

ICT in agri-food ketens

Cor Verdouw, Wageningen UR

Jaarevent ICT-Community 's-Hertogenbosch 2014 "Digitalisering van de voedselketen"

21 november 2014, 's Hertogenbosch

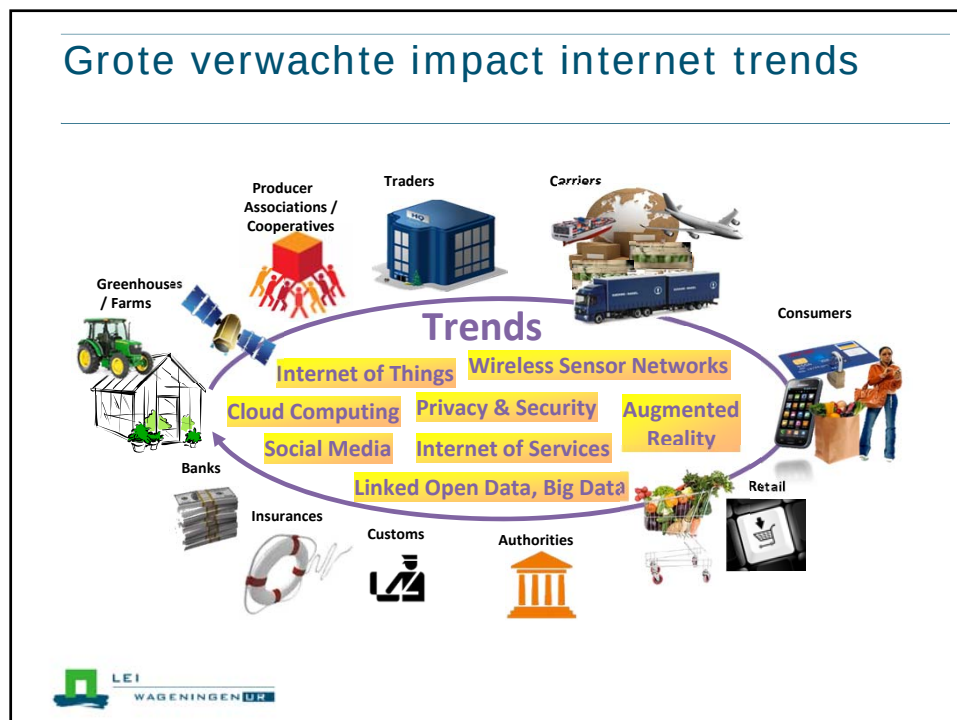
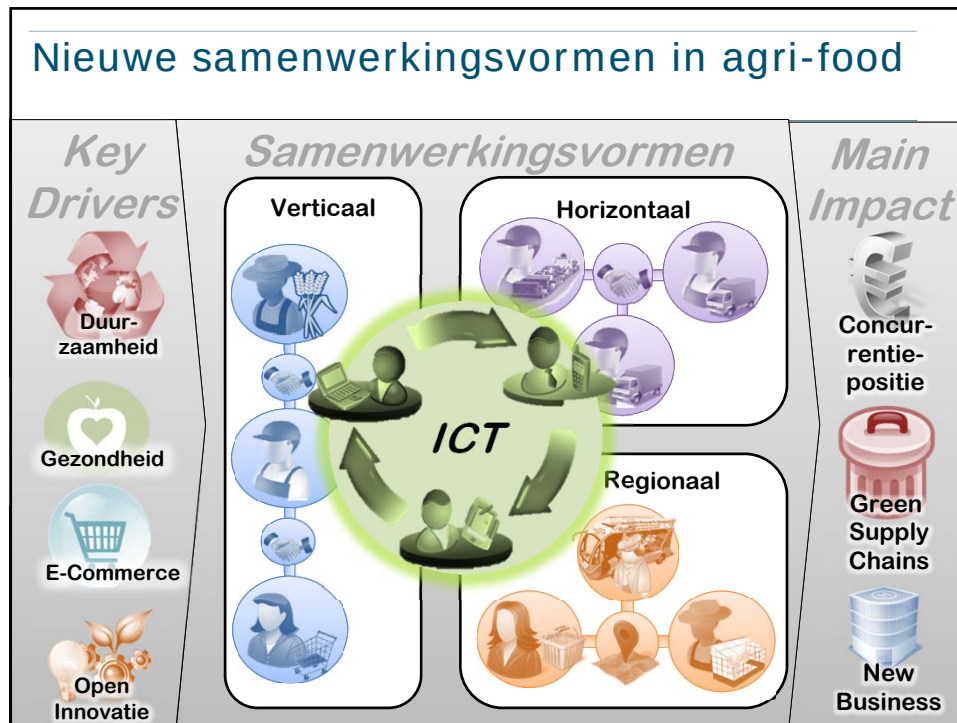


