

Versie 2021.01

Agri-tech, meet our community

*We invite you to meet our
community and discover
its success story!*

**BRABANT
IS BRIGHT**

Based on a history of over 100 years of Agrifood innovation, Brabant is **the** location for validation and upscaling of Agri-tech concepts due to the ideal crossover of strong knowledge in agricultural farming and the High-Tech sector in Eindhoven. This means the province will be the frontrunner in developing solutions to the sustainable food challenges we face heading towards 2030 and later. It has the expertise, the locations, the worldwide contracts and the disruptors required to challenge the establishment. Activities range from autonomous robots, datafication and pesticide control via stable and greenhouse automation to agricultural machines, harvesters and handling systems for sorting and packing.

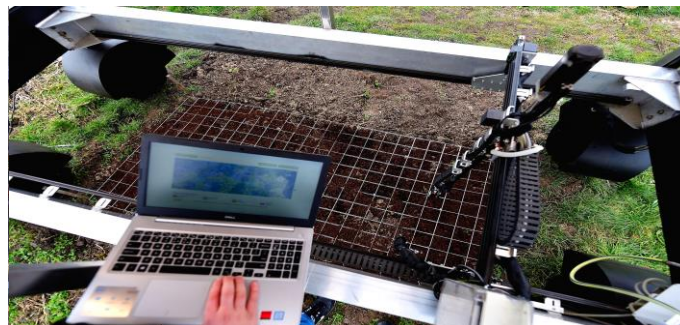
Why Brabant excels in Agri-tech

KEY LOCATIONS



Key locations in Agri-tech, such as Campus Almkerk, Agro & Food Cluster Nieuw Prinsenland, GrowWise Research Center by Signify, PlantLab, AppsforAgri and Byflow.

EXCELLENT RESEARCH INFRASTRUCTURE



Research & development in Agri-tech by institutes such as HAS Expertise & Research Centres, Technical University Eindhoven, JADS Applied Research lab data & agrifood. AI Innovation Center, 5G Hub and the Precision Agriculture Center South.

INTENSE COOPERATION AGRIFOOD AND HIGHTECH



Agrifood and Hightech are cooperating intensively and developing the solutions for global sustainable food production. More than 30% of the 1,600 hightech companies in Brabant are active in the Agrifood sector.

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Our Ecosystem

World Class Research

Within a radius of 150 km around Brabant, there are 22 universities in three countries: a total of 605,340 students, 255,680 of which in the field of nature, health or technology. These are the leading research institutes for Agri-tech.



WORLD CLASS RESEARCH

1. **Avans Hogeschool (Den Bosch)** offers bachelor programmes in the field of Agrifood and Environmental subjects.
2. **HAS Data Lab Agrifood (Den Bosch)** involves the development of a continuous learning path around data in agrifood, linked to an experimental environment for companies.
3. **JADS Applied Research Lab Data & Agrifood (Den Bosch)** offers data science bachelor and master programs, PDEng education, professional education and help organizations shape their data driven future. The Agrifood industry is a Priority Industry to JADS.
4. **University of Technology (Eindhoven)** is a research university specializing in engineering science & technology. The university helps development in precision farming.
5. **Campus Almkerk (Almkerk)** offers testing grounds for innovative agricultural activities.
6. **The Precision Agriculture Center South (Reusel)** is an open innovation centre focusing on growing crops more effectively in a living lab environment.

Our Ecosystem

Leading companies

Brabant accounts for 13,912 Agrifood companies and 17.3% of all jobs of the total Agrifood sector in the Netherlands. These are the leading companies in the field of Agri-tech.



LEADING COMPANIES

1. **ProPhyTIS**, located on Campus Almkerk, contributes to World Food Security by supplying multiplication technologies worldwide in selected areas.
2. **Hazera** is a global leader in the seed industry, headquartered in Brabant, and breeds, develops, produces and markets varieties and seeds in a wide range of vegetable crops around the world.
3. **Signify** has the largest research facility (234m²) in the world focusing on optimising cultivation methods.
4. **Plantlab** operates a 20,000m² facility focusing on indoor farming concepts.
5. **VDL** is launching its first picking robot in 2021.

