

‘WHAT WE WANT’

“Let Food (Potatoes) be your Dutch Medicine”

Potato Expo Beijing, 16 April 2010
by Ir. J. Hak





Hak&Partners

**Agri-food (potatoes, fruit and vegetables)
Fresh (chilled), freezing, drying facilities**

- ✓ **contracting turnkey solutions**
- ✓ **project management**
- ✓ **consultancy**

Member Q Group





Q GROUP

Agriplan Consultants

Cloutwijck Nurseries

Delidor (Delicatessen)

Dika International

Hak Food Trading

Honey International

Q Solution

QTN Communications

Tournois Dynamic Innovations

project facilitation and coordination

fruit and ornamental trees

frozen potato, fruit and vegetable products

dry food ingredients

marketing and sales food products

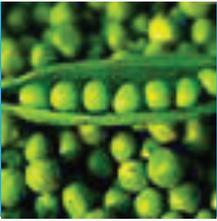
honey and other api-products

design, specification and 2nd life equipment

marketing and PR services

process and product innovation





What We Want

(What) Part 1 - Key drivers challenging the food industry

(We) Part 2 - Key needs food companies

(Want) Part 3 - Strategies for innovation



1 - Key drivers “WHAT”

I - Consumers

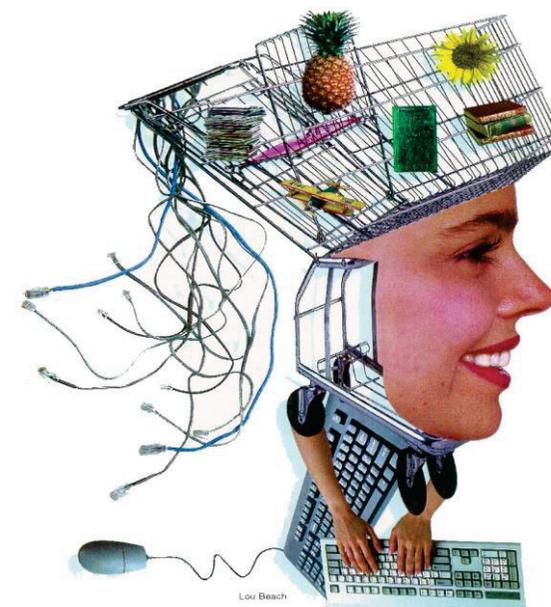
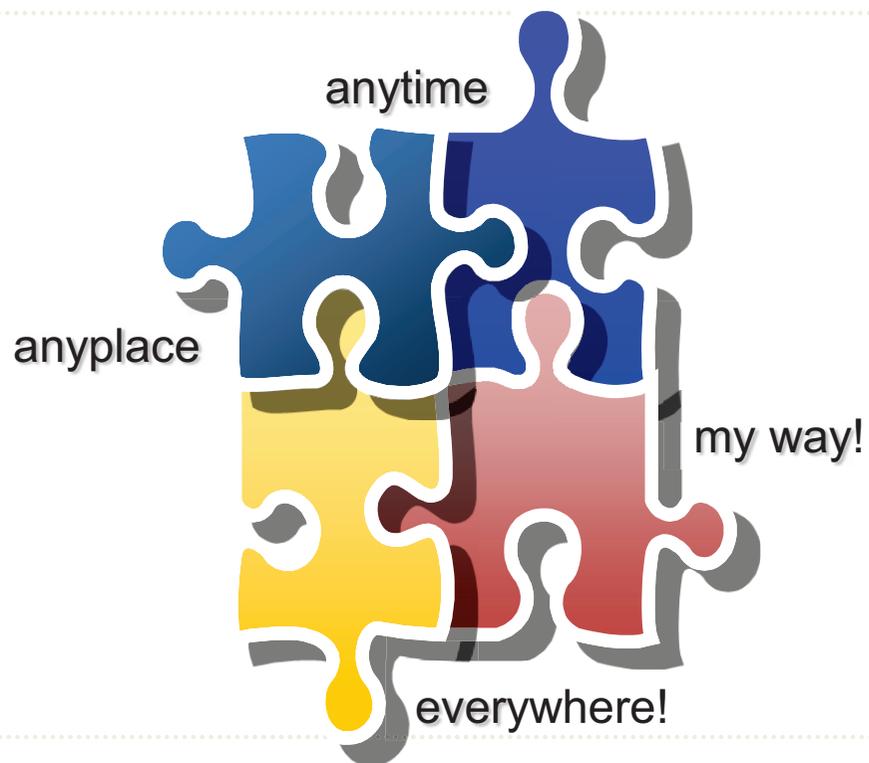
II - Society

III - Distributors



I - Consumers

Changing attitude of the consumer, drives the global food industry!





