



Food & Business
Knowledge Platform

Private sector coalitions to feed African cities

Workshop at foodFIRST conference
June 1, 2018 - Utrecht



Private sector coalitions to feed African cities

Opening remarks

Frans Verberne

Director Food & Business Knowledge Platform www.knowledge4food.net

- Objective of the workshop
- Lead question

“How can the Dutch agrofood sector achieve a better match between what they have to offer (techware, software, orgware) and the demand of local private and public sector actors?”

Programme

Moderator: *Sigrid Wertheim-Heck, Professor applied sciences Food and Healthy Living, Aeres University AS*

- Speakers: Voice of Africa
 - *Peter Muthee*, CEO Latia Agribusiness Solutions Ltd
 - *Pascal Murasira*, African entrepreneur and business developer
- Panel discussion
 - *Peter Muthee*, CEO Latia Agribusiness Solutions Ltd
 - *Pascal Murasira*, African entrepreneur and business developer
 - *Errol van Groenewoud*, Chief Operational Officer at Omnivent Techniek B.V. & Chairman at NAFTC-India
 - *Norbert van der Straaten*, Founder Holland Greentech
 - *Thom Achterbosch*, Senior Researcher at Wageningen Economic Research
 - *Gert van der Bijl*, Corporate Engagement Manager at Solidaridad
 - *Bram Wits*, Agricultural Counselor for West Africa (Nigeria, Ghana and Côte d'Ivoire)
- Q&A, discussion with audience
- Wrap up: New Modes of Joint Action !

Facilitator panel

Sigrid Wertheim-Heck

- Professor Food and Healthy Living at Aeres university of Applied Sciences, the Netherlands
- Senior Research Fellow Environmental Policy Group, Wageningen University, the Netherlands



Focus on sustainable food security for metropolitan areas:

- Exploring the dynamics in metropolitan development, food provisioning, food consumption and healthy living.
- Advancing social equity in access to sustainable, safe and healthy foods.
- Stimulating interdisciplinary and cross continental learning.



Voice of Africa

Peter Muthee

CEO Latia Agribusiness Solutions Ltd

Area of work: Agribusiness development in Africa



Private sector coalitions to feed African cities

How is the Netherlands strategically positioned to partner with African Agripreneurs?

Presented by: **Peter Muthee** | CEO, Latia Agribusiness Solutions

Latia Agribusiness Solutions Ltd

“Making it easy to do Agribusiness in Africa”



About LATIA



Our Mission

To make it easy to do Agribusiness in Africa.

Our Vision

To become a one-stop-shop of information and resources designed to support Agribusiness in Africa.

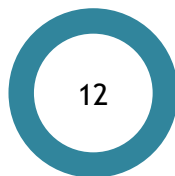


- **Latia Agribusiness Solutions (LAS)** is business support services provider that targets small and medium sized agribusinesses (farms & firms)
- LAS was started by **Latia resource Center (LRC)**, a not for profit organization committed to **modernizing agriculture and improving livelihoods** through providing business support services like training; technology dissemination; marketing support; and promoting financial services access for farmers, pastoralists and agribusinesses.
- LRC's works with LAS to **expand the base of skilled manpower for agriculture and improve incomes and food security in Africa.**
- In addition to LRC, Agritech, Delphy and Koppert are shareholders in LAS.
- LAS facilitates agribusinesses' **access to markets, technology, financial services and workforce solutions** - to help farmers transform their low profit yielding agribusinesses into **financially lucrative ventures.**
- It delivers these services through an agribusiness ecosystem consisting of **local and international companies** who have come together to address various challenges facing agribusinesses in Africa. This Ecosystem is a **“one stop shop”** for multiple agribusiness solutions.
- LAS services are provided on a commercial basis to ensure sustainability and growth.

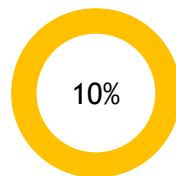
Netherlands - An agri-food Powerhouse



Number of agri-food companies in the Netherlands from farm to fork.