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Our Ecosystem

Within a radius of 40 kilometers
(25 miles), the Agri-tech cluster
alone comprises of:



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Quality Research Institutes

Jheronimus Academy of Data Science (JADS)

Data Science is essential to finding answers to today's challenges in the Agrifood sector. JADS offers data science bachelor and master programs, PDEng education, professional education and help organizations shape their data driven future.

Jheronimus Academy of Data Science (JADS)

At JADS, researchers and students work closely with the business community. In addition to education and research, JADS also offers space for innovative, data-driven entrepreneurship and public-private partnerships.

APPLIED RESEARCH LABS

3

NATIONALITIES

30

IN PDENG PROGRAM DATA SCIENCE

77 trainees

PROFESSIONAL EDUCATION CERTIFICATES

JOINT DEGREES DATA SCIENCE AND ENTREPRENEURSHIP



OBJECTIVES

- enhance the relevance of academic research to business and society.
- adding value with data science, such as data entrepreneurship and data innovation. It entails the fundamental question on how to create societal and economic value with data.



APPLICATION AREAS

- Datafication in Agrifood
- Smart farming
- Food sustainability
- Reducing ecological footprint

JADS Jheronimus
Academy
of Data Science

State-of-the-art facilities

Precision Agriculture Center South

The **Precision Agriculture Center South** is an open innovation centre founded by Van Den Borne Aardappelen, focusing on growing crops more effectively in a living lab environment.



OBJECTIVES

- Making data and measurement data accessible for (collective) use by agricultural companies, suppliers, the processing industry and knowledge institutions
- Developing joint technological applications, user-friendly interfaces and analysis methods
- Providing demonstration and test facilities for manufacturers and buyers
- Facilitating pilot projects in the experimental center and on location
- Creating further knowledge through applied research with research partners



APPLICATION AREAS

New cultivation methods and technologies will be tested at this location.



FACILITIES

- Ag Center South has a licensed airport for agricultural drones – the Agri Drone Port Reusel. The airport is an RPAS airport with closed flight area under airspace class G.
- Farm of the Future is developed as an innovation place for agriculture and sustainability to accelerate the transition to circular agriculture.



KEY CHARACTERISTICS

The Center offers a middle ground where nature and landscape are given a place and emissions to the environment are reduced to zero as much as possible.

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Campus Almkerk in numbers

TESTING GROUNDS FOR INNOVATIVE AGRICULTURAL ACTIVITIES FOCUSED ON ORGANIC FOOD THAT IS GROWN USING BIODIVERSITY AND PIXEL FARMING CONCEPTS

50,000 m²

TESTING GROUNDS SUITABLE FOR INNOVATIVE CONSTRUCTIONS AND INSTALLATION TECHNOLOGY AND LIVING CONCEPTS

5,000 m²

TESTING GROUNDS FOR BIODIVERSITY BASED ON NATURE-INCLUSIVE AGRICULTURE

40,000 m²

WORKSPACES AND LABS

1,000 m²

State-of-the-art facilities

Campus Almkerk

At **Campus Almkerk**, ten hectares of land have been redeveloped into a regional innovation campus with workspaces, labs and testing grounds.



OBJECTIVES

To focus on an agricultural approach that is based on biodiversity, nature-inclusive agriculture and sustainable construction and energy concepts.



APPLICATION AREAS

Agriculture and sustainability.



KEY CHARACTERISTICS

Innovation center for agriculture and sustainability, in which quality of life, small-scale food production, as well as sustainability and innovation play an important role. The Campus invests in activities with a high social relevance. Collective self-sufficiency plays an important role in this.



Agri-tech showcases



VDL picking robot

VDL is developing the concept of a picking robot together with various technology providers. The robot is based on software with an algorithm rather than scanning of images.



GrowWise

In 2015, Signify (formerly Philips Lighting) opened a state-of-the-art urban farming research centre on the High Tech Campus in Eindhoven, named GrowWise.

Research conducted by Philips provides custom LED lighting that enables farmers to improve yields and grow healthy and tasty vegetables throughout the year.



Hazera

Global leader in the seed industry, headquartered in Brabant, and breeds, develops, produces and markets varieties and seeds in a wide range of vegetable crops around the world.

