



Program manager of
GOEXPORT

*Virtual Trade Mission to the UK for
Dutch Agri-Tech companies*

REAP Conference 2020







*REAP Conference 2020:
From micro-scape to landscape –
Innovating at the frontier*

10 November, 2020

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Foreword

Dear international partners,

I am proud to present to you the Dutch participants to the REAP Conference this year.

Tiny country The Netherlands is changing the way the world farms, combining business and practical experience with leading research and developments (source: National Geographic). East Netherlands is home to number 1 Food and Agriculture University Wageningen and the most entrepreneurial university of the Netherlands, Technical University of Twente. Foodvalley, around Wageningen, tops the list of appealing investment regions for many agrifood innovators worldwide and has an ideal mix of multinationals, small and medium enterprises, startups and research institutes.

In this challenging times It is very important to maintain and expand your international network for business, R&D and future cooperation. Therefore at Oost NL we strongly believe that in the long run a good neighbour is more important than a distant friend.

We invite you to go through the profiles of our participants to see for yourself how your company can benefit from our technologically innovative business environment. It is a great pleasure hosting this “Agritech Reap Conference” digital trade mission and present to you some of the best of what East Netherlands has to offer in Agritech.

I believe our visit to the REAP conference will generate opportunities to explore business leads in the Netherlands and might open new markets for the benefit of The Netherlands and your country.

Best regards,



Remco Lucassen

Director International Trade

Oost NL and Program manager of GO4EXPORT

This project is organised with the full support of the embassy of the Netherlands in London.



Programme

09:00 **Conference opens: Welcome and information**

09:30 **Introduction to REAP 2020**

John Barrett, Director of Sentry Ltd, and Chair of the Agri-TechE Stakeholder Group

Belinda Clarke, Director of Agri-TechE

09:45 **Farmer-Tech Focus – Digital agriculture in action**

Chaired by **Keith Norman**, Keith Norman Consulting

Three agri-tech companies – **Outfield**: precision fruit farming;

Breedr: precision livestock production; and **Arable Labs**: decision

agriculture – featured in REAP Start-Up Showcases just a few years ago are now achieving global impact. The entrepreneurs return to share their journey from concept to on-farm commercial adoption and their farmer partners will discuss how to integrate innovation into current practice.

Jim MacDougall, Outfield, with **Tom Hulme**, AC Hulme & Sons

Adam Wolf, Arable Labs, with **Will Drayton**, Treasury Wine Estates (Australia)

Ian Wheal, Breedr, with **George Fell**, West Grange Farm

11:00 **Start-Up Showcase – The new generation**

Sponsored by **Rothamsted Enterprises**

Chaired by **Nicole Sadd**, Rothamsted Enterprises

The REAP Start-Up Showcase is the launch pad for game-changing innovation. Profile gained within the agri-tech ecosystem of investors, advisors, customers and collaborators accelerates the progress of enterprises that are bringing new thinking to real world challenges.

12:00 **Break: Exhibition tours and express networking facilitated by Agri-TechE and AI Technology Hub** sponsored by **Cambridge & Peterborough Combined Authority**

12:30 **Emerging Agri-Tech – Come into the lab**

Sponsored by **EIT Food**

What do a tube of deep heat, a bar code, a Rubik's cube and some PVA glue have in common? These – and other – everyday objects will be used by leading scientists to highlight the inspiration behind, and application of their work to farmers and growers, as they invite you into their labs to explore the discovery science that is evolving for commercial use. Incremental improvements to crop performance and big picture thinking to evaluate risk are both needed within agriculture. We will learn just how research is contributing to our understanding of how to integrate these different “scales” to create an understanding of the complete “system.”