WHAT WE WANT

Food consumption patterns





II - Society

- ❖ Trends in society
- ❖ Trends in society re food
- ❖ Trends in food industry
- ❖ Government impacts
- ❖ Improving population health



Trends in society with respect to food

❖ The function of food is changing

WHAT we eat: calories → "experience" → nutrition & health, variety

WHEN we eat: regular meals → grazing and snacking

WHERE we eat: in-home → out-of-home

WITH WHOM we eat: social → individual

HOW WE PREPARE our food: from scratch → ready-to-eat, heat and eat

❖ A wealth of choice

Primary production: year round, global supply

Food industry: preserved, frozen, chilled, freshly prepared

Role of retail

Out-of-home



Shift of power to the retailers

- ❖ Requires multi-channel strategy
- ❖ Owns vital marketing information
- ❖ 70 - 80% Buying decisions: **P.O.P.**
- ❖ Closest to the consumer
- ❖ Co-marketing



Supply management

- ❖ Continuous replenishment / flow through
- ❖ Changing logistics systems
- ❖ Cross docking, bar coding, DSD – consolidation points, consumer focused P.R.
- ❖ Business to Business, biggest opportunity and
- ❖ **ECR = Effective Consultant Rip off**

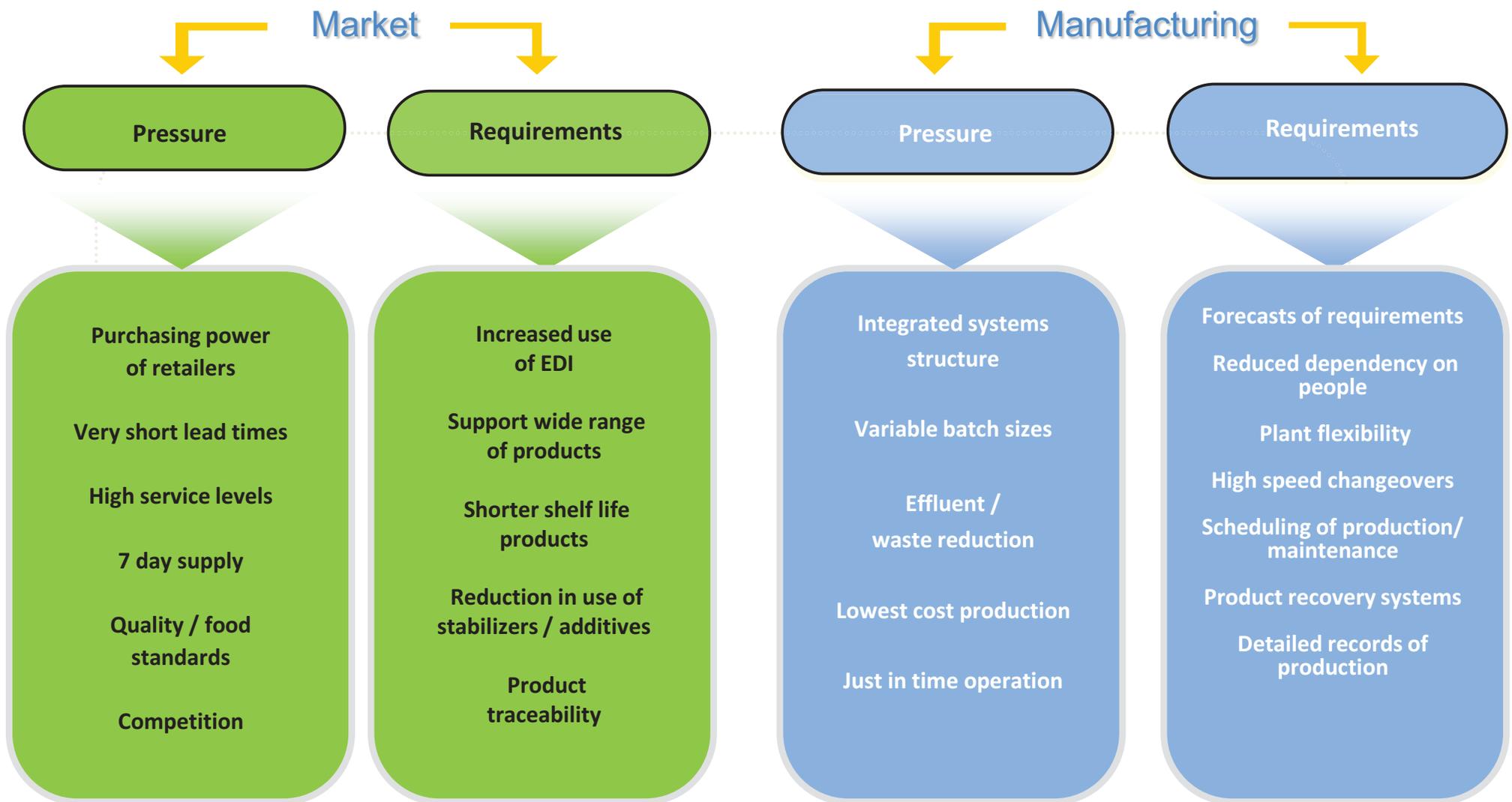


2 - Key needs of food companies “WE”

- ❖ Market led approaches
- ❖ Food supply chain
- ❖ ICT society
- ❖ Intelligent automation



