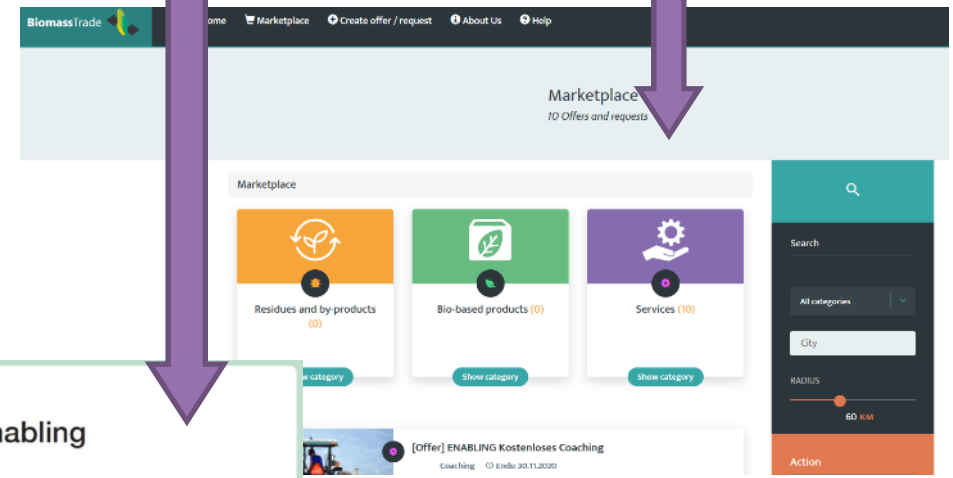
Enabling has developed the following platforms to facilitate communication and enhance the development and process of biomass material.

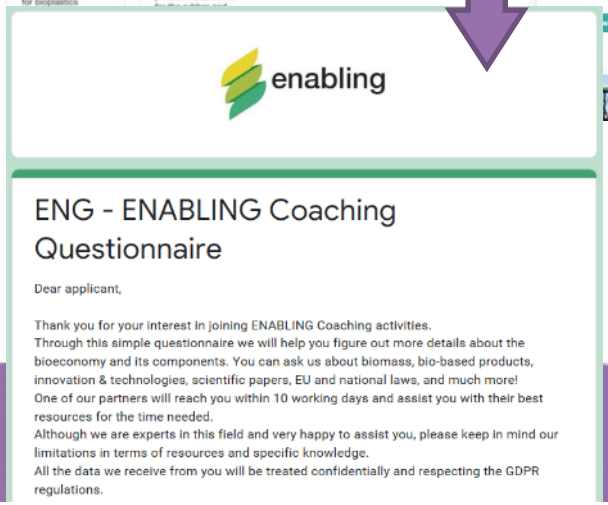
**BEST PRACTICES ATLAS**

**COACHING ACTIVITIES**

**BIOMASS TRADE PLATFORM**



enabling

# Webinar on the position of the farmer in the biobased economy

# Challenges related to working with sidestreams and food waste

- Solutions are often a complete new type of business for the involved companies, which means more R&D and questions to solve
- Technical issues: we work with living material that decays fast
- How to bring your product to the market?
  - Do you communicate about working with food waste or not?
- Developing new business relations; difficulty in finding the right partners
- Logistical issues
- Profitability;
  - Not enough 'waste'/organic material to produce a profitable new product
  - High investment costs
- Ownership
- Perception from buyers/retail
- We must recognize that renewable does not imply inexhaustible
- Avoid competition between food and non-food use of biomass -> Cascade!

# Opportunities!

- The trend towards a bio-economy is growing and there are already many good practices. Successful chains have already been identified in chemistry, but also smaller-scale examples such as "Hemp in a box"
- The role of agriculture and horticulture is crucial in the bio-economy. The farmer should not be merely seen as a supplier of raw materials, but should be part of the chain
- New market opportunities
- Job creation
- A lower carbon economy and sustainable primary production - reduction of CO2 emissions, resource and land-use efficiency
- More cooperation between different sectors → eg. agriculture and industry!

# Thank you!

The Innovation Support Centre for Agricultural and Rural Development is an initiative from Boerenbond and Landelijke Gilden in partnership with Cera and KBC

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