



Future of Food in Flanders

Tuesday June 26th, 2018

Symposium of the KVAB Thinkers' Programme 2018

FUTURE OF FOOD IN FLANDERS

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Palace of the Academies
Hertogsstraat 1
Brussels



KVAB Thinkers' Programme 2018

FUTURE OF FOOD IN FLANDERS

Thinkers-in-residence:

Margaret Bath, EIT Food

Tiny van Boekel, Wageningen University

What are the challenges & threats facing the food industry in Belgium today? How can companies remain competitive? How can they maintain and regain consumer engagement and trust? How can policymakers stimulate innovation and protect our food supply chain?



This symposium concludes the 2018 KVAB Thinkers' Programme on Food. Margaret Bath (EIT Food) and Tiny van Boekel (Wageningen University) were asked to investigate the Flemish food chain. They have done this by visiting CEOs, researchers, NGOs and policymakers and confronting their findings with global trends in food production. This resulted on the one hand in the conclusion that these global trends are definitely applicable to Flanders, but on the other hand that there are also specific Flemish aspects to it. The two experts will present their findings during the symposium, together with key players from the Flemish food chain, after which the participants are asked to take part in the discussion.

Some of the topics that will be discussed are:

The role of farmers

Farmers are at the basis of the food chain. However, they are not given the credits for this, literally nor metaphorically. The power relations in the food chain make that they are generally not well paid for their efforts, forcing them to seek the margins of their production: bulk production rather than specialties, less sustainable than desired. It is time that farmers are also economically rewarded for their activities so that they can start innovating and producing in a sustainable way. Give farmers the role they deserve.

The role of the consumer

The consumer is at the end of the food chain but it sometimes seems that he/she is not part of the chain. There is a big knowledge gap on food production and food quality, and there is mistrust on what food chain actors actually do. At the same time, there is an apparent need for information, seeing the enormous amount of blogs, vlogs on food. Consumers need to be more involved in the whole of the food chain, they need to be taken seriously by listening to their needs but also by making clear what the opportunities and limitations are to produce food of a desired quality, and the price that needs to be paid for that.

The role of SMEs

Food processing is an important activity in present society, and the food industry is characterized by a relatively small number of big players and a large number of small and medium size. The big advantage of SMEs is that they can be very innovative due to their small size; they can respond to consumer wishes and they can engage relatively easy with consumers in true communication, and in that sense can be forerunners for the necessary innovation in the food chain.

The Thinkers' Programme

The Thinkers' Programme is a unique multidisciplinary and future oriented initiative with a high-level societal impact. With and around two prominent international experts and jointly with members of the Academy and numerous partners and stakeholders, work is performed around an important timely theme which has a specific relevance for Flanders. The aim is to provide a significant contribution to the further strategic development of Flanders by developing a long term vision and in this way to contribute to governance. The Thinkers programme on Food, organized by the Class of the Technical Sciences, reflects on the challenges which the food sector in Flanders faces and is coordinated by Jan Delcour (KU Leuven) and Paula Moldenaers (KU Leuven). Thinkers-in-residence are Margaret Bath (CEO of EIT Food, former SVP Research, former Quality and Technology at the Kellogg Company) and Tiny van Boekel (Professor in Food Science, Wageningen University).

- 10:00** **Welcome by Joos Vandewalle, president KVAB**
- 10:05** **Presentation by the Thinkers with Q&A**
Margaret Bath, EIT Food
Tiny Van Boekel, Wageningen University
- 10:45** **Theme introductions and testimonials**
- Shifting Consumer Demands Catalyzing Change in the Food System*
Liesbet Vranken, KU Leuven
- Testimonial by*
Hein Deprez, CEO Greenyard
- On the role of SME's in the food chain*
Inge Arents, Managing Director Flanders' Food
- Testimonial by*
Guido Vanherpe, CEO La Lorraine Bakery Group
- 11:35** **Coffee break**
- 12:00** **Testimonial by**
Sven Lamote, CEO Alpro
- 12:10** **Keynote speech: Challenges for the Food Chain: who will be the farmer, the retailer, the shopper?**
Jules Noten, CEO Vandemoortele Group
- 12:45** **Lunch**