WHAT WE WANT





Trends and needs

Market	Organization	Product	Information
decisive	flexible	added value	fast
cost reduction time to market product flexibility	head-tail co-development self regulating	product support maintenance control	design tools 3d models configuration management
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">↑ trends ↓</div> <div style="text-align: center;">↑ needs ↓</div> </div>			
enterprising market-oriented methodic communicative	project engineering marketing / innovation cost engineering it knowledge	life cycle analysis and design design optimization	
problem solving	multi-disciplinary	integralist	
Attitude	Knowledge	Profile	



ICT and intelligent automation

- ❖ Reducing costs
- ❖ Improving quality
- ❖ Increasing flexibility
- ❖ Integrating manufacturing operations with business systems



3. Strategies for innovation “Want”

- A. Dutch (EU) Vision
- B. Food Quality & Manufacturing
- C. Methodic Innovation



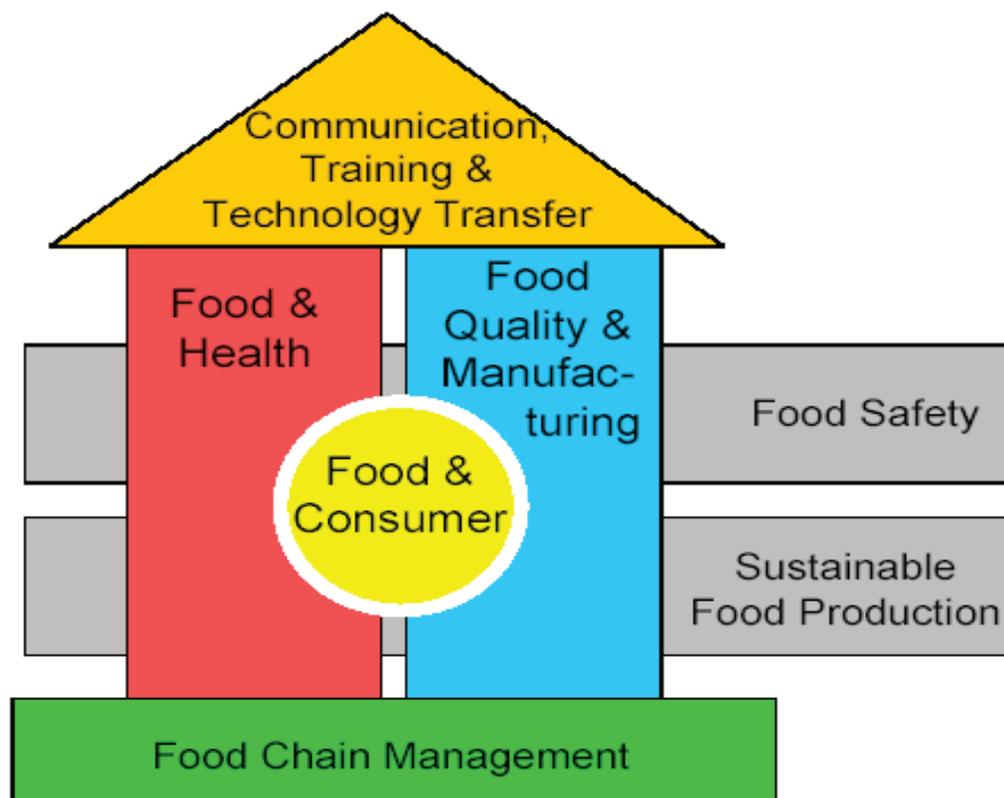
A. Dutch (EU) Vision

- ❖ Innovative, novel and improved food products for, and to, national, regional and global markets in line with consumer needs and expectations.
- ❖ Positive impact on public health and overall quality of life (“adding life to years”).
- ❖ Global business leadership securely based on economic growth, technology transfer, sustainable food production and consumer confidence.



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Technology Platform “Food for Life”





B. Food Quality & Manufacturing

Key success factors

- ❖ Improved Innovation System: deliver real products faster;
 - Impact on lifestyle changes
 - From products to diet
- ❖ Preference, Acceptance and Needs of the consumer (pleasure, health, performance) at the heart of the developments: Directs all steps in the food production process. Reverse engineering.
- ❖ Robustness of New Technologies: applicable to various commodities. SMEs can use local biodiversity to produce and possible export a diversity of niche products.