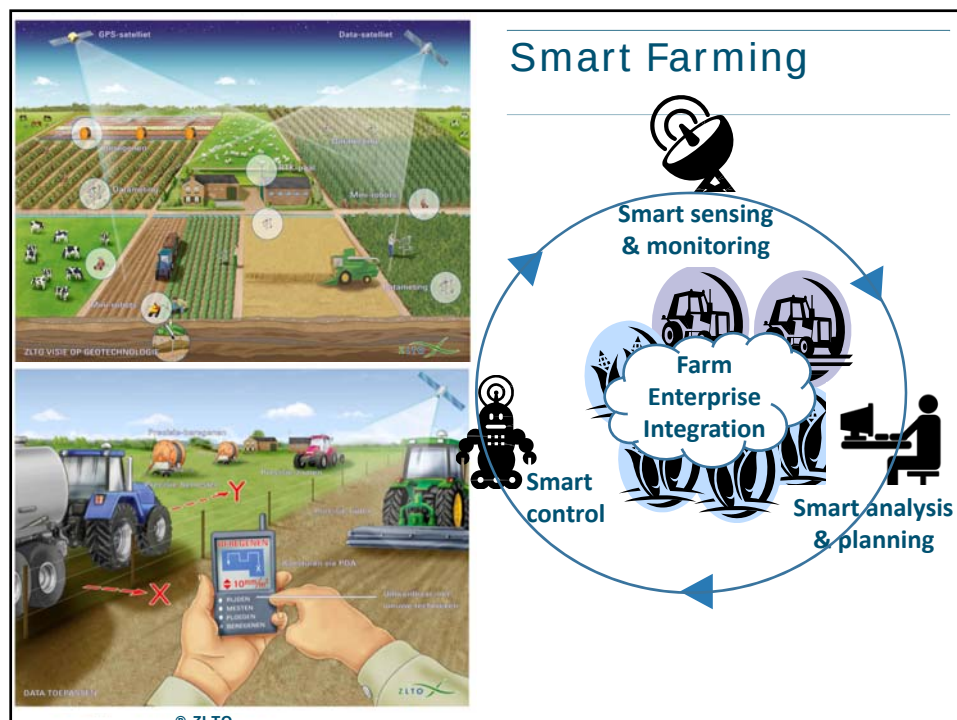
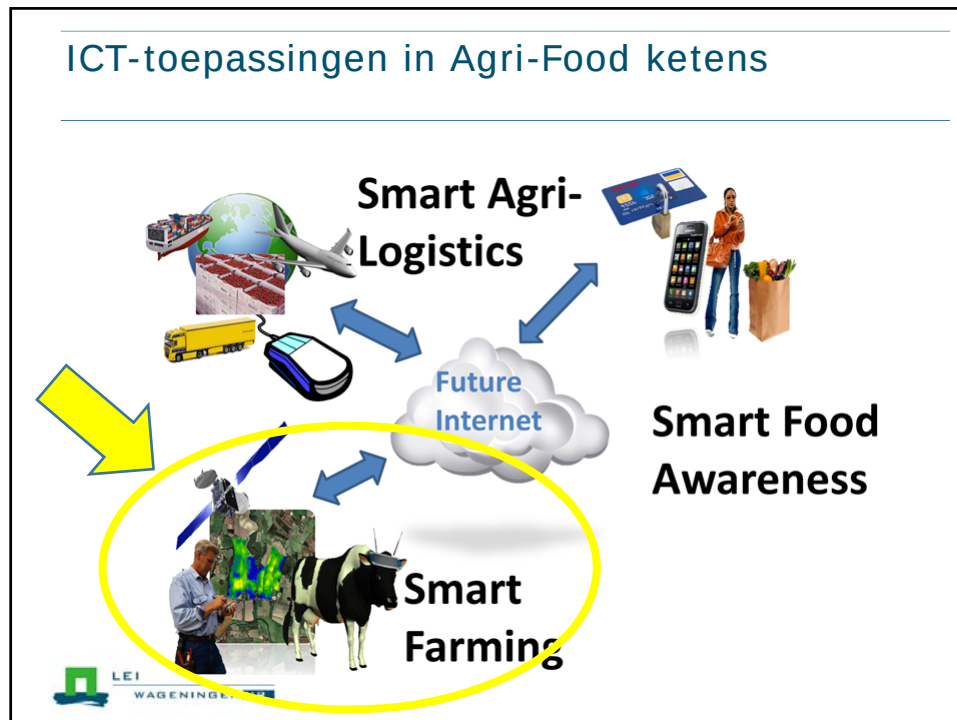
Agri-food is een belangrijke sector

