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We would like to bring you up to date on the developments of the World Food Center. Much has happened since the agreement was signed on 29 November 2016 and we are constantly getting closer to achieving our goals.

Two-Day WFC Experience

At the end of January the renowned BRC Imagination Arts was in the Netherlands to commence work on the design vision for the 'food experience' alongside the participants: Albert Heijn, Albron, DSM, Keygene, Scelta Mushrooms and Wageningen University & Research, the municipality of Ede and WFC Development. Leisure Development Partners (LDP) is also involved. They test the feasibility of the concept and calculate the cost of the project. The founder of BRC, Bob Rogers, was also present at this inspiring two-day session. The result of these exciting two days is that enough ideas were collected to be able to approach the upcoming process with confidence. With the enthusiasm and commitment of the participants, BRC and LDP are now going to start work on implementing them.

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Participants in the two-day BRC session Albert Heijn, Albron, DSM, Keygene, Scelta Mushrooms, Wageningen University & Research, the municipality of Ede and WFC Development are starting work on the design vision for the 'food experience'. LDP were also present.



"It's rare that a project comes along that is not just fun to work on and fun to visit, but also profoundly important to a nation and to the world. By taking on the food challenges we have as a planet and making them accessible, interesting, and even fun for a large audience, The World Food Center will be an essential, life-affirming, experience for dignitaries, food specialists, and (most importantly) everyday guests." Bob Rogers, BRC Imagination Arts



"I can look back on two very good and productive days. There was a huge amount of knowledge about the food chain and this advantage was evident in the various sessions. There is a lot of potential to make the World Food Centre a success. I am therefore also really looking forward to the next steps." Bart Fischer, Albert Heijn

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"You can see that the broad experience of these professionals works extremely well in experience centres. Everyone was impressed by the range of BRC projects. The projects they have developed over the last 35 years have all been successful."

Harry Veldhuis, WFC Development

In addition to this two-day session, BRC and LDP also visited various food companies in the Netherlands including Wageningen University & Research. BRC and LDP are now starting on the design and calculations. Specialised technicians, strategists, researchers, media specialists and designers are starting to work on the collected input. The agrifood sector A unique chance to position your company alongside the other forerunners in the Netherlands.

Food Summit pressure



In 5 to 10 years, the Netherlands must become the global front-runner in healthy and sustainable food. That is the outcome of the first National Food Summit in The Hague where around 150 influential decision-makers from the Dutch Food Industry came together with the Dutch cabinet on Thursday, 26 January 2017 to shape future food policy. The World Food Center also attended the summit. In the area of food, the Netherlands has developed into a country of knowledge and innovation, both locally and internationally. What do we do? And how will we ensure there will be sufficient food in the future? The research

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programme at the World food Centre is a great example of the Netherlands as a world player in agrifood.

New WFC Residents

Since 1 January, Bionext has also moved into the former Friso barracks on the World Food Center site. This national monument, where the eleventh regiment used to be stationed, is now a space dedicated to agrifood companies. Bionext can't wait to start working in its new location. It sees the World Food Center as the place where business life, government and science come together.



“As an advocate of organic farming and food, Bionext likes to take the lead on the path towards sustainable food supply. Therefore, it’s only logical that we are one of the first organisations to set up our business in the World Food Center.”

Bavo van den Idsert, Director at Bionext



“We believe in Working Apart Together, we have been working with our companies Food Inspiration, Shoot My Food Communication, Foodservice Network, Fan Factory, Foodstep & PS in Foodservice for years within our own food service sector. It’s good to working independently for maximum effectiveness and to encourage the entrepreneurial spirit,, and it’s good to work together to exchange know-how, insights and inspiration. We now see an opportunity to further boost this cross-fertilization by setting up our business in a creative hub for companies in (agri)food with an even wider scope.”

Arjan de Boer, director at Food Inspiration, Shoot My Food Communication and Foodservice Network

The Ministry of Food

Our food system is under pressure across the globe and in the next few years we will have even more mouths to feed with a depleted earth. The fact that we need to take action is clear, but how do the

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members of the Dutch Lower House of Parliament, the future representatives of the 16.8 million Dutch people view this issue? There are interesting differences with regard a sustainable and healthy food policy in the political parties' election programmes. On 10 January 2017, Schuttelaar & Partners organised the Politiek voedselcafé (Political Food Café), in conjunction with Wageningen University & Research, the Ede municipal council and region Foodvalley. Politicians debated, in front of a full house, on healthy and sustainable food. The online magazine '[Voedsel in Verkiezingstijd](#)' ([Food at Election Time](#)) gives an overview of politicians' and citizens' views on sustainable and healthy food in society.

Keep up to date

WFC Development and Ede municipal district would like to keep you updated of progress vi this newsletter among other channels, including [Twitter](#) and [LinkedIn](#).