WHAT WE WANT

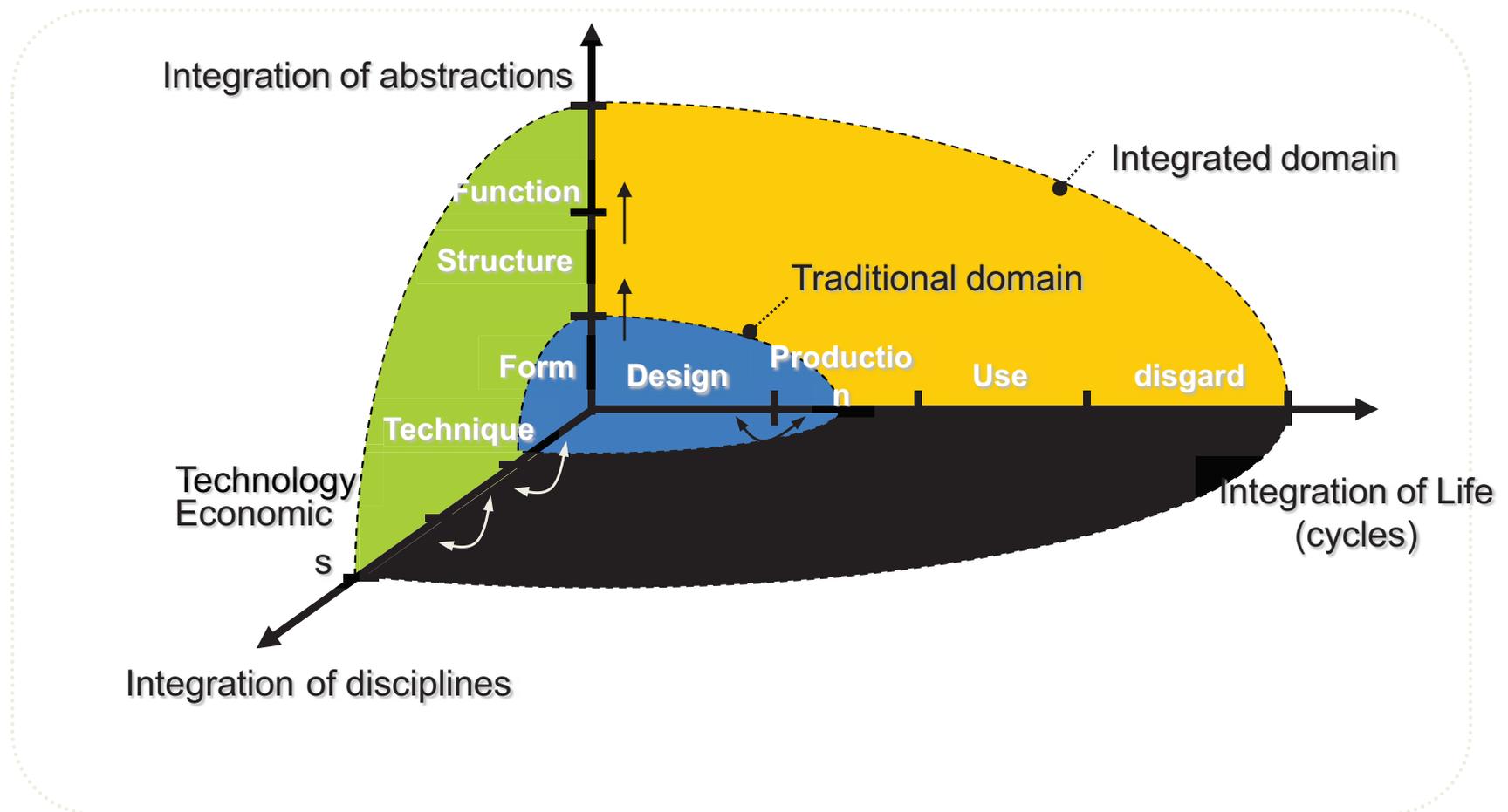
C. Methodic Innovation

- ❖ Control point management system
- ❖ IO Approach and Compass
- ❖ Methodic Innovation
- ❖ Semantic wave



