



Food Vision Team



Re-rooting the Dutch food system: from more to better

“A transition to a healthy and regenerative food system requires collective knowledge and action. I am honoured to be surrounded by so many inspiring thinkers with whom we have built this food future.”

Imke de Boer (53), lead applicant, Professor of Animal Production Systems, Wageningen University & Research



Photo credits: Maurits Giesen



“Developing this vision makes you realise how our food system is connected to everything and everyone. This process has resulted in new connections and fascinating discussions that will inspire our research and education.”

Evelien de Olde (33), co-lead applicant, researcher at the Animal Production Systems group, Wageningen University & Research

“Our big question was: how can we feed the world in a fair way without exploiting nature, excluding people and causing unnecessary suffering to animals? At Kipster, we aim to make a contribution to this challenge, and the vision proposed by Imke de Boer fits very well with into this. We are pleased to play our part.”

Ruud Zanders (47), co-founder and CEO of Kipster





*“Look at the future.
Change together with us.
You can still start today!”*

Annechien ten Have-Mellema (62), founder
of Hamletz, pig farmer and arable farmer



“Realising a transition towards a more sustainable food system requires a radical reorganisation of our political institutions and public policies.”

Jeroen Candel (30), Assistant Professor at the Public Administration and Policy Group, Wageningen University & Research



“Circular agriculture is only possible if people join in and feel engaged.”

Boy Griffioen (36), dairy farmer at De Groene Griffioen

“The distance between consumers and producers has grown. Together we can reconnect the links in the food chain to create a sustainable food system.”

Kawire Gosselink (31), Food Systems Thinker





“There is nothing better than working on agricultural systems which, in addition to producing healthy products, help ensure a healthy society.”

Annette Harberink (41), farmer at Keizersrande



“Agriculture is changing. Consumers feel disconnected. Farmers are clinging on to their farms and everything they have depends on their land. We would like to make agriculture beautiful again. Shall we do that together?”

Klarien Klingen (38), freelance farmer & coordinator at Toekomstboeren



“This food vision brings together the ideas of real ‘doers’ who are fundamentally changing the Dutch food system. It combines dreams and reality in a widely supported ambition for the transition of the Dutch food system.”

Joris Lohman (34), founder of Food Hub



“To transform the food system, we need to transform the governance system.”

Katrien Termeer (59), Professor of Public Administration and Policy, Wageningen University & Research

“A sustainable food system benefits from the self-control of producers and consumers”

Frits van der Schans (54), Senior Advisor at the Centre for Agriculture and Environment



“We should no longer simply produce what we wish to consume, but consume what we can produce while respecting animals, farmers and the planet.”

Geert van der Veer (43), founder of Stichting Herenboeren



Photo credits: Fleur Born

“This is a moment of reflection about how our culture (including nature and agriculture) is currently determined by a financial-economic powerplay, and how we can develop a new regional (agri) culture that ensures justice for all life far into the future.”

Piet van IJzendoorn (72), founder of the Zonnehoeve and ambassador of the Dutch Association of Biodynamic Agriculture



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