60 Harvests Left: Debunking the Myth – Daniel Evans, 75th Anniversary Research Fellow, Cranfield Soil and Agrifood Institute

Sustainable solutions for global food security – Giles Oldroyd, Professor of Crop Science at Crop Science Centre

Soils – Dirt with Life in It! – Alex Dumbrell, School of Biological Sciences, University of Essex

Soil glue: a microbial perspective – Tom Wilkes, University of Hertfordshire

A smelly approach to crop protection – Joe Roberts, Insect Chemical Ecology Research Associate, Harper Adams University

WheatsApp: An AI app for plant disease detection – Megan Long, John Innes Centre

Strawberries, robots and supply chains – Simon Pearson, Director of Lincoln Institute for Agri-Food Technology (LIAT)

Air-seq: using DNA sequencing to provide early warning of airborne crop disease – Richard Leggett, Group Leader of the Technology Algorithms Group, Earlham Institute

Balancing the conflicting demands on farmers and farming systems – Jonathan Storkey, Principal Research Scientist – Agroecology, Rothamsted Research

Programme - continued

13:30 Lunch - Exhibition tours and express networking

Technology Hub sponsored by **Cambridge & Peterborough Combined Authority**

14:30 Keynote address – Growing a Revolution

Sponsored by **AHDB**

Chaired by **Susannah Bolton**, AHDB

David Montgomery, MacArthur Fellow and professor of geomorphology at the University of Washington

Montgomery has travelled the world, meeting farmers at the forefront of an agricultural movement to restore soil health. He sees the huge societal benefits of this work and potential for reforming government subsidies to incentive practices that build soil health and carbon storage. He provides an inspirational view of what is possible.

15:15 Sofa Session – Building an inter-scale agricultural system

Chaired by **Julian Little**, Julian Little Consulting

Sir Duncan Wingham, Executive Chair of the Natural Environment Research Council

Jane Rickson, Professor of Soil Erosion and Conservation at Cranfield University

Mike Green, Agricultural Sustainability Manager – Agricultural Solutions at BASF

Stuart Hill, Head of Technology and Innovation at Hutchinsons

David Montgomery, MacArthur Fellow and professor of geomorphology at the University of Washington

What does an “inter-scale” agricultural system of the future look like? Innovators from different perspectives, from soil microbiology to earth observation, from field level to policy overview, help pull together the

*thinking from the day and stimulate a discussion with the delegates.
Together we will envisage a technology roadmap to the future.*

15:45

Closing comments

Belinda Clarke / John Barrett

15:50

Exhibition tours and express networking

Technology Hub sponsored by **Cambridge & Peterborough Combined Authority**

16:15 -

Closed Q&A Session with David Montgomery

17:00

Sponsored by **Savills**

Chaired by Alex Bragg, Savills

Farmer delegates are invited to join David Montgomery for a closed Q&A session and a virtual “beer” after the conference, courtesy of Savills. This is your chance to explore David’s concepts around soils health in more detail and have the chance to ask questions and learn more.”

Company profiles





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Agriprogress

Agriprogress stands for sustainable development in and of the agribusiness. We have offices in Deventer and Bucharest. We offer you a wide network and more than 30 years experience in the Netherlands, in the EU and Eastern Europe. At the moment Romania and Ukraine are our main target countries, beside the Netherlands.

We supply consultancy, training and interim management (support) to develop the (international) activities of your company. We are active and experience in all sectors and in all links of the agrifood chain. Specialist in the development of partnerships. We offer to agtech suppliers: market research, development of local marketing and sales channels, interim distributorships in the Netherlands and Romania, search and selection of development partners in Romania and the Netherlands.

UK target audience:

- Looking to engage with British companies in the agri-sector who are looking to expand into Europe.
- Looking to meet with companies who are active in precision agriculture, the use of soil sensing machines and robots.



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AgriWatch

AgriWatch offers GeoSpatial Services for Precision Agriculture/Smart Farming with emphasis on the effects of climate change resulting in drought and other extreme climatic conditions. It focuses on affordable remote sensing data acquisition and monitoring services by integrating remote sensing (satellite, airborne, drone platforms) data, Geographic Information System (maps) data and expert knowledge.

