



Our Supporting Food Community



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

NGOs

Food Innovators

Processors

Consultants

Chefs

Food Companies

Farmers

Consumers

Our Supporting Food Community

Policy Makers

Financial institutes

Scientists & Researchers

Retailers

Students

Suppliers



"We support the vision of Imke de Boer and her team, which is in line with that of the Dutch Society for the Protection of Animals: ensuring a good life for animals in a system that is also good for farmers, citizens and the environment."

Co'tje Admiraal, Director of the Dutch Society for the Protection of Animals and the National Inspection Service for Animal Protection (LID)



Photo credits: Rinze Vegelian

"This project is completely in line with the projects to which I'm committed, such as Low Food, in which we take a closer look at issues related to our food culture. I fully support this initiative."

Joris Bijdendijk - Executive chef RIJKS®

“This vision provides a hopeful future perspective for young people, who feel powerless against the enormous challenges that await us.”

Lianne de Bie, Director Slow Food Youth Network Nederland





“Lidl wants to make sustainable and healthy food affordable and accessible to everyone in the Netherlands. We recognise that the way we produce food needs to change in the future. But how exactly? Imke de Boer suggests a concrete vision. A fine specific example of how it can be translated into reality is the Kipster egg, which is the world’s most sustainable egg and sold exclusively by Lidl. As sustainability manager at Lidl in the Netherlands, I wholeheartedly support this vision.”

Quirine de Weerd, Senior Manager of Corporate Responsibility & Relations at Lidl



"This is a vision that offers hope to a world in which we can all stay well with 'good, clean and fair food for all'."

Nelleke Don, chair of Slow Food Nederland



“We believe in a food system that is based on maintaining and restoring social and environmental values. Translating this vision into practice encourages the necessary change of our current food system into one where connected citizens consume 70% of their protein from plants, use technology to stimulate regenerating processes and minimise waste and losses.”

Karen Eilers, Programme Leader for Improving Food Sustainability at the Foundation for Nature & Environment (NGO)

“Most food visions are made in offices based on model calculations. The good thing about this approach is that the vision will be created together with the stakeholders in the field who will eventually be bringing it into practice.”

Jan Willem Erisman, CEO of the Louis Bolk Institute



“The Netherlands Nutrition Centre supports this holistic vision for the food system, an issue of vital importance to the health of people and the earth. It is an ambitious and crucial challenge to produce healthy food in 2050 within ecological boundaries and with less waste.”

Gerda Feunekes, Executive Director of the Netherlands Nutrition Centre



“Given the current and future needs of the human population and finite resources of our planet, we must transition from the current food practices to healthy and regenerative systems. These transitions will be hugely complex and require science and many parts of society to work together. This proposal demonstrates that only a systems approach can tackle the complexities. It inspires collaboration between food system actors, creates the momentum to shift paradigms and advocates that the required transition can be made if all actors commit to making it happen.”