13:45

On the role of farmers in the food chain

Pieter Verhelst, Member of the Board Boerenbond

14:05

Breakout sessions

Participation in 2 sessions, choose from:

- *Position of farmers in the food chain*
Chair: **Pieter Verhelst**, Boerenbond
- *Role of consumers in the food chain*
Chair: **Frédéric Leroy**, VUB
- *Role of retail and the food industry itself in consumer trust*
Chair: **Mieke Vercaeren**, Colruyt Group
- *Role of government and EU in the food chain*
Chair: **Bernard De Potter**, VLAIO
- *Who could be the trusted voice in the food chain?*
Chair: **Inge Arents**, Flanders' Food
- *Transparency in the food chain: what does that imply?*
Chair: **Filip Arnaut**, Puratos

15:00

Coffee break

15:30

Report breakout sessions

16:00

Wrap up by the Thinkers

16:30

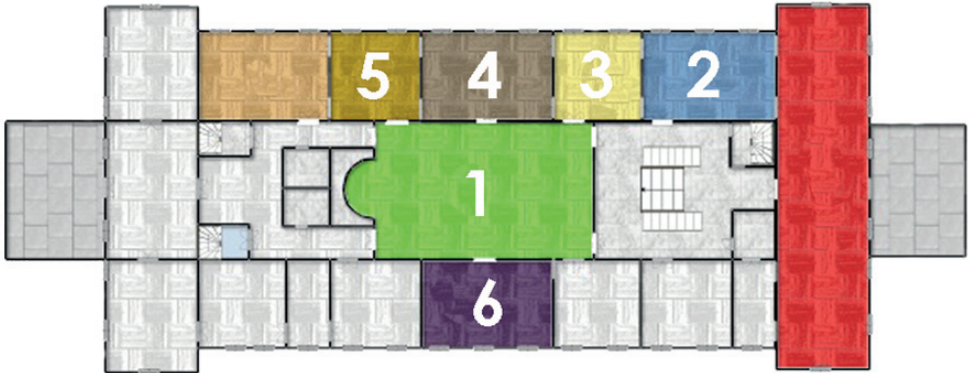
Reception

1. **Position of farmers in the food chain**
Chair: **Pieter Verhelst**, Boerenbond
Room: Troon (1)
2. **Role of consumers in the food chain**
Chair: **Frédéric Leroy**, VUB
Room: Stevin (2)
3. **Role of retail and the food industry itself in consumer trust**
Chair: **Mieke Vercaeren**, Colruyt Group
Room: Lipsius (3)
4. **Role of government and EU in the food chain**
Chair: **Bernard De Potter**, VLAIO
Room: Marie-Thérèse (4)
5. **Who could be the trusted voice in the food chain?**
Chair: **Inge Arents**, Flanders' Food
Room: Leopold (5)
6. **Transparency in the food chain: what does that imply?**
Chair: **Filip Arnaut**, Puratos
Room: Baudouin (6)

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Palace of the Academies - First floor



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|----|---------------|
| 1 | Tron |
| 2. | Stevin |
| 3. | Lipsius |
| 4. | Marie-Thérèse |
| 5. | Leopold |
| 6. | Baudouin |

Margaret Bath

Margaret Bath holds a degree in Food Science from the University of Maryland and an Honorary Doctorate conferred by KU Leuven's Faculty of Bioscience Engineering. She spent over 30 years as a senior R&D executive in the Food Industry with strong record of new product launches, productivity, and acquisition integration at two Fortune 500 companies in Product and Packaging innovation, Process Development, Consumer Research, and R&D Strategy in multiple food and beverage product categories. She is skillful at building global technical organizations in both strong and difficult times, translating complex concepts, matching consumer needs with technology opportunities to solve consumer problems and drive growth. Her track record indicates a strength in forging strong alliances within the corporate environment and with external partners.

Margaret spent seventeen years with the Kellogg Company. As their CTO she globalized the company's R&D and Quality network. Prior to the Kellogg Company she spent several years at PepsiCo in their Frito Lay division.