The most relevant market segment for the initial introduction of the new services developed in AgriWatch is Remote and Local Sensing for collecting high spatial-spectral data of agricultural fields and monitoring including predictive modelling. As such, AgriWatch engages with farmers and farm managers to manage site-specific crops issues offering technology solutions.

UK target audience:

- Looking to engage with farmers, contract workers, farm managers to hear about their position towards the use of sensors in farming or companies who provide farmers with technical support services to team up with.



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Amstel Agro

In agriculture and horticulture, a resilient crop is sacred. Because a resilient crop with a high yield generates more income, and therefore security. Amstel Agro has developed a series of mineral fertilisers based on soluble silicon. It is not often that a new party enters the fertiliser market, but Amstel Agro did so anyway. We developed an innovative production technique for fertilisers. Our scientists and vendors are ready to help, because Amstel Agro is sending shock waves through the agriculture and horticulture sector!

You stand stronger together. That is why we like to work with other parties in the agriculture and horticulture sectors. In our short existence, Amstel Agro has already joined the 100 Club of Wageningen University & Research (WUR). In addition, we regularly consult other relevant domestic and foreign parties in agriculture and horticulture about possible collaborations.

UK target audience:

- Looking for distributor or large end-user for their silicium application to be used by individual growers of tomatoes, apples, roses, or co-operations of growers of these product.



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Drone4Agro

OEM BV member of the Osse Equipment Manufacturing Group

OEM BV developed a large drone technology under the name Drone4.eu, the drones have payload capacities up to 500 kg. We developed drones for Agriculture Drone4Agro.eu , for Logistics Drone4Logistics.eu , for firefighting Drone4FireFigthing and for emergency Drone4Emergency.

Drone4Agro is a crop and flied spraying drone. The drone can fully automatically fly and spray your crop GPS controlled within 2 cm accuracy. The drone has an automatic landing platform on which it automatically lands, refills and charges and can take off again to restart spraying at the point it left it's pattern to go to the docking.



HuizingHarvest



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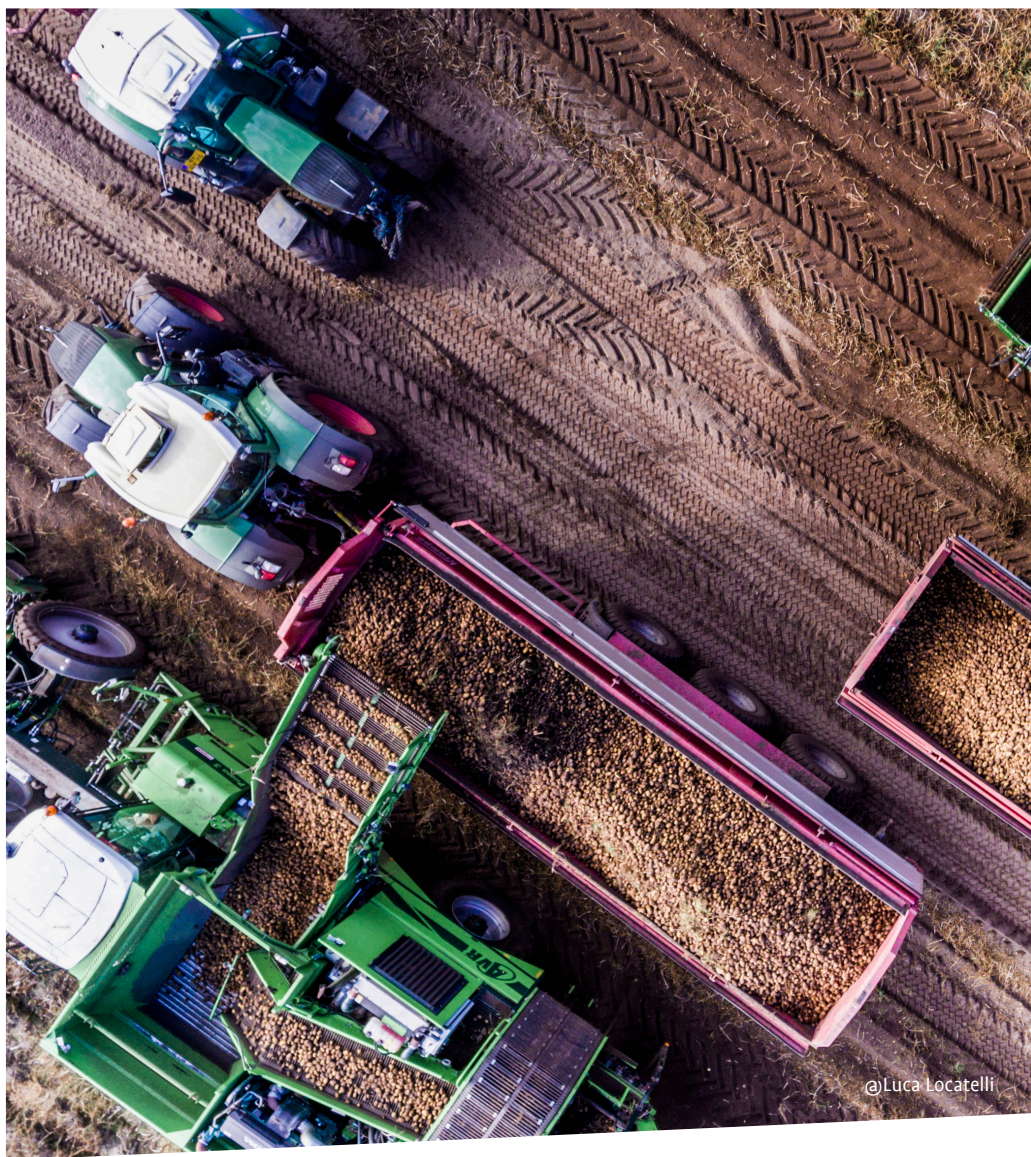
<https://huizingharvest.nl>