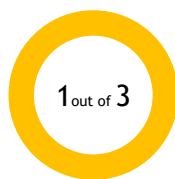
Number of the world's largest agri-food companies in Netherlands.



Contribution of agri-food to the national GDP



1 in every six employees works in the agri-food industry.



Top global agri-food universities



Estimate of the industry's contribution to industrial export



Source: [Invest in Holland](#);

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How African agripreneurs can partner with Dutch businesses

Knowledge and skills sharing

- Netherlands is ranked second in Europe for private R&D investment in agri-food. The Netherlands is home to a highly concentrated industry cluster that engages diversified agri-food companies with impact-oriented knowledge infrastructure.
- SSA has the **lowest share of private agricultural R&D spending in the World**, only 1.7 percent of already low public spending. Equally, the uptake of agricultural technology developed through this research is low due to the high costs of the solutions to entrepreneurs and smallholder farmers.
- Partnership with **Dutch entrepreneurs, agribusinesses** and **research institutions** will allow better customization of agricultural technologies to the Africa market and facilitate uptake through methodologies such as **contract farming** and **out-grower schemes**.
- With the country's high urbanization rates, Netherlands' deep expertise in urban farming will help African countries deal with this emerging trend.

Technology adaption/ customization

- The Netherlands is at the **forefront of agricultural technology**. The country's agri-food sector smart storage and packaging technologies that help keep food fresh longer; greenhouses that feed energy back into the grid and advanced water management methodologies are just a few examples of Dutch innovations SSA countries can use to address its most critical challenges.
- Different agribusinesses can share their technological innovations with SSA agripreneurs through demos and exchange programs, after which both parties can brainstorm on how best to adopt the technologies to the African context. Previously, the Dutch have been involved in projects in the **dairy, horticulture** and **aquaculture value chains**.
- In 2016, more than **60 Dutch firms** showcased their agricultural innovations in Kenya related to the **potato** and **horticultural value chains**. Such demonstrations should be scaled.



Source: [Invest in Holland; Dutch firms to exhibit latest farming technology; Agriculture and Food: The Netherlands and Kenya](#)

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How African agripreneurs can partner with Dutch businesses

Provide high-growth markets for each other's products

- Given that Holland is one of the **world's leading developers and manufacturers of food processing machinery**, the unexploited African market provides an additional market for businesses dealing in such equipment.
- Although the Netherlands exports most of its produce to nearby Germany, growth markets are nowadays further away and Africa is poised to be a growing market.
- Through **contract farming, out-grower schemes and other partnership arrangements**, Dutch agro-processing companies can further explore and leverage the nascent but high potential agro-processing industry.
 - *Increasingly, urban and rural dwellers are shifting to majorly consuming processed foods.*
 - *There is currently low food processing capacity.*

Access to finance

- Financial institutions such as Rabobank have played an important role in the development of **Dutch agriculture and horticulture**. The organization has positioned itself as a **trusted partner to agribusinesses** providing them with access to **finance, knowledge and networks**.
- Given the financial and credit constraints majority of African farmers and agribusinesses currently face, partnerships with Dutch financial institutions that deeply understand the agricultural space can offer insight into **innovative business models and financial products** that can be replicated to provide **sustainable financial support** to the agricultural and food sectors.
- Agriculture is the backbone of most African economies and access to finance is one of the greatest obstacle to boosting smallholder farmer productivity. Innovative financing solutions will go a long way in unlocking the potential of African producers and driving the supporting the growth of other agribusinesses.



Source: [Invest in Holland](#)

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LAS' Shareholders



www.delphy.nl

Delphy is a leading international provider of knowledge and business support services to the horticulture sector. Delphy has worldwide experience in training and advising agribusinesses in high tech systems for production of fruits, flowers and vegetables.