- Nederland is het **op één na grootste** exportland voor agrarische producten (WTO 2012)
1) VS, 2) Nederland, 3) Duitsland, 4) Brazilië, 5) Frankrijk
- Agri & Food is goed voor bijna **10 %** van onze nationale inkomsten en werkgelegenheid (bron: topsector AgriFood, 2014)
- **1 van de 3** vrachtwagens in Nederland vervoert producten uit de agri-food sector (Van der Vorst 2012)





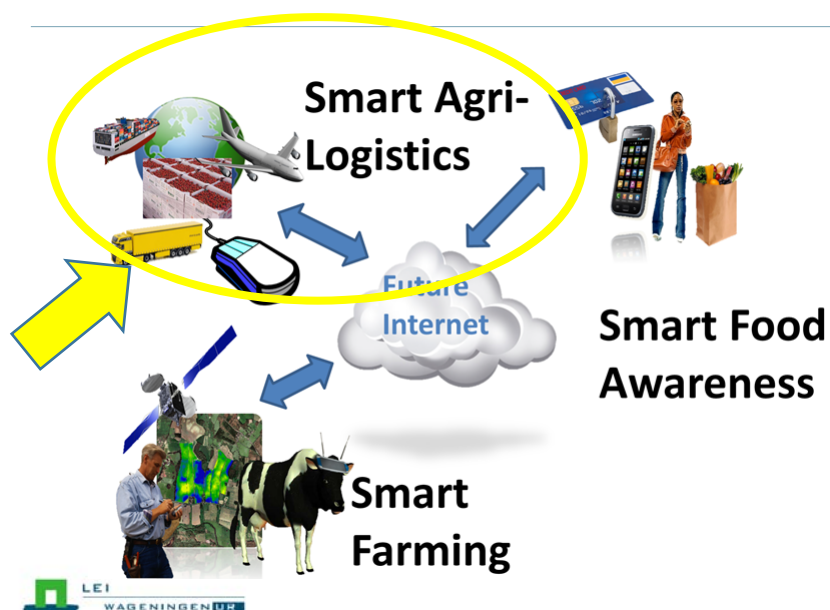


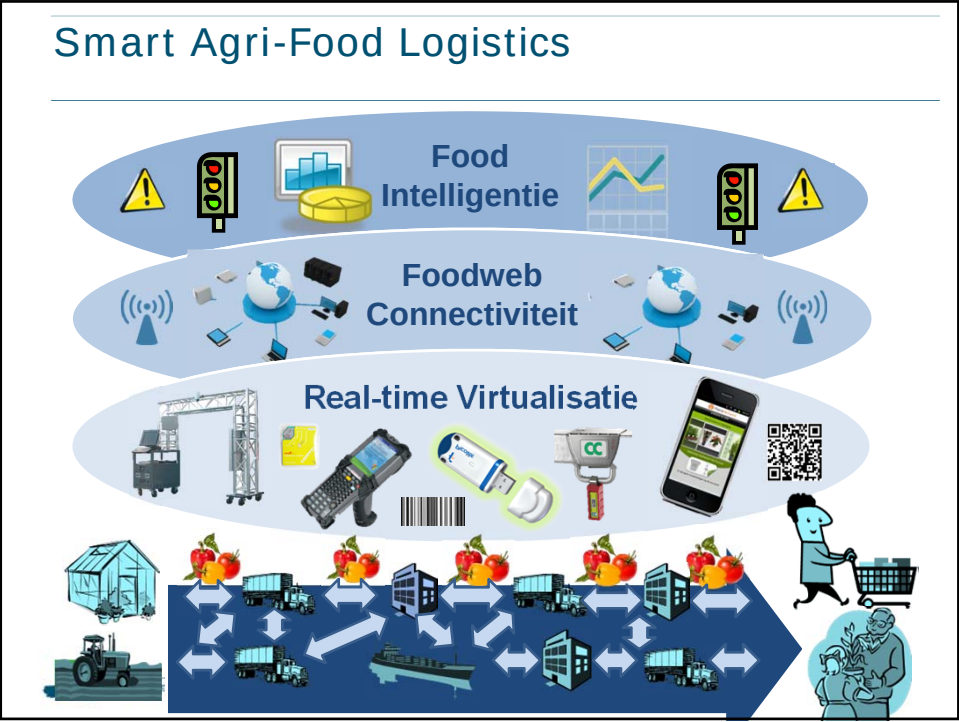


Voorbeeld Smart Farming