HuizingHarvest

HuizingHarvest provides technical outsourcing in the agricultural industry. Our skilled team of specialists provides technical support, operator training, harvest optimization, equipment checks, installation of machines and machinery modifications around the world. We recruit specialized agricultural crew members who have practical experience with various type of machinery and are able to share this knowledge. We value improving processes, that's why our crew is regularly trained in new techniques and technologies. We want to inform all our customers about the best practices that we can find worldwide. Our HuizingHarvest crew is educated and able to give practical support and trainings where needed. In addition to our services we inform the management or clients with reports about the progress in the HuizingHarvest app or customized reports.

UK target audience:

- Manufacturers/exporters of agricultural machines/equipment who have a requirement for HR support in other markets (service engineers, installation specialists).



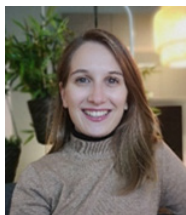
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Kubota

Kubota Corporation has been a leading manufacturer of agricultural, turf, hay and construction equipment since 1890. With world Headquarters in Osaka, Japan and offices in more than 110 countries throughout North America, Europe and Asia, Kubota achieved revenues last year of over \$17 billion.

Kubota Corporation has established Innovation Centers in Japan and Europe as organs for the creation of new business ventures, products, and services in Kubota's fields of business including agriculture and construction. We act as a venture arm of the Group and investing in promising agtech start-ups & advanced technologies with focus on speciality crops (fruits, vegetables & wine) as well as in hay & forage automation.

UK target audience:

- Interesting agri-tech related start-ups who are looking to expand in Europe.
- Similar companies to themselves for possible co-operation in enhancing agri-tech solutions.
- Companies who are looking for investors.



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RMA

RMA BV from Dwingeloo (NL) offers decision support for irrigation and crop protection. Our solutions are based on high quality and robust sensor technology, a smart dashboard and personal guidance. With over 35 years of experience we understand what growers need.

For irrigation management we offer soil moisture probes, nutrient sensors and raingauges that help growers to decide when and how much to irrigate.