She is currently the CEO of EIT Food, based in Leuven. EIT Food is a Knowledge and Innovation Community that has been established to accelerate the transformation of Europe's Food System, funded by various sources including the EU government.

Tiny van Boekel

Tiny van Boekel is emeritus professor Food Science & Technology at Wageningen University & Research. He was head of the chair group Product Design and Quality Management from 2001-2012. His research and teaching interests concerned the question on how to realize food quality as wished by consumers from a technological and managerial perspective. This includes sensorial and health aspects of food as well as sustainability of food production. He is an expert in mathematical modeling of food quality attributes. He is author of more than 225 peer-reviewed papers, author of 5 books and editor of 4 books.

From July 2012 till August 2017 he was Dean of Education and Director of the Education Institute of Wageningen University. As of September 2017 he is appointed as special professor in Dairy Science & Technology within the chair group Food Quality & Design until his retirement in September 2018.

He has been involved in the area of Food Science & Technology for over 40 years now. He is actively participating in societal debates around modern food production, and would like to see much more involvement of food scientists in such debates.



Tiny van Boekel and Margareth Bath

Jan Delcour



Jan Delcour received his master and PhD degrees from KU Leuven. As a NATO research fellow at Kansas State University under the supervision of Dr. R. Carl Hoseney, he was introduced to cereal science and technology, a research area he subsequently developed at the KU Leuven. He is currently a full professor at the same university, where he teaches food chemistry and cereal science and technology courses.

His research and that of the team he leads focuses on generating and communicating basic insights into the starch, nonstarch polysaccharide, and protein constituents of cereals, as well as on plant and microbial enzyme systems converting such constituents. At the same time, the team focuses on applying such insights in cereal based biotechnological processes with the aim to develop and optimise processes, develop the production of health promoting constituents, and contribute to final product organoleptic properties.

Dr. Delcour, who with Dr. Kristin Verbeke is W.K. Kellogg Chair in Cereal Science and Nutrition, has a Methusalem funding status and is the author of more than 640 peer reviewed publications, which have been cited over 17,500 times, and (co-)inventor of over 20 patent families. He is co-founder of the KU Leuven spinout Fugeia, Chairman of LFORCe, the Leuven Food Science and Nutrition Research Centre and Interim Chairman of the Supervisory Board of EIT Food.

Paula Moldenaers



Paula Moldenaers obtained a master degree in Chemical Engineering in 1980 and a PhD in 1987, both at KU Leuven. She became a full professor at KU Leuven in 1998 and is head of the Department of Chemical Engineering since 2013.

Her research interest deals with the rheology and morphology development in complex fluids. The latter includes polymer blends, composites and food products such as plant tissue based suspensions and dough. The research aims at providing a rational, science-based methodology for the processing of such complex fluids. She has published over 230 peer review publications, with over 6000 citations.

Speakers

Liesbet Vranken

Liesbet Vranken holds a PhD in Economics from KU Leuven. She is Associate Professor at the Department of Earth and Environmental Sciences, Division of Bio-Economics, KU Leuven.

Being an agricultural and resource economist, her research focuses on assessing and shaping decision making processes by land managers such as farmers and foresters as well as end-users such as recreationists and consumers to support the development of more sustainable agricultural and food systems, and to promote ecosystem services and values. She is author or co-author of 38 peer reviewed articles.

Liesbet is member of the funding agency panels: ANR (France), FORMAS (Sweden), European Commission (FP7, H2020), member of the steering committee of MIRA nominated by the Flemish Advisory Council for Science and Innovation and member of the Expert Team of the European Commission Joint Research Centre – Institute for Environment and Sustainability on “Assessing the risk of farmland abandonment in the EU. Technical assistance to define key factors and drivers, process data sets and provide results.”



Inge Arents

Inge Arents is an agricultural engineer, specialized in food and nutrition, graduated at the University of Ghent. For 10 years she was responsible for application driven R&D and process-development at Vandemoortele NV and for 12 years she was advisor at the agency for Innovation and Technology (IWT) supporting industry oriented research projects in Flanders.