The presence of Delphy in the ecosystem allows Latia to support Agribusinesses in the production of high value crops including fruits and vegetables in both open fields as well as protected (greenhouses) systems.



www.koppert.com

Koppert is the world leader in the development and supply of biological crop protection solutions. Koppert leads the way in the development and provision of an integrated system of specialist knowledge and natural, safe solutions that improves crop health, resilience and production.

Koppert's presence in the ecosystem greatly supports Latia's ambition of improving availability of healthy and affordable food in the market.



www.agriculturetechnologies.org

Agritech is a technology company which deploys mechanization, digitization and automation systems to increase productivity in agribusiness. Agritech's mission is to deploy technology to produce with fewer resources sustainably. Agritech technologies include ICT management systems, farm automation and mechanization, inputs value addition etc.

The ICT Technologies promoted by Agritech have been developed and tested all over Africa by its mother company, Eclectics International, which has operations in 24 countries.

**LRC
Development Fund**

www.lrcfoundation.com

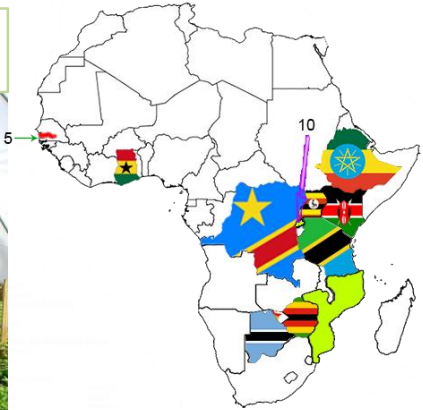
LRC Development Fund mission is to improve the livelihoods of the bottom of the pyramid (BoP) producers and consumers in Africa through market led agricultural innovations. LRC is Latia's founding shareholder and continues to support the company's efforts in improving the lives of BoP producers and consumers. It provides a platform through which private sector can access public funding to expand services to BoP markets especially in arid and semi-arid areas of Africa.



LAS Company Profile



Transforming Agriculture through technology



For a farmer to transact, all they need is a basic feature mobile phone⁹⁹
- CEO Agritech



Contact us:

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Kajiado, Kenya

T.: +254 716 431 054

E: info@latiaagribusinesssolutions.com

Voice of Africa

Pascal Murasira

New Business Developer, Resilience B.V.

Area of work: Startups, digital transformation, agribusiness



Investing in African future: why the Dutch?

By Pascal Murasira,
*Business Developer, Resilience
B.V.*





The challenge of the future



Building a sustainable future



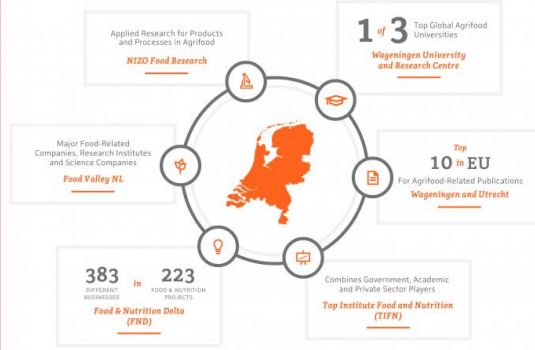
Partnering to innovate



Dutch USP - AgriFood

World-Class

Agrifood Innovation Ecosystem





Partnering to invent the future




Trade missions?





Short Joint Assignments?



What do African entrepreneurs need?

1. Capacity to manage **innovation** processes to constantly remain relevant to customers,
2. Access to information and a network of peers to remain up-to-date with the latest **innovations** in agri-food sector.