WHAT WE WANT

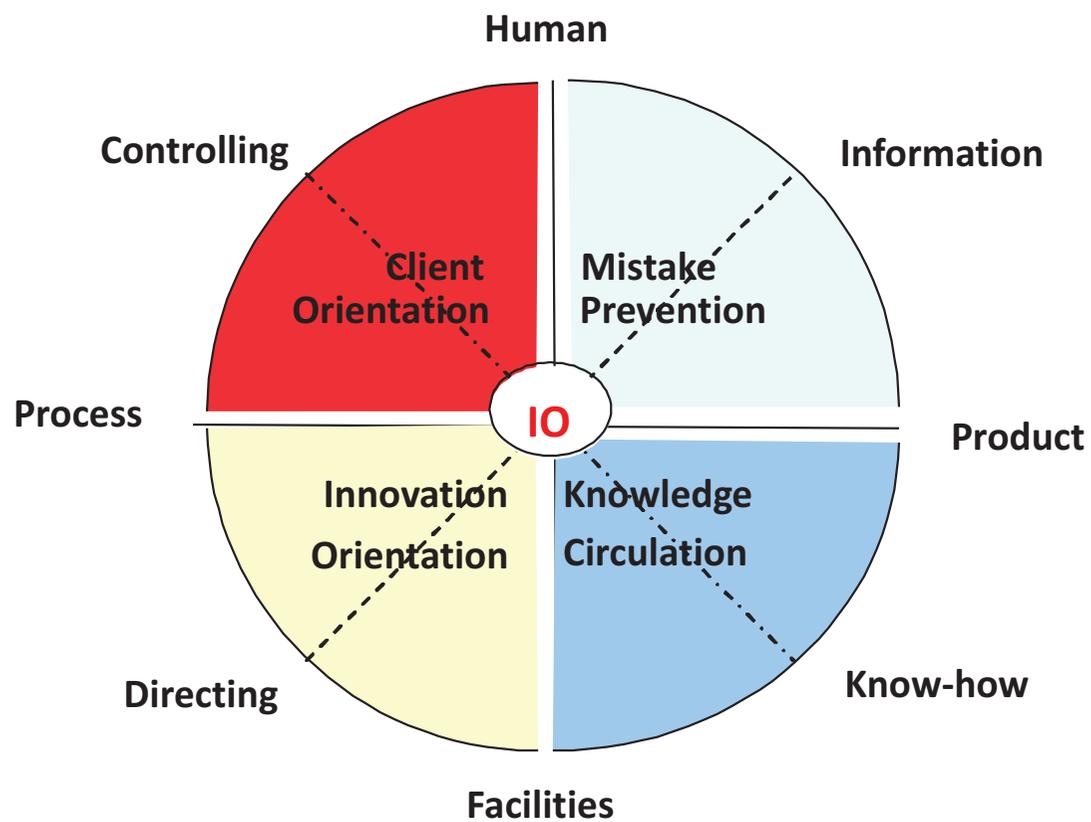
IO = Integrated approach





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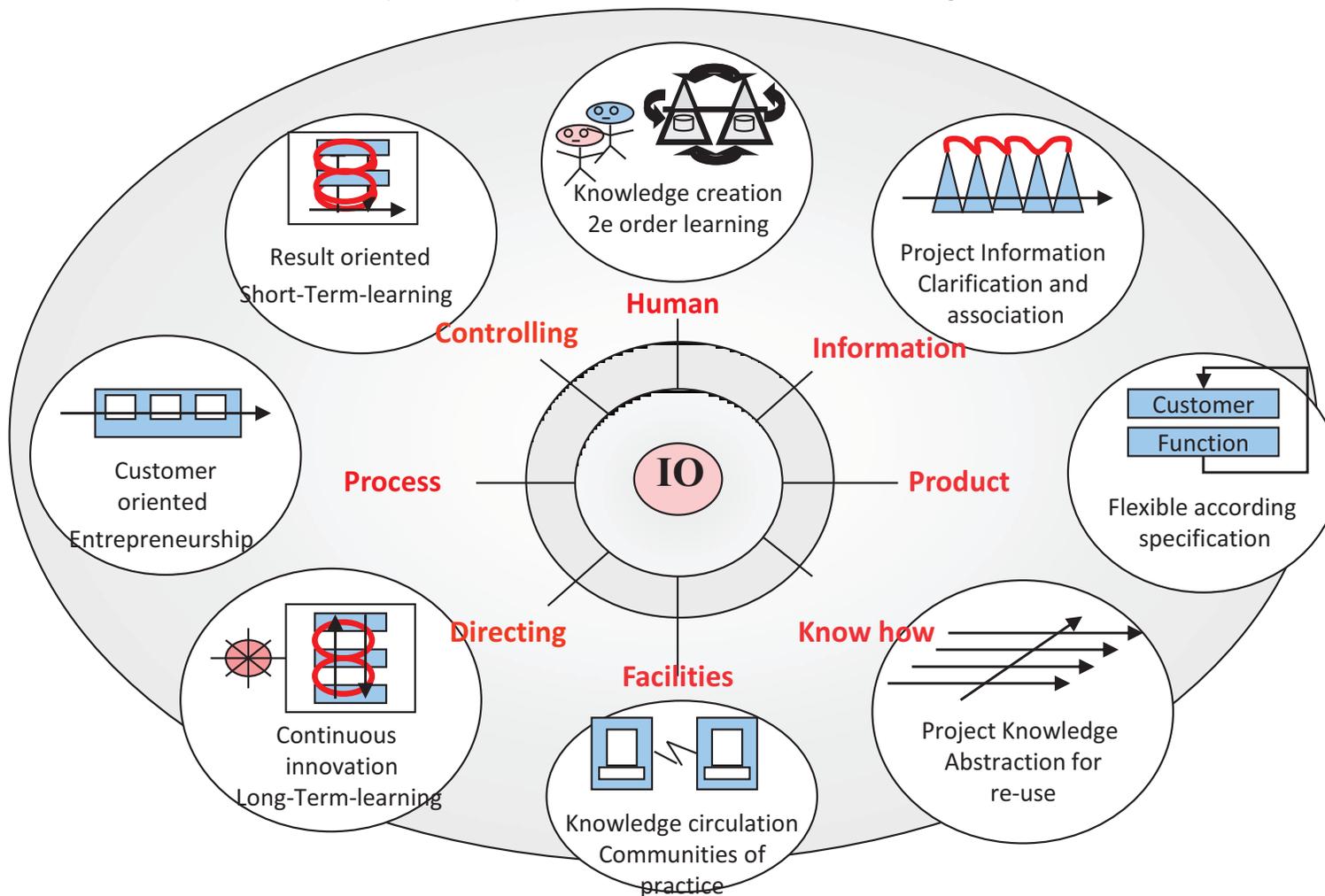
IO Compass