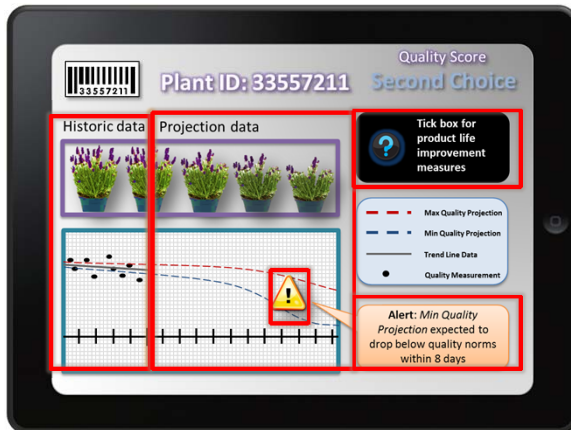


ICT-toepassingen in Agri-Food ketens



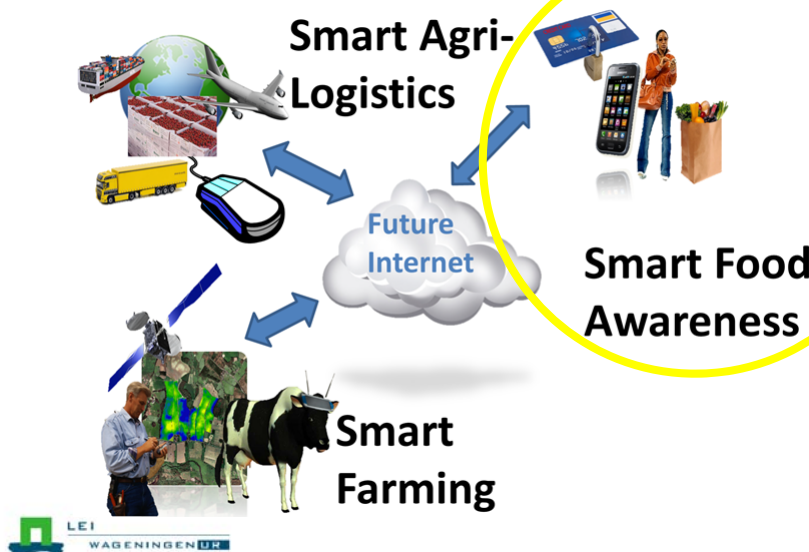


Voorbeeld pro-actief control management via het internet



- Historie kwaliteitsverloop cultivar
- Verwachte kwaliteit gebaseerd op kwaliteitsverloop-modellen
- Alarmen voor verwachte kwaliteitsproblemen
- Adviezen voor interventies

ICT-toepassingen in Agri-Food ketens



Smart Consumer Awareness

- Nieuwe vormen van interactie met consumenten
- Personalisatie
- Actieve participatie
- Beleving