For crop protection we offer weather stations and an 8 day weather forecast that in combination with our disease models advice growers on when to apply crop protection for a range of disease in arable, vegetable and fruit crops.

UK target audience:

- Farmers/growers
- Companies involved in servicing farmers and offering them technology solutions.
- End customers of farmers who demand certain technology at their supply base.

Organizing partners





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Oost NL

East Netherlands Development Agency (Oost NL) is the economic development agency for the two provinces (Gelderland and Overijssel) that comprise East Netherlands.

Oost NL promotes economic growth and new jobs in the East Netherlands. We pursue this task by encouraging entrepreneurs to innovate, invest, develop international markets and by creating a beneficial business infrastructure. Oost NL focuses on the knowledge driven share of the companies in the region, especially in the following industries: Agro-Food, Life Sciences & Health, High Tech, Energy and Environmental Technology and Manufacturing industries.

Through us, international companies gain access to our regional networks as well as assistance with trade promotion. We help owners of SME's from East Netherlands to internationalize through matchmaking through our worldwide network of partners.



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GO4EXPORT

GO4EXPORT is the export program of the provinces of Gelderland and Overijssel, situated in the East of the Netherlands. GO4EXPORT helps local SMEs in internationalization and expansion through export. Through growth by export, economic growth in the region is stimulated. Under the GO4EXPORT umbrella, various regional public and private partners closely cooperate to support SMEs from the East of the Netherlands. The program is coordinated by lead partner Oost NL.

Services include assistance in finding international partners, providing information about international markets, organizing trade events, trade delegations and participation in collective pavilions at international trade fairs.



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The Netherlands British Chamber of Commerce (NBCC)

The NBCC is an independent membership organisation aiming to promote both way trade and investment between the United Kingdom and the Netherlands. The NBCC serves the needs of its 200 members and other clients and continuously enhances Anglo-Dutch trade relations through its membership and a range of commercial services. These services include:

- Trade missions
- Itinerary preparation
- Partner services
- Payroll in both markets
- Targeted lists of your prospects in the British or Dutch market
- Sales support services
- Company reports

In addition to our commercial services, we provide our members with a valuable platform in the Netherlands and the United Kingdom and we organise network events in both countries frequently.

The NBCC has built a vast experience in trade and investment promotion in most of the economic sectors represented in both countries, with particular expertise in the construction industry, oil and gas, offshore wind energy, food and drink and textiles and clothing.



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UK Trade Office

We show British SME companies (1 to 50 employees) how to start exporting or how to increase their existing export of products and services. Together we will analyse your value proposition, the presentation of your product or company and match it with the selected export markets.

We show you how to get in touch with potential buyers from the EU and beyond, instruct you how to successfully pitch your company at international trade shows and secure that deal for you. There are many reasons why British companies should start considering export or expand their current export activities. British products are greatly appreciated abroad, which can translate to a higher sales price and thereby increased profits for your company.

From our research, we learned that especially British Food & Drink products are highly desired, resulting in plenty of unexploited market opportunities within the European Union, for example in the Netherlands, Germany, or Scandinavia. Other profitable markets are Agriculture & the Aggrotech industry.



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Kennispoort Regio Zwolle

Do you have a new idea for a product, service or process? Do you need funding? Are you looking for knowledge, a network or partners? Or do you want to do international business? Kennispoort Regio Zwolle is the organization that can help you further.

We are a foundation that helps companies move forward through independent, free and practical advice. We exist since 2004 and each year we help more than 400 entrepreneurs in the Zwolle Region.

We have knowledge of various disciplines and sectors such as business development, finance, agri & food and internationalisation.

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Ik Ben Drents Ondernemer

Ik Ben Drents Ondernemer (I am Drenthe Entrepreneur) is a programme of the Province of Drenthe. We are supporting Entrepreneurs from the Province of Drenthe on the themes of:

- Start
- Grow
- Innovate
- Export
- Financing
- sustainability



Program manager of
GOEXPORT