

WeFood Future

#Lessons learned - September, 30th



Powered by

BÖSCH BODEN SPIES



#FoodStartup

- › **E-Grocery** benefitted from Covid-imposed lockdown and accelerates double-digit growth. For this leverage of buying food online there is no point of return.
- › Retail creates awareness, Online-Sales creates profitable growth
- › **Technology** drives further investment. But lower complex business-concept are under pressure, if the have not yet established a strong **D2C fanbase**.
- › Food-Start-up Customers aim for **healthy, authentic food**, which the can trust.
- › Therefore **storytelling** behind the scene on all social-media channels (especially Instagram) is key to create stickiness.

Niccolo Manzoni

There has never been a better time in history to start a food tech business than now.



Sina Gritzuhn

Managing Director and Founder of Hamburg Startups & Event-Organisator at Food Innovation Camp



Annemarie Heyl

Founder & CEO at Kale&Me



Niccolo Manzoni

Founding Partner at Five Seasons Ventures



#Packaging

- > Business model cirplus:
the **global B2B online marketplace** for the plastic & recycling industry
- > Ultimate vision:
Turning the linear plastic economy **into** a truly **circular** value chain
- > Bringing **waste owners / recyclers / plastic converters** and with that bringing plastic & recycling industry together

Christian Schiller

One day a plastic food package shell end up again as a plastic food package.

Martin Stebens

**We shell aim for nothing but the perfect solution:
100% recycled & 100% safe quality.**



Christian Schiller

Co-Founder & CEO at cirplus



Martin Stebens

Business Development Manager at Tetra Pak



#LocalSourcing

- **Decentralization of sourcing** in combination with **modern tech** can make food production much more efficient & at the same time sustainable
- **#SmartSourcing** is the future approach: neither “global first” nor “local first”. Local is not always the best option.
- **Smart tech solutions are essential**, infarm is aiming for more.
- **VerticalFarming** can lower the complexity of a global supply-chain, but not solve it completely. Not every food is fitting into this special environment.
- **EU green deal** will change the public & legal environment: Farm2Fork, Biodiversity: much reduction of pesticides & better soil → transport etc. costs will be priced in
- We need the true costs first, than we can decide: We are not taking into account the true costs of food today. We can't really afford how we are eating today.

Dr. Julia Köhn

Every food has its own distance.



Dr. Julia Köhn

CEO & Founder at PIELERS GmbH



Dr. Patrick Deufel

Head of Business Development at infarm



#PlantBasedFuture

- > Plant based aims for providing consumers with **truly healthy products**, **best example:** Blue Diamond Growers brand “**Almond Breeze**” with double digit growth
- > Our **global joint responsibilities:**
 - > **Protein shift** meat vs. plant: **restoring** the balance, **preventing** an imbalance
 - > **Protein gap:** closing the protein gap for a **healthy & sustainable diet** for the growing **global population**
 - > Sourcing quality & quantity

Jeroen Willemsen

The PlantBasedFuture is NOW!

Jeroen Willemsen

It is fair to say that we see an explosion in terms of plant based food.

360° food solutions



Mark Jansen

CEO and President at Blue Diamond Growers



Jeroen Willemsen

Innovation Manager Protein Shift at
Foodvalley NL – The Netherlands