



## The new TiFN research vision

AgriFoodTop Symposium, June 7 2017



## TiFN at a glance

Leading collaboration platform for non-competitive strategic research on Food & Nutrition in the Netherlands

- Established in 1997; strong track record ever since on scientific excellence and industrial relevance

In last FES period (2011-16):

- 108M€ research investments; 50 projects
- > 90 PhD students; 475 peer reviewed publications
- 1€ total investment results in 5€ additional turnover for industry
- For industrial partners: multiplier on investments of >4, often >10

Some examples:



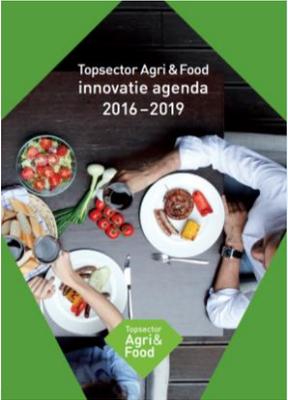
Muscle health and function



Food structuring

# TiFN research vision builds upon research agendas and sector analyses

## Focus Topsector A&F



Nationale Voedsel Top

## Other, global agendas and analyses considered



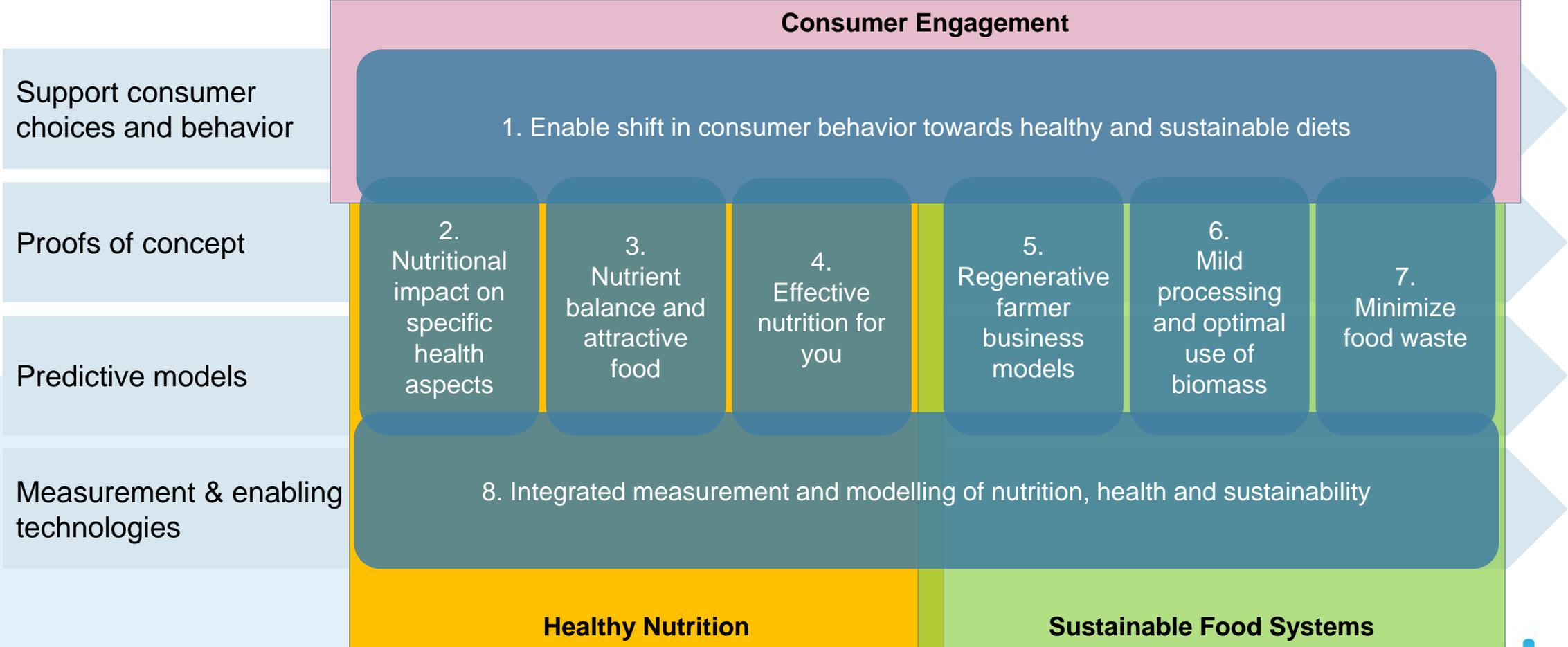
## Three overarching themes to build the future of the food sector

Strengthen consumer engagement and trust to enable healthy and sustainable choices and behavior

Provide healthy nutrition tailored to individual needs of people across the life span

Build sustainable food systems for 10 billion people on our one planet

# Eight innovation challenges



# Actions to build programs focused on the innovation challenges

## Innovation challenge

1. Enable shift in consumer behavior towards healthy & sustainable diets

2. Nutritional impact on specific health aspects

3. Nutrient balance and attractive food

4. Effective Nutrition for You

5. Regenerative farmer business models

6. Mild processing and optimal use of biomass

7. Minimize food waste

8. Integrated measurement and modelling of nutrition, health and sustainability

Shape new program with various stakeholders in food industry and retail;  
participate in research programming of World Food Center

