



Healthy Food

# Strong value chain for Healthy Food

With a significant concentration of knowledge and expertise, it is in East Netherlands where key initiatives and developments related to healthier food are taking place. The Netherlands is an agrifood powerhouse – it's the world's number 2 exporter of food products and home to world's number 1 Food & Agriculture University in Wageningen. The world population is growing rapidly, obesity and diet-related diseases are staggering, consumers place increasing importance on their food intake and pay attention to healthier food and nutritious diets. These are just a few examples of major shifts forcing global food companies, innovation and technology leaders, start-ups and investors to respond. Developing and widely providing healthier, more functional foods without sacrificing on taste, texture or enjoyment is a necessity. We welcome you to join this ecosystem and be part of the solution...



## Business climate

East Netherlands hosts a thriving ecosystem that enables companies - from start-ups to mature firms - to focus on developing a business around healthier food. Wageningen and the surrounding Foodvalley are home to a vibrant, highly educated, international research community dedicated to food, nutrition and agricultural sciences. With more than 3,000 agrifood related companies, institutes, and a community of over 10,000 agrifood experts from over 110 nationalities, it has been an international acclaimed R&D hotspot.

Many companies in the region are active in developing healthier food. Some examples are: Anderson Advanced Ingredients, Beyond Meat, Bieze Food Group, DSM, FrieslandCampina, Fuji Oil, Kerry Ingredients, KraftHeinz, NutriLeads, Unilever and Upfield.



**2nd largest agricultural exporter worldwide**

Wageningen Economic Research, 2020



## Open & innovative

**Foodvalley NL**, the primary knowledge-intensive agrifood ecosystem in the Netherlands. It offers a platform of resources and opportunities to an international business network to accelerate innovation and market introduction.

**Shared Research Facilities**, in the Wageningen region, provides access to state-of-the-art facilities for scientists from industry, knowledge institutes and Universities.

Research program **Eat2Move** aims, together with partners such as the Dutch national elite sport centre Papendal, to promote performance and recovery in (elite) sport and care by means of optimal nutrition, linking knowledge to the development of services and products, in cooperation with companies.

**OnePlanet Research**, in collaboration with e.g. the Belgium **Imec**, uses the latest chip and digital technologies to contribute to a society in which everyone can live healthy and has access to healthy and sustainable food.

**Gelderse Vallei**, a hospital operating in the field of research and innovation on nutrition in care and prevention.



## Business support

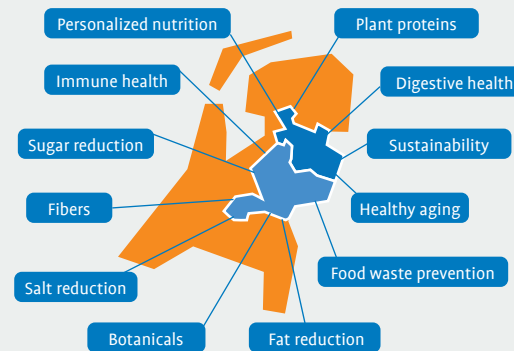
**NIZO Food Research**, state-of-the-art and one of the largest food grade industrial pilot plants globally.

**Startlife**, supports Food & Agri start-ups into leading enterprises.

**Innova Market Insights**, top class insights and trends provider focused on the food industry.

**TOP Food Lab** offers facilities and know-how for companies to develop and produce innovative food products.

### Excellence in healthier food developments



## East Netherlands: a highly innovative healthy food cluster

Only in East Netherlands you can find such a strong, vibrant representation of qualified food business partners, technologies, talent and government support. If your company is active in developing healthier food, East Netherlands is the place to be.

