

Association of manufacturers of Food Processing, Packaging and Biobased Systems in The Netherlands



Jan Hak President

The Netherlands as 'Food Valley'

- turnover 2008: EUR 60 billion
- leading in meat, potato processing and dairy with 'high tech' networks
- dynamic towards wishes of consumers (regarding price, quality and diversity)
- working according to international rules regarding codex, hygiene and environment
- top expertise in food processing research.

Dutch agro triangle

Agri-Food Chain (Products)

know-how

Systems & Technology
(Processing)

Education & R&D Institutes
(research)

Home country of leading food companies:

- Unilever
- Heineken
- Vion
- Royal Friesland Campina
- CSM

Special expertise

- Meat / poultry processing
- Potato's and vegetables
- Bakery
- Dairy
- (Fruit) juices and beverages
- Animal Feed
- Storage systems and technologies
- Packaging concepts and systems
- and more

The Netherlands produces:

- 80% of the world's poultry processing equipment.
- 70 % of cheese production equipment.
- Over 50% of the world's potato processing systems.

GMV Sections

- Animal Feed
- Bakery
- Biobased Systems
- Dairy and Liquid Foods
- Field Handling & Storage
- General Foods
- Packaging

GMV Data 2009

- Members 90
- Employees (total) 8.150
- Turnover (EUR mln) 2.200
- Export from The Netherlands 80%
- (outside the European Union) 45%

GMV trends

- Strong locally with increasing global focus
- Increasing importance of agro chains
- Bulk production moves towards added value creation
- International leading in Hygienic Design and Integrated Design (IO)
- ICT enables high(er) know-how productivity
- Focus on sustainability and technologies for the 'biobased society'

Spear head initiatives

1. EU Center of excellence “Food & Flower” (positioning)

* Food & Nutrition Delta * Food Valley * Plantum * Separation
Technology * Genomics *

2. Food & Nutrition Delta (research)

* Safety * Nutrition & Health * Sensory Science & Structure * Behavior *

3. Platform IO/SVML (education)

* (Social) Innovation * ICT * Methodic Innovation

Opportunities in agri-chain development

Farm equipment
production/leasing
New inputs
production

Agricultural lending
Food processing

Food certification
Market research

Commodity/
product storage
Infrastructure
development
Agro logistics

GMV = “Creating Better Food”

Strategies for Success

Professionalism

Plan

Performance

Pro-active

People

Positive attitude

Peace of mind

Thank you for your attention

www.gmv-fme.nl