SmartPhoneApps

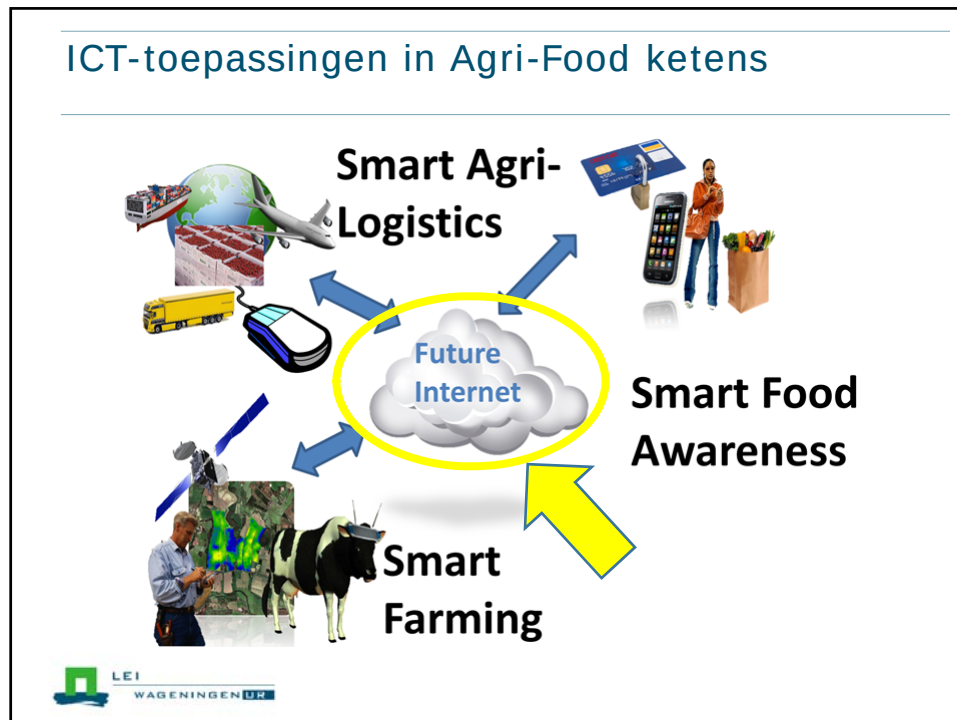
Social Media