*“The Dutch Foodvalley region and Wageningen University are at the leading edge of technology developments in mild, sustainable processing and plant-based foods, which will be the main focus of Fuji Oil’s Global Innovation Center Europe (GICE). We have been part of this food-related ecosystem for the last three years and GICE will enable us to expand our activities to generate win-wins for the Fuji Oil Group and our innovation partners.*

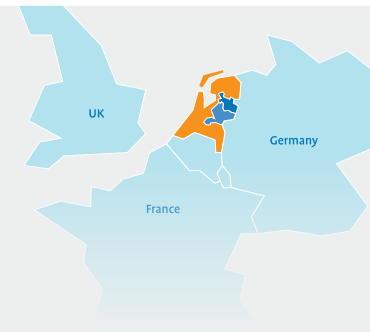
LIZ KAMEI, Head of Fuji Oil’s GICE

*Unilever focuses on the world’s biggest food-related challenges, for a healthier and more sustainable food system. “All the partners in Foodvalley have the intention to bundle forces and tackle problems together. Only then can we transform the worldwide food system into a system that provides enough healthy food for nine billion people in 2050.”*

WENDY VAN HERPEN, R&D Director Unilever



# Oost NL has successfully supported over 1,000 companies from all over the world

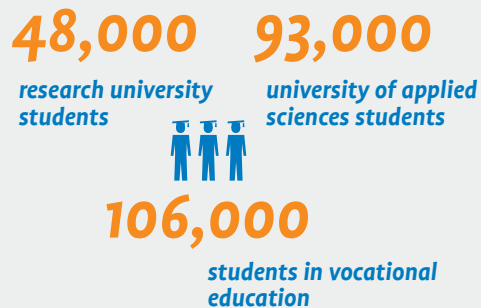


## Top talent

The East Netherlands is a hotspot for multi-skilled talent for future challenges in (agri) food such as nutrition, biobased materials, agtech and protein transition. The area is home to three leading universities.

**Wageningen University & Research** has been ranked as number 1 food and agriculture University for many years. **University of Twente** is known for its entrepreneurial and technical programs. **Radboud University** is renowned for its high-quality education with a focus on health. Together with 5 Universities of Applied Sciences the region attracts many international students and researchers.

### Number of students, East Netherlands



source: CBS, 2020/2021

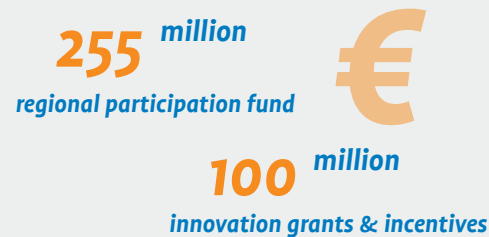


## Funding

Agriculture, food and health innovations are funding priorities within the European Union. These funds are an important vehicle to connect your food developments to the European market.

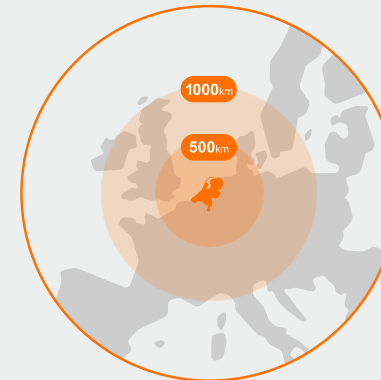


As a partner of the Dutch and EU governments, Oost NL is a qualified intermediary in helping you to access EU, national and regional funding.



## Market access

95% of Europe's most lucrative consumer markets are just around the corner



- 244 million consumers within 2-3 days by road
- 170 million consumers within 1-2 days by road

East Netherlands has excellent connections to neighbouring countries and the rest of the world. There are 6 international airports in 1.5 hour drive, the ports of Rotterdam and Amsterdam are in close proximity, a dense network of excellent highways and high-speed trains prevails and digitally the Netherlands is a frontrunner in the world.

## Oost NL - Your support for success in business

Oost NL is the economic development agency for East Netherlands.

### Invest in Holland

Oost NL works closely together with partners in the Invest In Holland network. Our main partner is the Netherlands Foreign Investment Agency. We have access to resources - funding, network of business and research partners - to help you succeed in establishing and growing your European business.

### Contact:

East Netherlands Development Agency (Oost NL)  
Laan van Malkenschoten 40  
P.O. Box 1026  
7301 BG Apeldoorn, The Netherlands  
Tel: +31 (0)88 667 0100  
www.oostnl.com



Hilco Beeks  
Advisor Food & Health, International  
hilco.beeks@oostnl.nl  
Direct phone: +31 (0)6 1873 7809