Tips for a fruitful partnership

1. Proprietary technology
(Dutch partner);
2. Network Effect;
(local partner)
3. Scale *(both partners);*
4. Branding *(both partners).*



Connect on LinkedIn:

Pascal Murasira

Panellist

Errol van Groenewoud

- Chief Operational Officer at Omnivent Techniek B.V.
- Chairman at NAFTC-India

Area of work: since 1993 working in agricultural sector

- 1983 Started as car mechanic
- 1989 Chief mechanic
- 1993 Technical specialist for Omnivent in Russia, Kazakstan, Uzbekistan, Europe & projects for greenhouses in Northern Russia
- 2008 Export Manager Omnivent for South- East Asia
- 2010 Promoted to Chief Commercial Officer
- 2015 Bachelor degree in Management and became Chief Operational Officer
- 2015 Chairman of NAFTC-India
- 2018 Responsible for Operations and Sales



Omnivent introduction



- Omnivent is specialised in:
 - ✓ Advise, design, production, installation and maintenance of storage technology systems, worldwide
 - ✓ For potatoes, onions, carrots, garlic, pumpkins and cabbage
 - ✓ Starting point is product quality!!
 - ✓ From offices in the Netherlands, Poland, China, India & UK
 - ✓ With our R&D able to design and develop state of the art storage technology systems
 - ✓ Advantages are lower storage losses, energy saving, user friendliness & online support
 - ✓ Customers experience Omnivent as the storage specialist in storage technology

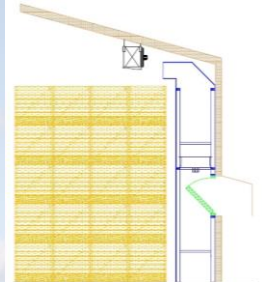
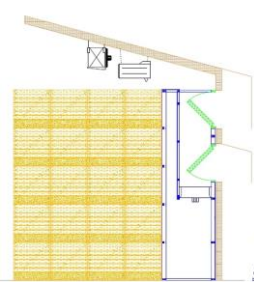
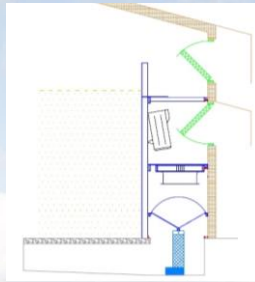
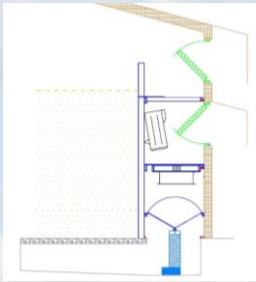


Solutions

Bulk

Suction/Blowing

Room ventilation

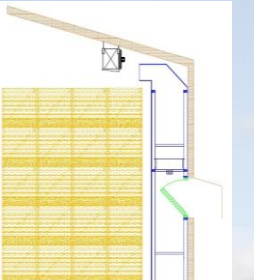
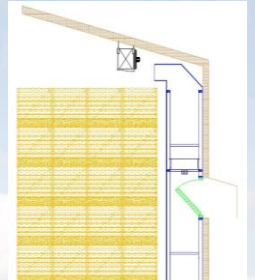
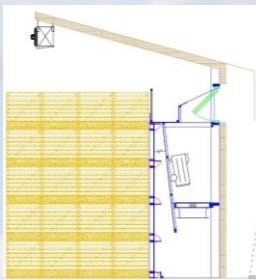


Solutions

Drying Wall

Room ventilation

Specials



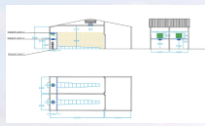
Advice, matching African demand with Dutch proposition



- What is your goal in Africa?
- There is no quick win in Africa!
- Differences are usage between the countries
- Look not only at the investment climate, but also on political stability, socio-cultural, infrastructure, climate & poverty.
- Long term commitment and interest in cultures is required to succeed!



Our world!