In both jobs innovation, collaboration and entrepreneurship were key drivers. Inge is now working as managing director at Flanders' FOOD to combine the world of industry, entrepreneurship and commercial value with the world of taking the risks of innovation and to challenge people to look beyond their boundaries.

The Flanders' FOOD team believes in the future of the Flemish agrofood industry. With passion, knowledge and expertise Flanders' FOOD joins the food industry and their partners in the supply chain to ensure our next generations can enjoy tasty food for a healthy lifestyle. All of that with passion, knowledge and expertise.



Jules Noten



Jules Noten studied at KU Leuven and at Vlekho Brussels. Later he took courses at Kellogg Business School (Northwestern University) and Harvard Business School.

He built an international career at Unilever (Lipton ice Tea, Magnum, Becel, Solo, Knorr, Unox) for 18 years. Afterwards he moved to Massive as Chairman Unilever Belgium. Under his leadership, the lighting company realized strong growth thanks to acquisitions and its own production platform was expanded in China. At the beginning of 2009, Mr. Noten started as CEO of the Balta Group, active in floor covering (broadloom carpet, carpet, laminate). Balta has a leading position in floor textiles in Europe.

Since August 2012, Jules Noten has been active at Vandemoortele, first as managing director of Bakery Products, later as CEO.



Pieter Verhelst

Pieter Verhelst obtained a master's degree in applied economics from KU Leuven and then went on to study agricultural development in Ghent as a commercial engineer. After an intermezzo as an assistant at the Bio-Engineering Science faculty, Pieter joined Boerenbond in 2008 as European and international policy adviser.

As member of the board of the Boerenbond, he is responsible for macroeconomic policy, the Belgian agro-food chain platform, interbranch and producer organisations and cooperatives. At the largest agricultural and horticultural organization in Belgium, he also holds mandates in the federal council, the political committee and the Agri-Investment Fund, the investment fund of the Farmers' Association.

Other mandates have a direct link with development cooperation: he is a board member of Kampani, Bio Invest and Incofin. He is also a representative of the Farmers' Union at the World Farmers' Organization (WFO).

Frédéric Leroy

After having studied Bio-engineering Sciences at Ghent University, Frédéric Leroy obtained a PhD in Applied Biological Sciences at the Vrije Universiteit Brussel, where he continued his academic career at the research group of Industrial Microbiology and Food Biotechnology (IMDO). In 2008, he became full-time lecturer. As a professor (since 2014), his teaching activities include courses in the field of food science and technology.

His research primarily deals with the many ecological aspects and functional roles of bacterial communities in (fermented) foods, with a focus on animal products. In addition, his interests relate to human and animal health and wellbeing, as well as to elements of tradition and innovation in food contexts.

Leroy is president of the Belgian Association for Meat Science and Technology (BAMST) and of the scientific committee of the Institute Danone Belgium (IDB), and serves as secretary of the Belgian Society for Food Microbiology.



Mieke Vercaeren

Mieke Vercaeren works at Colruyt Group, a Belgian retailer. As public affairs and sustainability expert, she contributes to vision development and strategy in collaboration with other companies, NGO's, universities and authorities. She was interim director communication of EIT Food in its start-up phase.



Bernard De Potter



Bernard De Potter holds a PhD in Solid State Physics and Master in Mathematics, University of Ghent, a Postgraduate in Human Ecology, VUB and a Postgraduate in Public Management, KU Leuven.

From 1994 to 2006 he was Director of Innovation Support at the Flemish Agency for Innovation by Science & Technology (IWT). In July 2006 the Flemish Government appointed Bernard De Potter as Administrator-General of the Agency for Economy. This agency aimed to improve Flanders' competitiveness in a sustainable way. Beginning 2009, the Agency for Economy merged with Flanders Enterprise. And as of January 2016, Flanders Enterprise and IWT joined forces to become Flanders Innovation & Entrepreneurship (VLAIO), the Government of Flanders' one-stop-shop for entrepreneurs.

