Sustainable Food Initiative

Introduction
Rationale and Approach
The problem

Current ways of primary and secondary food processing are not sustainable:

- Water, energy use
- Waste

Current 'chemical' fractionation paradigms have led to 'poor' ingredients, devoid of key nutrients

Consumers lose trust in ‘ultra-processed’ foods and ask for authentic, mildly processed foods
The initiative

SFI will bring together all the partners necessary to transform the way we prepare ingredients and process foods...

- to make products more nutritious
- authentic
- trusted
- at the lowest possible footprint
- while being safe, healthy and wonderful to eat
Principles

• SFI will be an inclusive, trust based, community of academics, industrial experts, and SME innovators/start-ups that can step change the innovations needed and drive their implementation.

• SFI programs are designed to achieve the best science and full implementation at the same time

• SFI programs are pre-competitive and designed to disrupt

• SFI programs are designed to create maximal synergy
Moonshots

4th Generation Food Processing

- We will develop the 4th generation food processing technology enabling a decrease in footprint (Water, GHG) of 50% by 2025 whilst preserving the inherent goodness of agricultural raw materials

Circularity by design

- We will reduce waste by 50%, enable 95+ use of agricultural raw materials and ensure full circularity of packaging materials by 2025

Data inside

- In 2025 our food processing technologies will be able to handle 90% of the available raw materials and raw materials qualities (specs plus 30% variation)
A new way of working
A new way of working

• The work is organized in pillars, suited to the different types of partners:
  • R&D
  • Field Labs
  • Living Labs

• Challenges go across pillars, allowing partners to share facilities and expertise

• Insights and new tech from the R&D pillar can be quickly road-tested in the Field lab pillar

• Concepts from the Field Lab pillar can be co-created or checked with consumers in the Living lab pillar

• In this way large cooperates can work with scores of smaller companies. Both can engage with consumers to land new innovations with speed.
from.. linear, sequential innovation
to.. non-linear, non-sequential innovation
9 corporates signed up. Two projects currently running

6 Provinces contacted. Currently setting up 4 field labs. Others will follow

Under construction. Pilot in Utrecht
Uniquely, SFI field labs are developed in symbiosis with big industry
SFI is currently developing/expanding 4 field labs, each having a specific theme, together forming a nation-wide network.
in Conclusion

• The Sustainable Food Initiative is created to make the way we produce food healthier for our consumers and our planet
• SFI’s vision is to start an innovation movement for sustainable food production
• At the same time SFI will bring the way we collaborate to a new level because
  • the challenges we face are extremely complex
  • the time we have is limited
  • there is no limit to our need for new ideas
The Sustainable Food Initiative

Clear Purpose

“Using the full potential of all agricultural produce to create a new generation of sustainable, safe, nutritious and delicious products while reducing the total footprint to zero in 2050”

One community, three environments

Fully aligned with major societal challenges

Multi-discipline, multi-actor, creating a movement

New ways of working

Accelerated Innovation
Sustainable Food Initiative

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