WHAT WE WANT

IO Translation (What) Breakdown of complexities

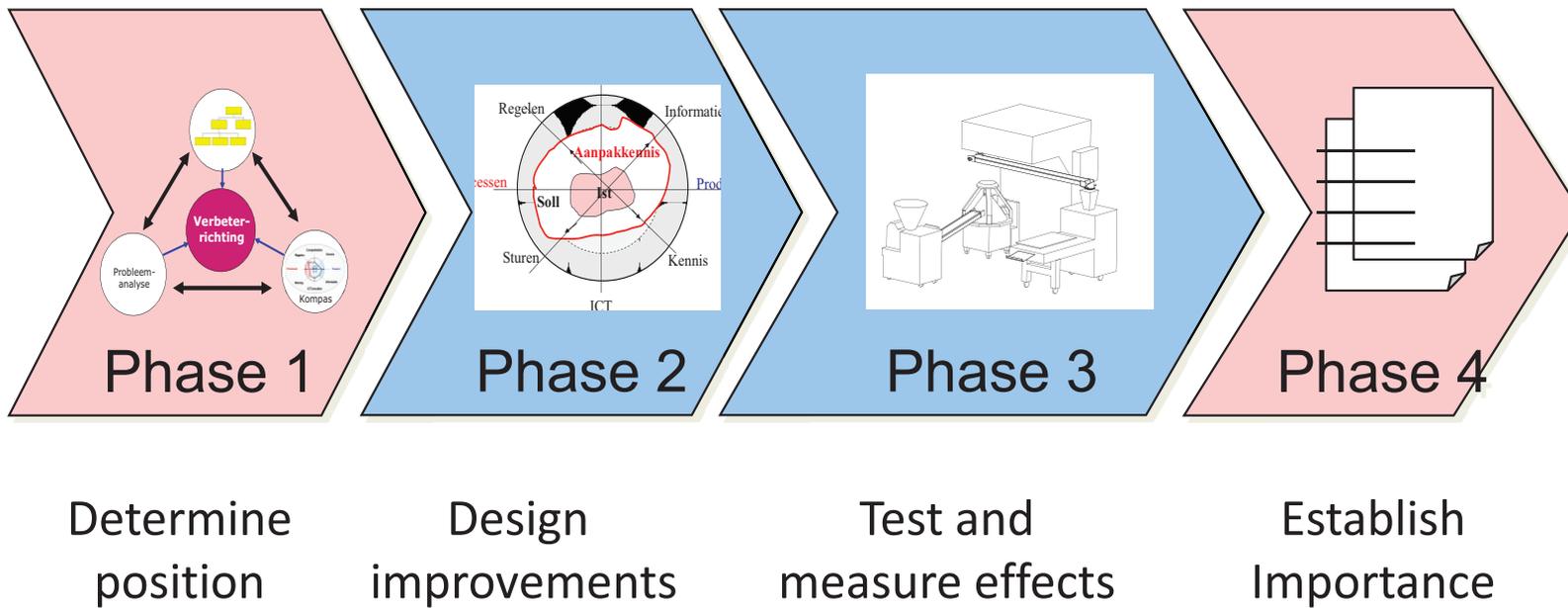




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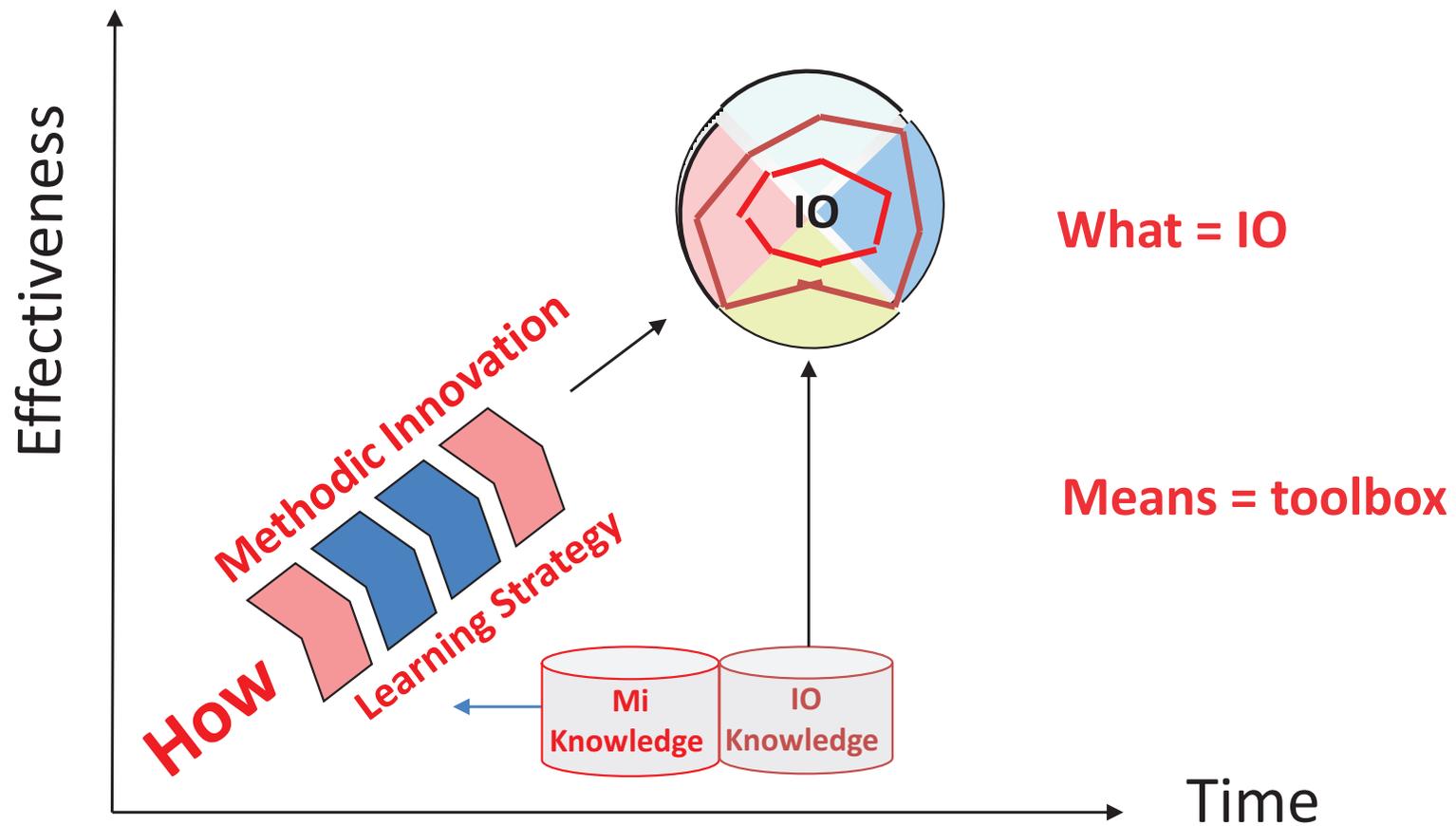
ICT and Intelligent automation

