Results SMP Circular data driven dairy Hokkaido, Japan

Explore collaboration options between JP and NL dairy sectors

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Objectives of the project

- Analyse developments and challenges JP dairy sector
- Overview of trade opportunities
- Potential to collaborate on knowledge, applied research an innovation
- Identify collaboration options for follow up process or project



Our Dairy Japan consortium

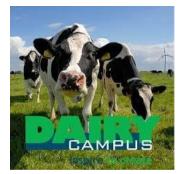












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Results

Intended results

- 1. Reader with info JP dairy sector
- 2. One week mission consortium to JP
- 3. Proposal about potential for multiyear action plan on collaboration dairy JP and NL
- 4. [Desire: Proposal for research collaboration with Hokkaido University, NARO and private parties NL and JP]

Achieved results

- 1. Draft mission program
- 2. More insight in: status sustainability issues, labor shortage and structure dairy Hokkaido
- 3. Webinar Future JP Dairy sector Dec '20
- 4. Symposium NARO WUR Dec '20
- 5. Collaboration on Digital Mission Feb '21
- 6. Meetings with NARO (Jun and Dec) and Univ. Hokkaido (Oct) to explore collaboration
- 7. Initial exploration collaboration NL and Hokkaido dairy
- 3, 4 and 6 all virtual meetings!



Meetings consortium (all Teams meetings)

- 1. 28/4 Exchange experiences JP sector, expectations project, mission program elements
- 2. 14/5 Presentations JP dairy sector by Krajenbrink, Goto, Verstegen, Van Leeuwen
- 3. 27/5 Lessons earlier mission, draft program mission
- 4. 30/5 Planning meeting fall (Covid restrictions)
- 5. 30/6 Draft program mission; execution Nov '20 or Spring '21?
- 6. 15/9 Plan to change towards digital mission in scheduled week Nov. '20
- 7. 2/10 Experiences trip Hokkaido Krajenbrink. Focus on webinar and Mission Feb. '21
- 8. (no meeting, but email) Dec. '20: participation in Digital Mission Feb. '20



Possible follow up processes

Process agreed

1. Collaboration on Digital Mission Feb '21

Process options (not yet agreed)

- 1. Dairy mission in `21
- Concerted actions to come to collaboration initiatives between WUR and NARO and Univ. Hokkaido: needs further time investment
- Concerted actions to further explore exploration collaboration NL and Hokkaido dairy sector: needs further time investment



Discussion I: Potential interest in future collaboration:

- Main interested parties: NARO, WUR, Hokkaido University
- Private NL partners:
 - Show interest in Digital Mission (= potential)
 - Emphasize "Mission first" before expression of interest to collaborate
- Private JP partners:
 - No activities executed on this side in 2020: no impression of their interest



Discussion II: Preliminary conclusions about process and follow up

Process:

- Covid -> No mission and no live meetings of consortium in NL
- Refraining on the mission has limited the potential for future collaboration
 Follow up:
- No agreements about follow up projects
- Potential interest has grown on both sides: needs more intermediary activities to harvest results: agreements on collaboration



Extension of present project in 2021?

Yes, because:

- Covid 19 has hindered expression of interest on NL and JP sides
- 2. NARO, WUR and Univ. Hokkaido show interest
- Interest of consortium partners in mission still high (higher than in 2020); also in Digital Mission February 2021
- 4. Establishing collaboration with JP partners requires long term investments

Should we ask extension of present project before December 18th?



No, because:

- Present consortium partners show (now) no need for follow up projects or processes
- Establishing joined projects by R&D institutes and private companies will be tough