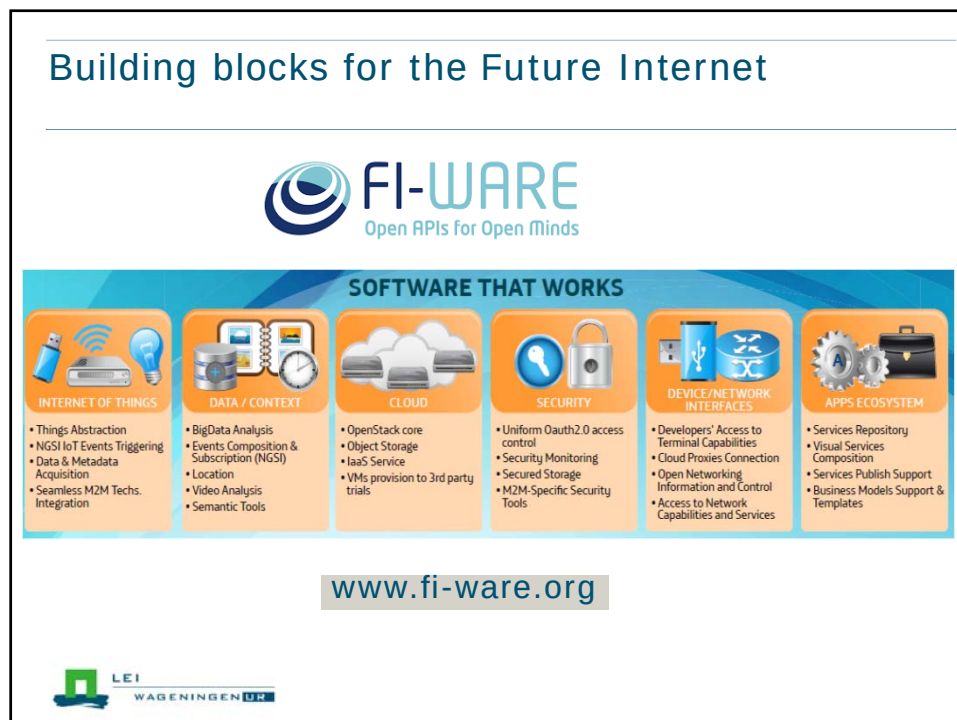
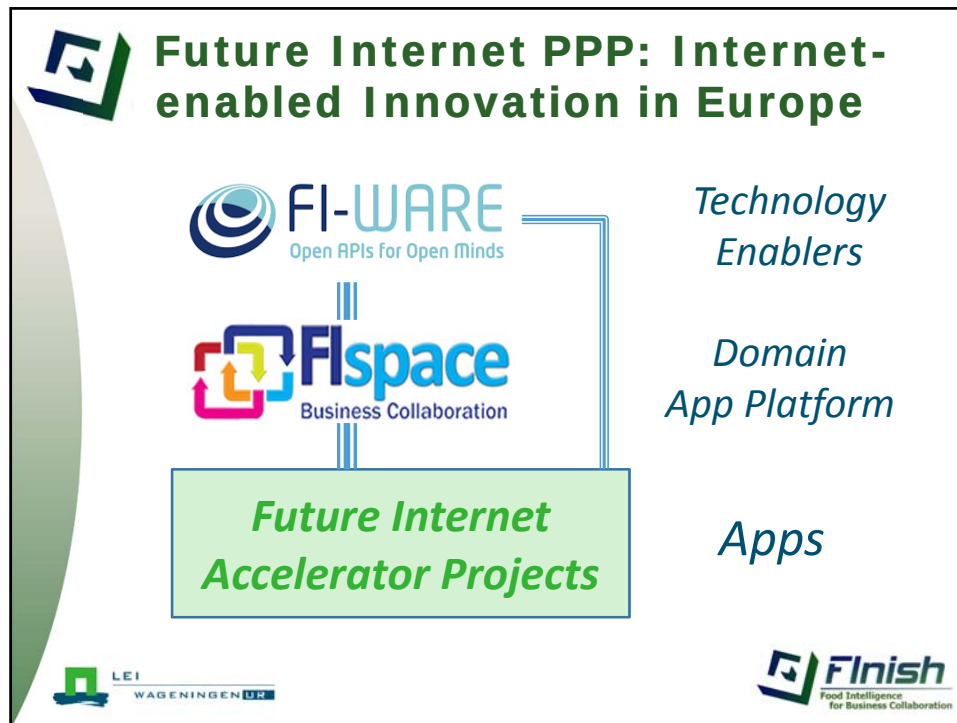
Virtual Reality