Continue Health & Nutrition programming with partners involved in 10 running projects;  
Organize learning beyond projects within the 3 programs

Shape new program with Dutch Agri-cooperatives and LTO as lead partners

Work with ISPT and industry partners in shaping the SFI

No immediate action; await results taskforce Circular Economy & Food waste

Continue current program; build on SHARP/SUSFANS over time

# TiFN: a strong base of partners and running projects

## Industry partners involved in our running projects



## Knowledge partners involved in our running projects



Total commitments to running projects: € 22.6 mln

- >50% of these commitments have been contracted during the last twelve months

# TiFN participates in many sector wide initiatives: two examples

## Innovation challenge

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world **food** center

SFI  Sustainable Food Initiative

# The World Food Center creates a unique opportunity for researching consumer behavior with large groups of people

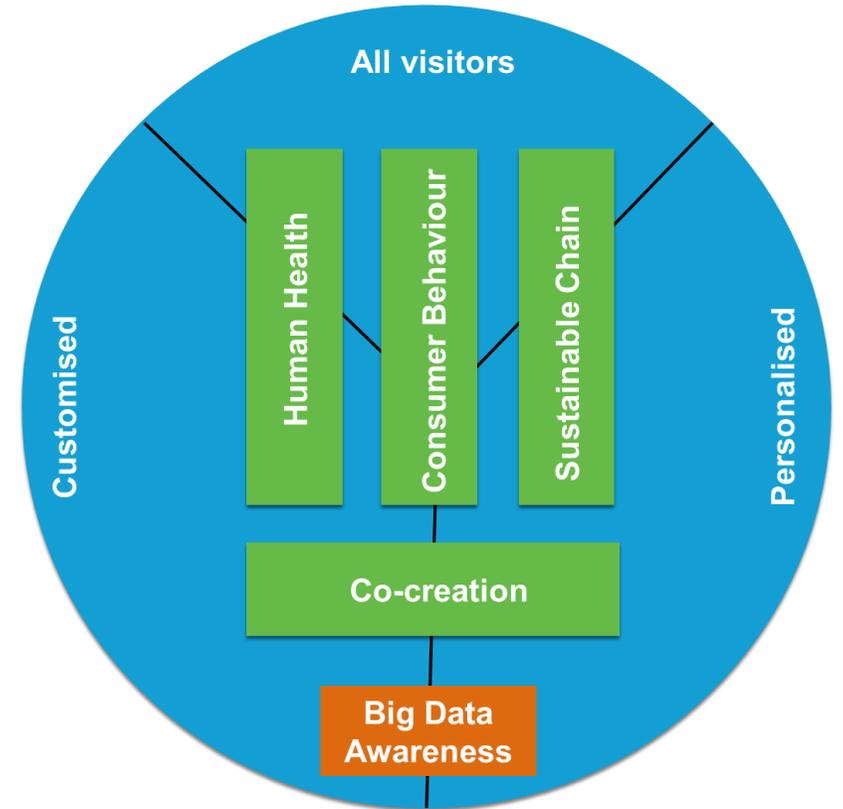
Located in Ede

300.000 visitors expected each year

Opportunity to do research on impact of different interventions on eating and buying behavior

Scientists can stay in touch with participating consumers and measure longer-term impact.

**TiFN** the logical partner to coordinate this research



world **food** center

**TiFN**  
FOOD & NUTRITION

# Sustainable Food Initiative



- **Open environment** allowing new combinations of people (experts, industrials, students, starting entrepreneurs, others)
- **Unconventional combinations** of people and disciplines encouraged
- **'Challenge' type interaction** through open discussions

# SFI leading principles

- ▶ SFI: **natural processing** of our food.
- ▶ SFI programs are designed to achieve the **best science** and **full implementation** at the same time
  - ▶ SFI programs will share infrastructure and experts from industry and academia
- ▶ SFI programs are **pre-competitive** and **designed to disrupt**
  - ▶ SFI will host new combinations of people (scientists, experts, students, entrepreneurs/start-ups)
- ▶ SFI programs are designed to create maximal **synergy**
  - ▶ SFI works together with ISPT and TIFN
  - ▶ SFI will be established at **The Wageningen Campus**.

More information on our results and vision can be found in these publications

**Adding value to industry,  
science and society**

Results and highlights from TIFN research programme



FES period 1 January 2011 - 30 June 2016  
Report to RVO.nl



SUMMER 2017

# TIFN

FOOD & NUTRITION



Rob Beudeker (TIFN)  
**A radical approach  
to measuring and  
communicating  
health effects**

Wouter-Jan Schouten (TIFN)  
**Holistic approach  
vital for  
sustainable  
future**

Interviews  
Koert van Ittersum (RUG), Arlita Schelle  
op Reimer (Albert Heijn), Gonda Fasanella  
(Voedingscentrum), Katrien van Lanen  
(Danone), Ellen Blaak (Maastricht  
University), Hans Huijbers (LTO Nederland),  
Floor Ulterhoeve & Jaap Petrusse (TNO)

Eight innovation challenges  
**Global issues  
require a systems  
approach**