Filip Arnaut



Filip Arnaut is an experienced innovator at Puratos leading the Group Research and Services lab where an open innovation approach is leveraged to create new to the world differentiation. He is leading several strategic alliances with universities and industries across the globe and explores new collaboration formats with start-ups and SME's in Europe, US and China. Filip is involved in Belgian and European networks and research platforms. At this moment he is chairing the board of EIT Food CLC West and is member of the board of BiR&D (Belgian Industrial Research and Development association).

Aertsens	Joris	Rikolto
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Arents	Inge	Flanders' Food
Arnaut	Filip	Puratos NV
Baigts	Diana	itesm
Barrera	Gabriela Noel	ICyTAC-CONICET - National University of Córdoba, Argentina
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Bernard	Odile	Karott
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Bodequin	Veerle	Vebode Consulting
Boelens	Nathalie	KVAB
Bossaert	Caroline	Karott SA/NV
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Bruggen	Paula	
Bruynseraede	Yvan	KU Leuven / KVAB
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Chigwedere	Claire	KU Leuven
Claes	Adrienne	
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Gheysen	Lore	KU Leuven
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Grignard	Patrick	Universal press
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Heirman	Hubert	
Hendrik	Nathaniel	Ghent University
Herman	Lieve	ILVO
Heymans	Robbe	Ghent University
Hubeau	Marianne	ILVO
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Laurent	Jitka	
Lefeber	Timothy	Flanders' FOOD

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Leroy	Frédéric	VUB
Liberloo	Inge	KU Leuven
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Magnus	Isabelle	Flemish Government, departement agriculture and fisheries
Malcorps	Christiane	Solvay
Malfroid	Cedric	
Martens	Martijn	The Retail Academy & Consultancy
Martens	Deborah	Ghent University
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Melis	Sara	KU Leuven
Moens	Lucie	KU Leuven Laboratory of Food Technology
Moldenaers	Paula	KU Leuven / KVAB
Monard	Elisabeth	KVAB
Morera	Margarita	KU Leuven
Nelis	Veronique	Ghent University
Nikbakht Nasrabadi	Maryam	Ghent university
Nivelle	Mieke	KU Leuven
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Nys	Lea	
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Papangelou	Anastasia	KU Leuven
Pauli	Carl	
Pham	Huong	KU Leuven - Laboratory of food technology
Potfillius	Yves	ING
Pycarelle	Sarah	KU Leuven
Relaes	Joris	ILVO
Rijckaert	Veerle	Flanders' FOOD
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Rosiers	Luc	AP
Rottiers	Hayley	UGent
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Roye	Chiara	KU Leuven - Laboratory of Food Chemistry and Biochemistry
Rust	Gregory	Embassy of Canada
Salens	Piet	StoreCheck
Sas	Benedikt	Ghent University - Food2Know

Schiettecat	Linda	Terrovin
Sedaghat Doost Ali		Ghent university
Segovia de la Revilla	Lucia	KU Leuven
Sioen	Isabelle	Ghent University - Food2Know
Snoeck	Sébastien	Greenpeace
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Steinmetz	Johan	Federal authority
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Stoffels	Paul	Apstram
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Van Bockstaele	Filip	UGent
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Van De Voorde	Jeannine	A.I.G.
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Vanacker	Wouter	SALV
Vancrombrugge	Thierry	Federal authority
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Vandamme	Hendrik	Algemeen Boerensyndicaat
Vander Stichele	Jan	Lotus Bakeries
Vandewalle	Joos	KU Leuven / KVAB
Vanhee	Marit	Department Agriculture Flanders
Vanherpe	Guido	La Lorraine Bakery Group
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Verbeke	Kristin	KU Leuven
Vercaeren	Mieke	Colruyt Group
Vercruyse	Sabine	KU Leuven
Verdoodt	Sofie	Food2Know
Veretennicoff	Irina	VUB / KVAB

Verhelst	Pieter	Boerenbond
Verstraete	Willy	FWO / KVAB
Verstraete	Karen	ILVO, Food Pilot
Vervaeť	Katelijne	Impact Flanders (imec)
Vlaemynck	Geertrui	ILVO
Vranken	Liesbet	KU Leuven
Weiler	Raoul	KU Leuven - Club of Rome EU Chapter
Winnen	Kevin	KU Leuven
Wouters	Arno	KU Leuven
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