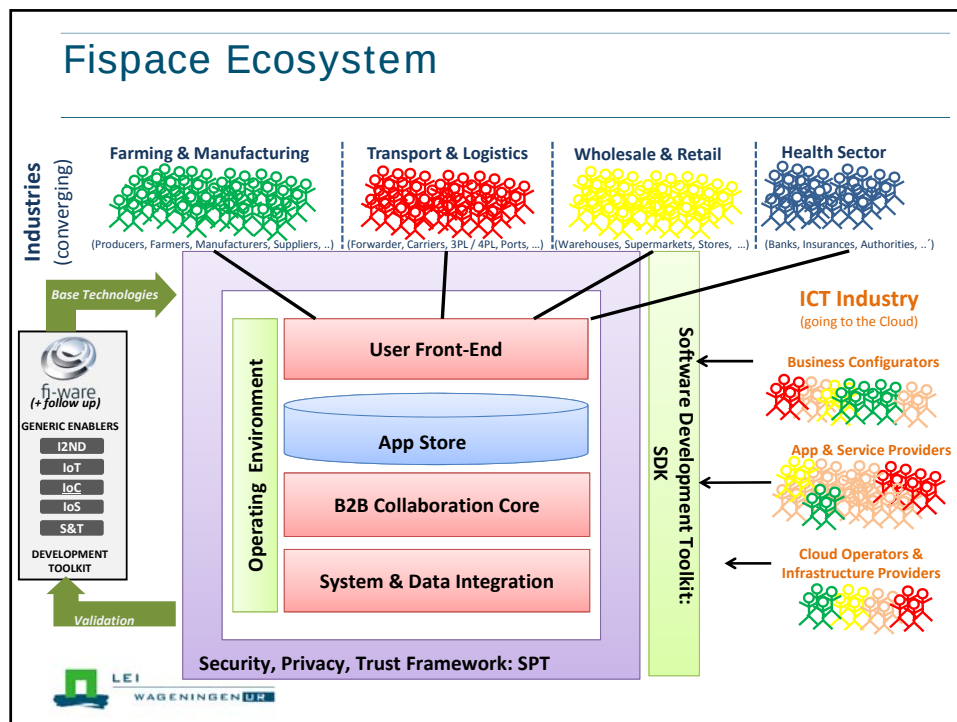
De Virtuele Supermarkt

TrackMyMacca's - McDonald's Australia

LEI WAGENINGEN UR







Main objectives Finish Accelerator

1. *Improve Business Collaboration in the Food & Flowers Chain*
2. *Boost the usage of the Flspace platform & FIWARE Enablers*

Finish
Food Intelligence for Business Collaboration

Finish project

- EC Funding: € 6,1 Million
 - € 4,88 Million (80%) to be distributed to App Developers
- 8 partners from 6 countries
- 19 supporting organisations with background either in ICT and/or end-user related business, including:



EBILTEM-TTO
TEKNOLOGI TRANSFER OFFIS

Finish
Food Intelligence
for Business Collaboration

What's in it for you?

- Reduce your development efforts
 - by reusing FIWARE / Flspace tools
- Benefit from features of other apps
- Open new markets for your application
- Minimise your financial risk by receiving funding
 - while remaining your Intellectual Property

Finish
Food Intelligence
for Business Collaboration



What and When?

2 Calls for App Development
(2014 & 2015)
approx. 50 projects – max. 150 kEUR funding

2 Competitions (2015 & 2016)
Various prizes and trade fare event

Hackathons (2015)

Final Awards (2016)



Our 1st call closes

December

10th





What do you need?

Good idea
Business partner
Motivation!



How to contact us?

<http://www.finish-project.eu> finish-info@finish-project.eu



Bedankt voor uw aandacht!

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