Coaching innovation



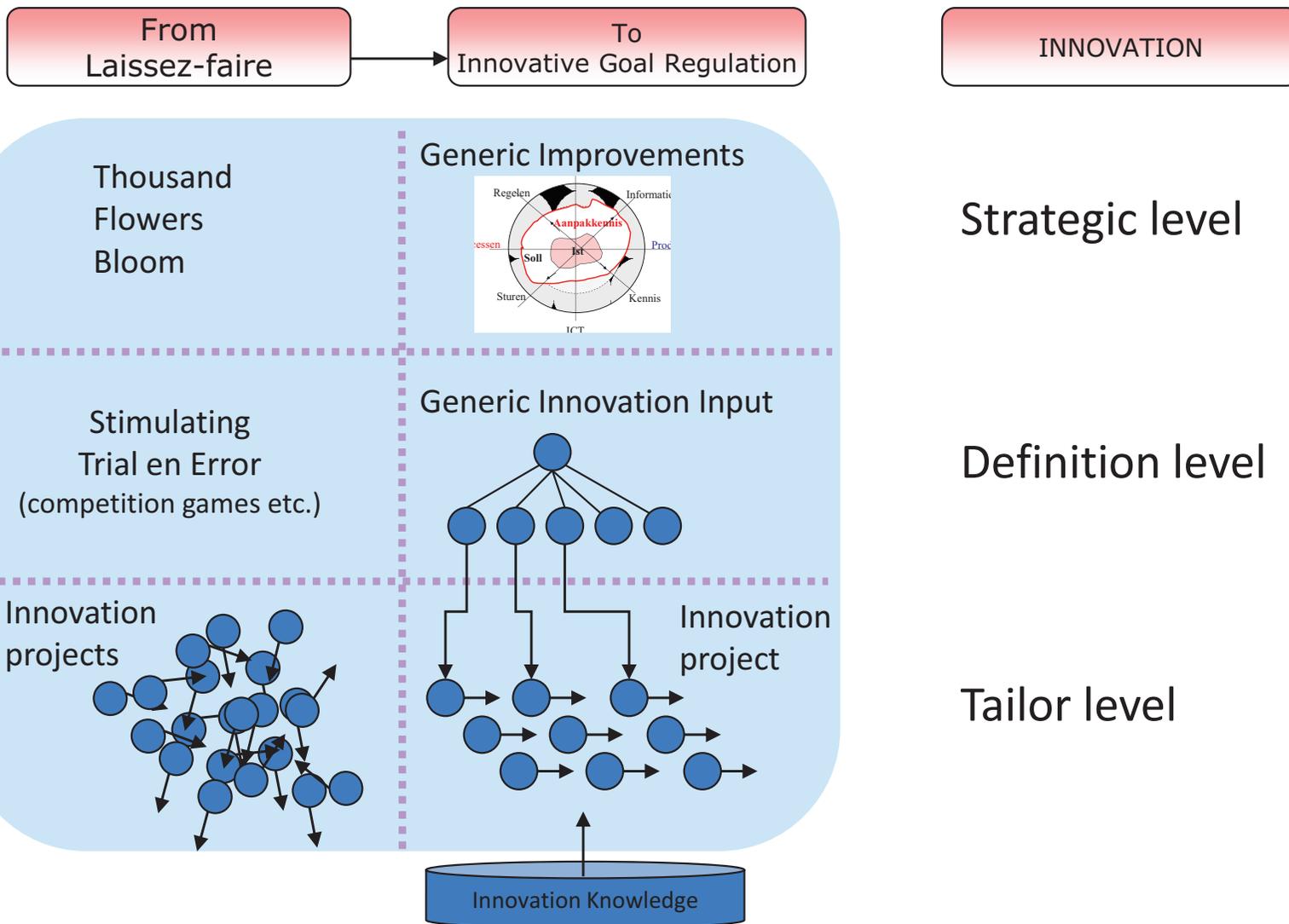


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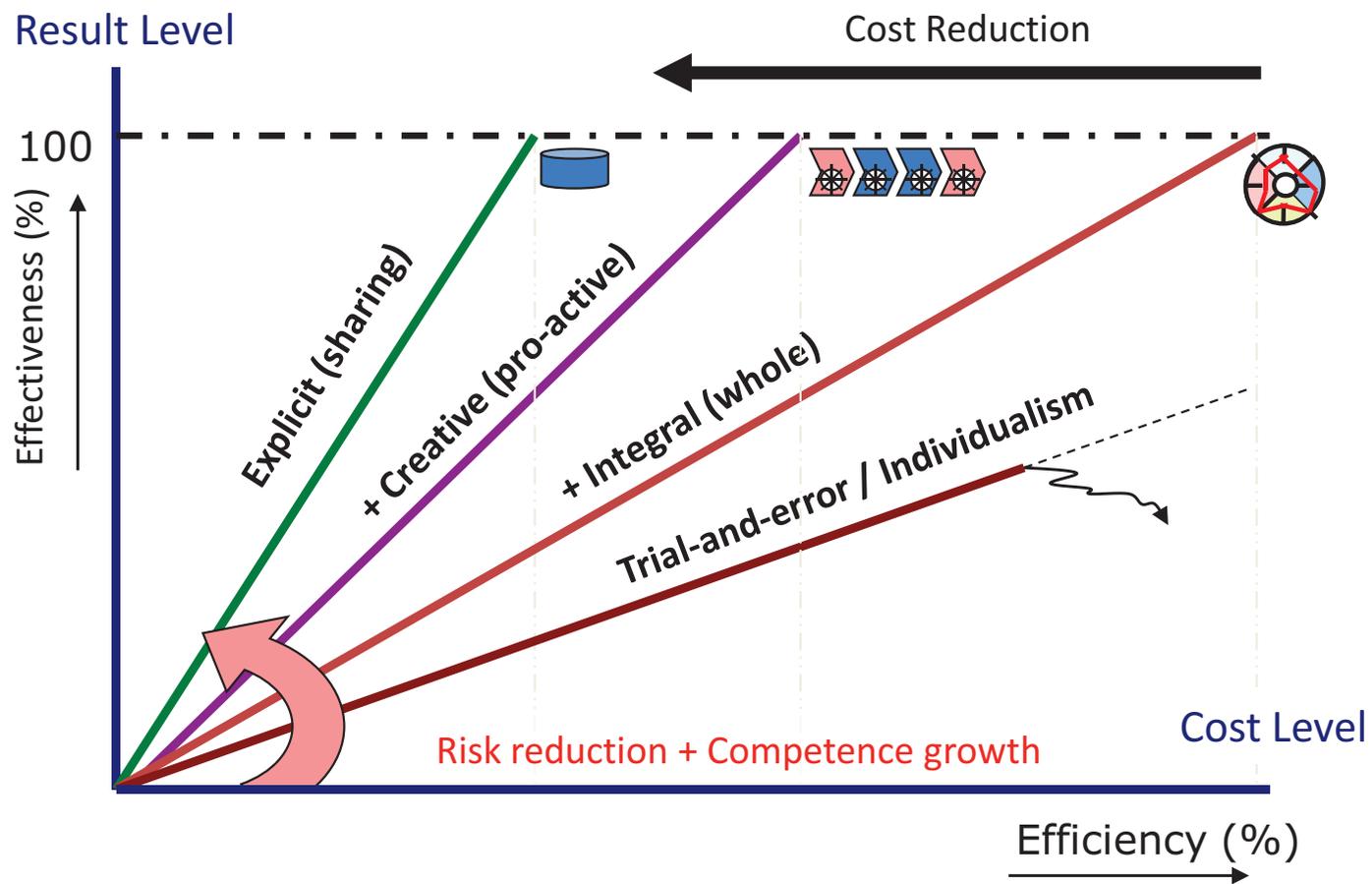


WHAT WE WANT





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THANK YOU
for your patience!



Jan Hak

www.Hak-Partners.nl