Panellist

Norbert van der Straaten
Founder Holland Greentech
Area of work: Xxxx



Holland Greentech

*Rooted in Holland, started in Rwanda in 2015
Uganda - 2016, Zambia - 2017, Kenya - 2018*





Holland Greentech

*Training Farmers to supply fresh
and tasty vegetables to Kigali,
Kampala, Nairobi, Lusaka and (...)*



Teamwork



William Macharia
Co-Founder



Norbert van der Straaten
Co - Founder

Cooperation - RijkZwaan, Koppert, Soil Cares, Rivulis, Bosman van Zaal, Hoogendoorn & TU Delft

Training staff of Holland Greentech - Rwanda Uganda Zambia and Kenya - 30 employees

Develop multi disciplinary teams - Agronomist, Water Engineer, Communication, Marketing (M/W)

Training Farmers - 20.000 in 2018

Develop HGT distribution network with young experts - do not sell via agro shops

Adapt cost structure to foreseen revenues



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Developing the next step in Horticulture in East -Africa



Our products & services package include:

- Soil analysis & fertilizer advices
- Biological soil improvers
- Hybrid vegetable seeds & seedlings
- Pest & diseases management
- Irrigation materials & installation
- Greenhouses & shadenet houses
- Trainings & services

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Email: info@hollandgreentech.com

Facebook: [@hollandgreentechranda](https://www.facebook.com/hollandgreentechranda)
Twitter: [@HollandGreentec](https://twitter.com/HollandGreentec)

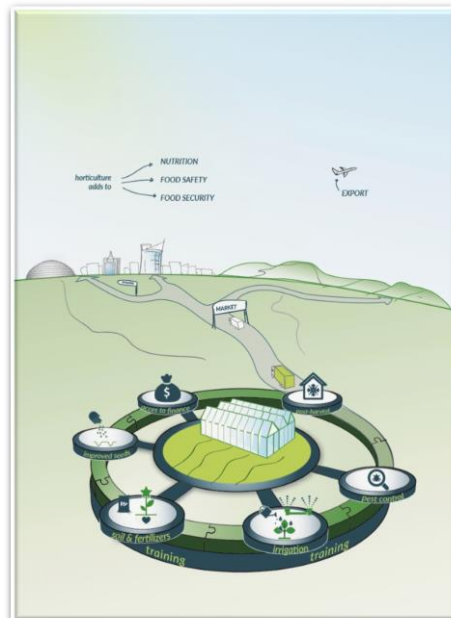
HGT provides Training and Products to growers



Access to Finance

Nutrition

Local Government
NL Embassies



Post harvest

Access to markets

TVET and
Universities

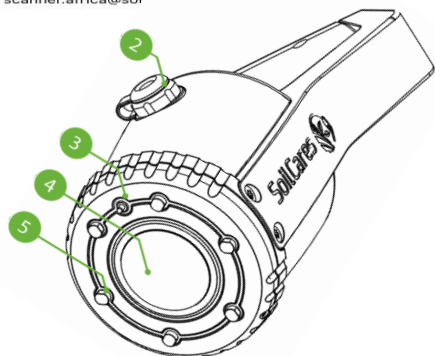
RijkZwaan
Seeds and Services



SoilCares 

P.O.Box 1332-0050*
Cara House, Karen
Nairobi, Kenya
+25470651114*
+254795213F
scanner.africa@soi

Soil Cares develops technology
HGT service provider to farmers



C: Press the SCAN button (1A) when the light is continuously green.

Do not move the Scanner while it is scanning / while the green indicator is blinking.

Koppert:
pest control



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Bosman van Zaal
*Plus & Advanced
greenhouses*



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Holland Greentech Knowledge & training



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Statements Panel

The African Agrofood sector needs Dutch partners who are willing to invest in tailoring technologies and products to local market and consumer preferences



When pitching Dutch agrofood sector, focus on innovation processes and less on end-products



Development of business cases can be upscaled by analyzing the opportunities in a sector and a number of countries through a joint effort of NL and local stakeholders



By guiding / training young African and Dutch experts we could create a better match between African demand and Dutch proposition



Panellist

Thom Achterbosch

Senior Researcher Wageningen Economic Research

Area of work: Consumer research and foresights



Transforming Africa's food systems to deliver healthier diets

Thom Achterbosch (WUR), Jordania Valentim (GAIN)



It all starts with consumer needs & wants...