Prof. dr. ir. Louise Fresco, President of Wageningen University & Research

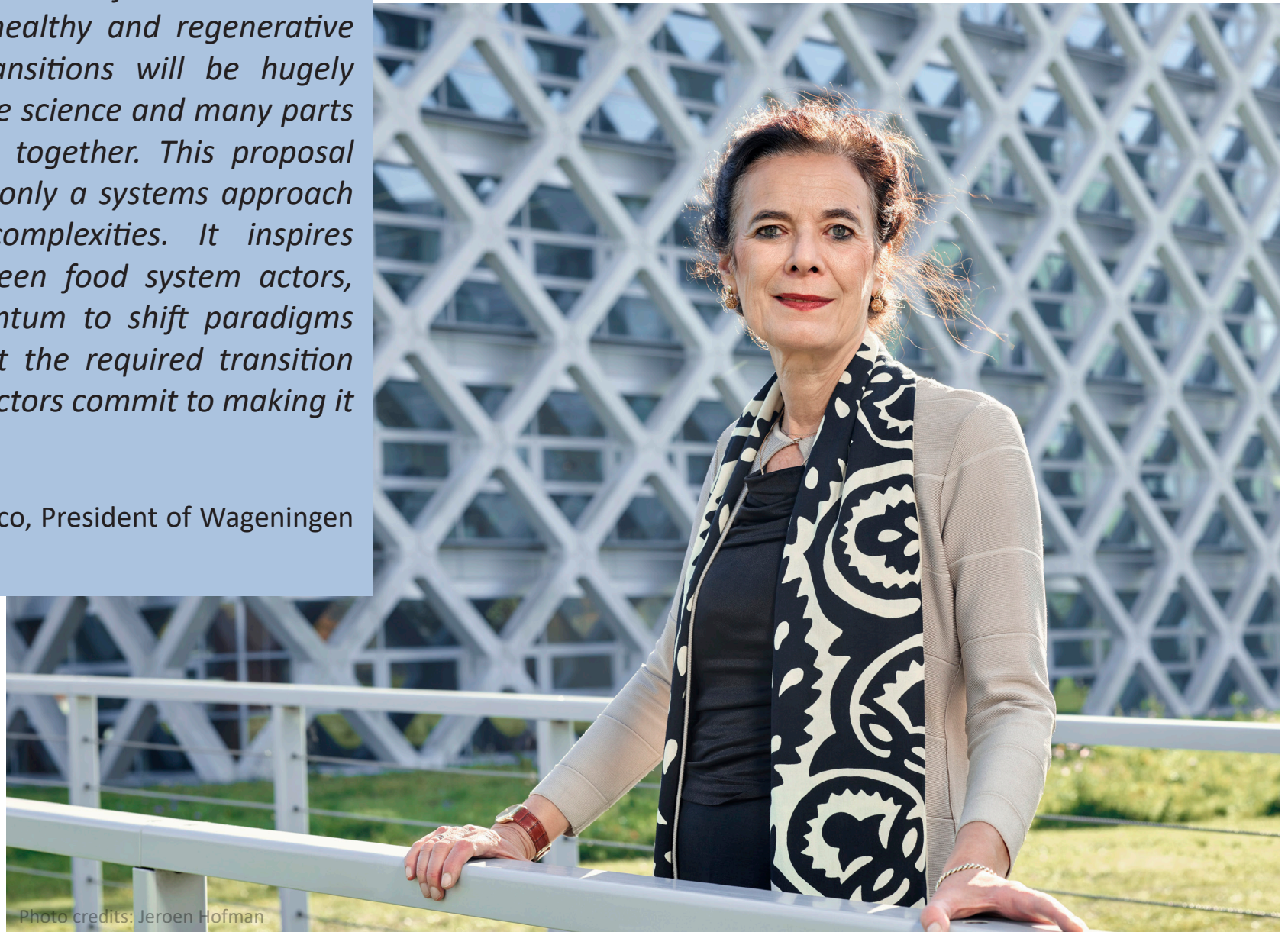


Photo credits: Jeroen Hofman

“Re-rooting the Dutch food system – from more to better’ is a highly transformational vision for one of the most innovative and emblematic food systems in the world. The scale of action, deep roots in science and community engagement will be strong feasibility assets when coming to implementation. It sets novel trajectories that are of global relevance to the future of agriculture and food.”

Pierre Gerber, Senior Livestock Specialist at the World Bank





“It has become increasingly and ever more urgently apparent that the global food system is fundamentally flawed. Amidst all the confusion about how we can build a resilient and fair new system, the Wageningen University approach by Imke de Boer is very clear and feasible. The practical implementation of her vision, which has already started, shows that it can be a business success, even within a present market context that is still a result of outdated and flawed policy orientations. It is therefore highly desirable to further elaborate De Boer’s food vision and gain more experience with its practical implementation.”

Maurits Groen, sustainability entrepreneur and number one in the ‘Sustainable 100’ list by newspaper *Trouw*



“A clear long-term vision can connect stakeholders, support the development of a goal-oriented policy and provide stakeholders with room for manoeuvre.”

Gerdien Kleijer, strategic advisor for agriculture to the Municipality of Ede



Photo credits: Bart Homburg

"I support consumers who choose a plant-based diet by making plant-based copies of popular meat and dairy products that match the taste of the original and without using any animal products."

Jaap Korteweg, founder of The Vegetarian Butcher



“The climate crisis urges us to rethink our food system. Dutch agriculture in particular, with its incredible numbers of livestock, needs radical change. The farmer of the future already exists but needs our support.”

Marjan Minnesma, Director of Urgenda (NGO)

“The intensive production system in the Netherlands inflicts a great cost on biodiversity in terms of both agricultural landscapes and protected nature areas. A transition towards agricultural practices that reduce the negative impact on nature, contribute to healthy ecosystems and create favourable habitats for wild animals and plants that are dependent on agricultural landscapes could change agriculture from a source of biodiversity loss to a key part of the solution. There are several lock-in effects that keep the current agricultural production system in place. They include a dominant business model focused on short-term gains with narrow margins and bulk production at low cost, a policy environment and agricultural subsidy scheme that incentivises intensification, and a research focus on increasing efficiency and improved production. These lock-in effects need to be addressed to effect the desired system change. This vision for an inclusive food system will contribute to the transition required.”

Natasja Oerlemans, Head of Food & Agriculture at WWF Netherlands





“We sorely need a food system transformation that will support the world not with food or seeds but with tried and tested regenerative practices.”

Krijn Poppe, Dutch Council for the Environment and Infrastructure and Wageningen University & Research

“The future of food starts today, in the Netherlands. This vision is not a food utopia, it’s a viable strategy. It takes a small country to induce a huge change.”

Arnold van der Valk, Emeritus Full Professor of Land Use Planning at Wageningen University, co-founder of the Food Council for the Metropolitan Region of Amsterdam (FC MRA)





“A vision is crucial if we are to offer people a perspective of living in a world where humans have the lowest possible impact on the earth’s ecosystem. Translating this vision into practice is something else. Nijsen/Granico is already making a contribution by producing feed for livestock using only by-products derived from the food production system and using former foodstuffs.”

Karel van der Velden, Business Development Manager
at Nijsen/Granico

“For decades, the Dutch agricultural sector propelled the Netherlands into a leading place in global food production. Today, a second green revolution is brewing that will make the sector future-proof. This will not be possible without a transition to a sustainable, circular agriculture where raw materials are efficiently used, biodiversity is enhanced and food waste is kept to a minimum. The road to inclusive food systems is gaining traction among our clients from farm to fork, and we support constructive initiatives related to this future.”

Carin van Huët, Director of Food & Agri for the Netherlands at the Rabobank



Photo credits: Edwin Walvisch



“We recently saw empty supermarket shelves in the Netherlands for the first time in living memory due to the measures against COVID-19. This has led to a revival of local food initiatives. Our current food system, which is based on market forces and globalisation, is failing. This vision shows how we can make a change, and emphasises the value of the soil, our food and, above all, those that produce food for us.”

Frank Verhoeven - owner of Boerenverstand Consultancy

“This vision emphasises the urgent need to work together towards a richer biodiversity of soil life, plants, insects and farmland birds, which is key if society, landscape and the food system is to thrive in the Netherlands.”

Louise E.M. Vet, Professor at the Netherlands Institute of Ecology (NIOO-KNAW) and Chair of the Delta Plan for Biodiversity Recovery



Photo credits: Bart de Gouw

“Unilever strongly believes the world needs a new paradigm for food production and consumption in order to be able to feed a growing population with a healthy plant-based diet, allow farmers to earn a decent income, restore soils, increase biodiversity, combat climate change and protect the remaining forests. The vision being developed by Imke de Boer does exactly that, building on the unrivalled Dutch inheritance of cross-sector collaboration between farmers, scientists, tech companies, consumers and regulators.”