Half of all Africans will depend on urban food systems in 2050, from rags to riches



WAGENINGEN
UNIVERSITY & RESEARCH

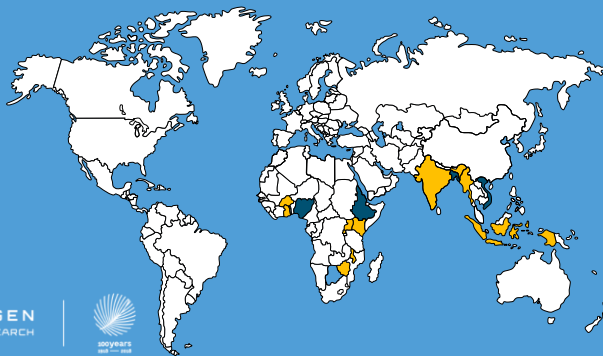


100years
1918-2018

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Food Systems for Healthier Diets

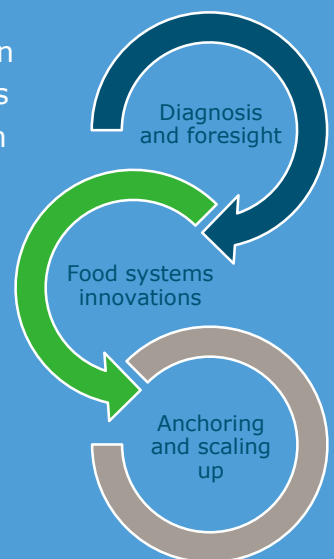
Our goal: To **understand** how changes in food systems can lead to healthier diets and to **identify and test** entry points for interventions to make those changes, and to **scale** them



WAGENINGEN
UNIVERSITY & RESEARCH



100years
1918-2018



We help businesses offer higher quality and affordable products and services (1)



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We help businesses advocate for public policy

Help develop an enabling environment for business innovation and market growth

Pioneer Fish Farm Ltd:
Samaki Kadogo for nourishing the poor



Help businesses **attract investments and funding** – gathering evidence



Reusable plastic crates instead of baskets

Transforming Africa's food systems... It all starts with the consumer!

<http://a4nh.cigar.org>

Thom Achterbosch
Wageningen Economic Research
thom.achterbosch@wur.nl



Panellist

Gert van der Bijl

Corporate Engagement Manager Solidaridad

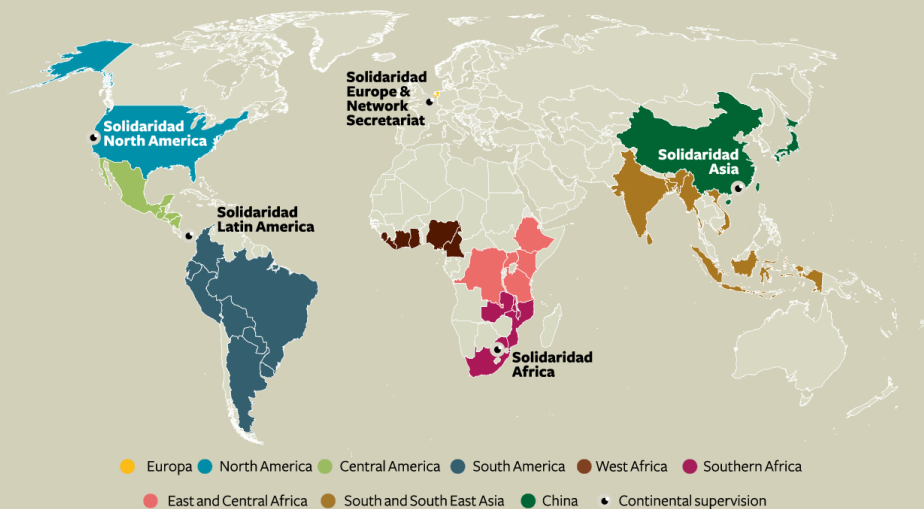
Area of work:

- Development Economist
- 20 years experience in Dutch Agriculture (Young Farmers' union, CLM / Center for Agriculture & Environment & Ministry of Agric.)
- Solidaridad since 2009, focus areas: soy, livestock & leather



Solidaridad

SOLIDARIDAD: WHERE WE WORK



PROGRAMMES IN KEY SECTORS WORLDWIDE

> 400 PEOPLE IN 40 COUNTRIES

Solidaridad



Coffee



Tea



Cocoa



**Fruits
&Vegetables**



Textiles



Gold



Soy



Palm Oil



Cotton



**Aqua
culture**



**Livestock
& Leather**



Sugarcane

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PITCH

- Our experience is that development cannot be sustainable in the longer term without the private sector.
- That does not mean that companies are development organizations. They are not.
- NGOs can be crucial in partnerships to ignite capacity building and cooperation with farmers // smallholders, to aim at innovation and scaling up.
- NGOs can also build bridges between technology and local context.

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STATEMENT

- NGO are likely to be pivotal if you don't just want investments that pay but investments that really matter

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Private sector coalitions to feed African cities

Panellist

Bram Wits

Embassy of the Kingdom of the Netherlands, Accra
Agricultural Counselor for West Africa

Area of work: Nigeria, Ghana and Côte d'Ivoire





West Africa: not without risk but unprecedented potential

Boots on the ground:

- Long term vision
- Be present in the region, just sending a container is not enough



West Africa: not without risk but unprecedented potential

After 25 years we have a agricultural counselor in West Africa:
Use us!

Statements Panel

The African Agrofood sector needs Dutch partners who are willing to invest in tailoring technologies and products to local market and consumer preferences



When pitching Dutch agrofood sector, focus on innovation processes and less on end-products



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By guiding / training young African and Dutch experts we could create a better match between African demand and Dutch proposition



*Transforming Africa's food systems.....
It all starts with the consumer!*



NGOs are likely to be pivotal if you don't just want investments that pay but investments that really matter



After 25 years we have an agricultural counselor in West Africa: use us!



New Modes of Joint Action ! to enhance Dutch agrofood sector investments in Africa

(Outcomes presented in the plenary session of the conference)

- 1. Articulating demand is crucial: look what is really needed and wanted to match with what you have to offer. And then ADAPT.**
- 2. Biggest challenge for investors are trained and skilled people.**
- 3. Platforms of local and Dutch companies are crucial connectors of different worlds (Examples: Latia and Holland Greentech) Next challenge: scale them up.**

New Modes of Joint Action !

to enhance Dutch agrofood sector investments in Africa

(Modes of actions based on input speakers/panel and conclusions of previous meetings of the 'Innovation Network Feeding' Cities)

1. Articulating demand

- + Map consumer preferences and requirements, markets and food systems dynamics in and around cities.
- + Build-up sector organisations and solidly embedded local centres of excellence for identification of demand and business cases with potential for upscaling.

2. Business case development

- + Engage with and invest in young African and Dutch experts in matching African demand and Dutch propositions for business development.
- + Organize short joint assignments among (aspiring) entrepreneurs to enhance innovation.
- + Identify and analyze sector opportunities across countries by joint effort of Dutch and local stakeholders.

New Modes of Joint Action !

to enhance Dutch agrofood sector investments in Africa

3. Partnerships for integrated solutions

- + Capitalize on organizational capacity of the Dutch agrofood sector in value chain development.
- + Build and strengthen local partnerships (local co-investment models).
- + Leverage the capacity of NGOs in capacity building and cooperation with farmers //smallholders to aim at innovation and scaling up.

4. Enabling environment

- + Actively broker and facilitate public-private partnerships to build trust and achieve benefits for all participants.
- + Create synergy between programmes by streamlining and coordination at regional level.
- + Connect the Dutch businesses with local municipal organizations which are more business oriented and less political than government. Embassies are instrumental in brokering connections.