Jan Kees Vis, Global Director of Sustainable Sourcing Development at Unilever



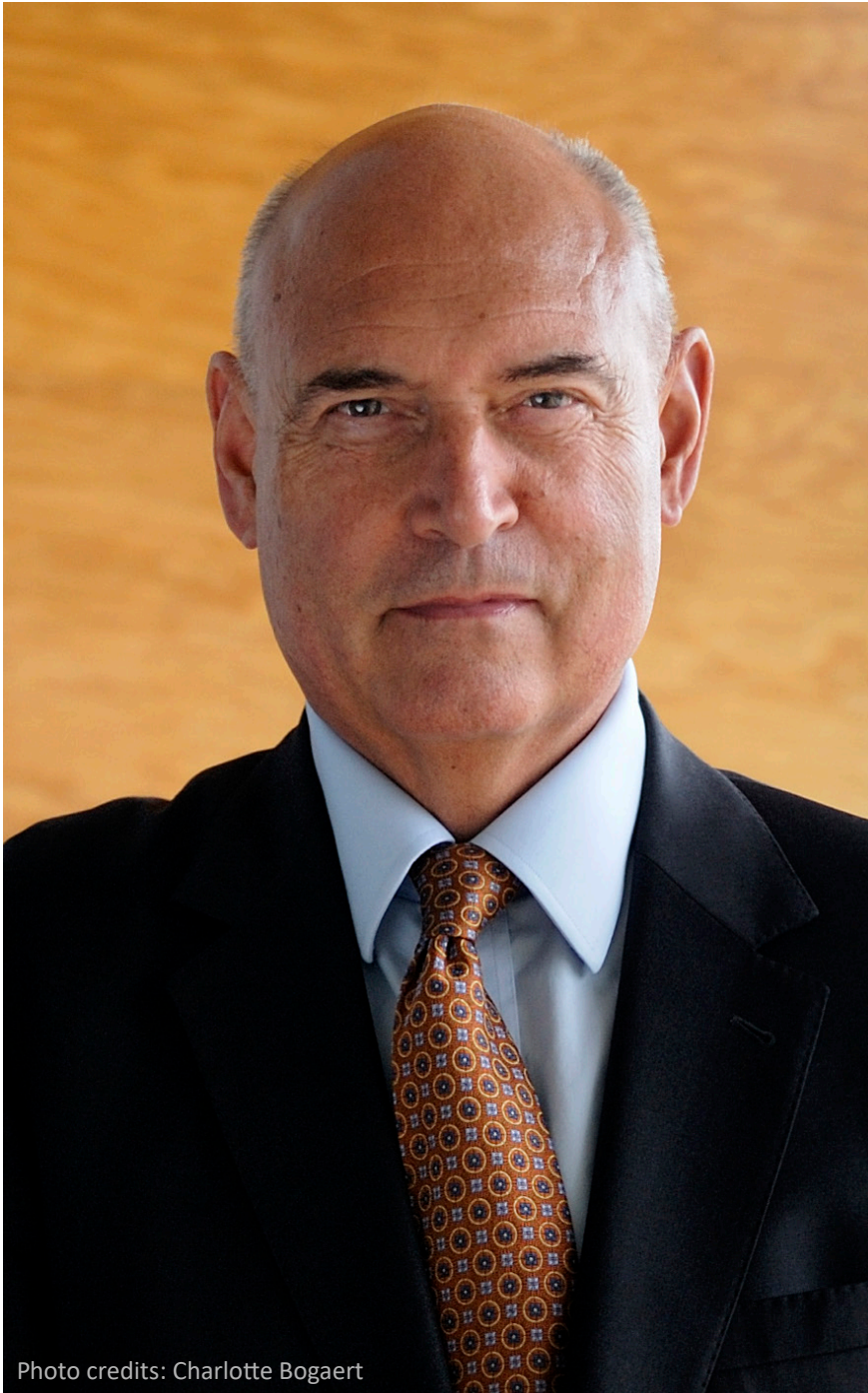


Photo credits: Charlotte Bogaert

“This vision underlines that living in harmony with our planet is at the heart of a healthy economy. In a new and healthy economy, therefore, humans live off the ‘interest’ that the earth provides, at a rate that does not exceed its regenerative and absorptive capacity.”

Herman Wijffels, Emeritus Professor Sustainability and Social Change, Utrecht University



“As a critical student organisation, we applaud a paradigm shift in food sciences in which sustainability, health and social values regarding humans and animals are central. It stands in stark contrast to the agro-industrial paradigm where quantity and profit maximisation prevails. Such a change in Dutch agriculture would have global impact.”

Yanina Willet, Board member Stichting Boerengroep

“This vision accurately addresses the many shortcomings of the current Dutch food system from which our farmland birds have been suffering for decades. It is urgent that farmland birds and other biodiversity thrive again in our countryside, benefitting from the truly regenerative and inclusive agriculture described in this vision.”

Fred Wouters, Director/CEO of Birdlife
Netherlands / Vogelbescherming
Nederland



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