

# Metropolitan Food Security

Newsletter, April 2013

Reporting the activities of  
last quarter 2012 + first quarter 2013

## Platform MFS in Action!

Update on actions in:  
- EMERGING markets  
- FRONTIER markets  
- INNOVATION markets

### Emerging Markets (BRICS countries)



INDIA

### NAFTC-India and MFS

All activities related to strategic business development of the India Agrifood sector and the establishment of Centres-of-Excellence are organized by the Netherlands Agro, Food and Technology Centre (NAFTC) in cooperation with MFS. NAFTC is a business support office open to all companies with long term ambition on the Indian market. If you are interested in the activities of NAFTC please visit [www.naftc-india.com](http://www.naftc-india.com)

### Centres of Excellence: Tangible result of a Dutch-Indian Action Plan

*The conclusion of agreements on Centres of Excellence is one of the first results of the 'Indo Dutch Strategic Action Plan' concluded between the Dutch and Indian national governments. In this action plan NAFTC has been designated as executing body of the working fields.*

NAFTC-India, located in New Delhi, concluded several agreements with Indian states, amongst which Gujarat and Punjab, to implement so called 'Centres of Excellence'. Through these centres of knowledge, Indian public and private organizations will work together with Dutch suppliers of technology and expertise. The first agreements concentrate on the modernization of the dairy and potato production chains.

### GMV-NAFTC potato mission

In December, Dutch companies from the potato chain visited India for a trade mission to Chandigarh, Ahmedabad and New Delhi. At the Agritech trade fair, the Dutch Potato Centre (brand name used to promote the Dutch potato chain approach) was officially launched. Next, Dutch companies discussed the Centres-of-Excellence proposals with private parties and government representatives of Punjab and Gujarat.

### MFS Conference and trade mission to Gujarat, Maharashtra and Karnataka

From 11 to 18 January, MFS organized a food security trade mission which focused on several larger urbanized areas in Gujarat, Maharashtra and Karnataka. Companies from the agricultural and processing sectors joined the mission. On 16 January, the 4th International Conference on Metropolitan Food Security was held in Mumbai.

Press report: <http://www.fnb-news.com/article/detnewsasp?articleid=3128&sectionid=1>



MFS-seminar, Hotel Taj Mahal, Mumbai



Essar (CEO Karle) supplies to McDonald's and KFC

#### Platform MFS:

1. The gateway for stakeholders to all parties that are committed to food security.
2. Sector encompassing cooperation creates strong solutions and business opportunities.
3. Unique and widely supported approach.

## MFS in Action! (continued)

In the last three months of 2012 and the beginning of 2013  
MFS focussed on **EMERGING** and **FRONTIER MARKETS**



Audience with Gujarat's Prime Minister

### MFS / NAFTA India dairy trade mission

From 18 to 22 March, Dutch companies and knowledge institutions from the dairy sector visited key stakeholders (state government, cooperatives, farmers, dairy companies) in Punjab, Gujarat and Kerala to discuss Centres-of-Excellence proposals.



### Russia

*2013 has been declared 'Netherlands – Russia year of bilateral relations'. President Vladimir Putin recently visited the Netherlands and Dutch Prime Minister Mr Mark Rutte will visit Russia in the second half of 2013. This is an excellent time to take a look into our activities relating to Russia!*

As the modernization of the Russian food production chains is of high priority, MFS organized a launching event on 24 January, specifically dedicated to food security in the urban areas of Moscow and St Petersburg and to development of the Russian potato sector. The meeting, co-organised with Topsector A&F, was the first event of the NLR-2013 year and brought companies from the Dutch fresh produce, potato chain, high-end gastronomic food and logistics together to explore market leads and bilateral activities.

For its activities concerning the Russian Federation MFS was pleased to find Mr Herman Vermeer, chairman of the cluster 'Plus for Progress' (arable crops, precision agriculture) ready to support the MFS Russia table as its co-chairman.

On 18-19 March a fact-finding mission to Moscow was conducted subsequent to a successful mission to West Siberia of partner organisation FDRL (Foundation Dutch Russian Livestock). The Moscow visit brought 2 preliminary results:

- 1) a Moscow-city expert group will visit the Netherlands in April/May to scout solutions to agrologistics;
- 2) a high-end retail chain will be supported in the development of organic food production and certification.

A consortium to this end was set up during the visit of President Putin on the 8th of April. Signing of the MOU was on the agenda of the Agrofood workshop where also the visit was announced of the Moscow Agrologistics delegation expected mid-May. Go to <https://www.nrbm2013.nl/> for more information.

### SAVE THE DATES

#### PotatoEurope 2013 ([www.potatoeurope.com](http://www.potatoeurope.com))

**11 and 12 September.** For those who are interested in the potential of potato as seed crop, staple crop, industrial crop and maybe the solution to world's food shortages: 'PotatoEurope Emmeloord' is the place to be.

#### Golden Autumn and Agrotech

From 9 to 14 October 2013 the annual Golden Autumn and Agrotech exhibition will be held in Moscow. More information will become available soon.



### P.R. of China

#### GMV/NAFTC-CHINA

#### Fruits & Vegetables mission

From 20 to 26 January a consortium of companies from the Dutch fruit, vegetable and horticulture chains visited China for a trade mission to Beijing, Shandong and Shanghai. The delegation met with local industry representatives, visited the Cofco Agricultural Eco Valley, and engaged in individual B2B meetings.

#### Other developments in China

March 21 - 22 the traditional annual Potato-conference took place in Beijing. NAFTA-potato centre Beijing was instrumental in the organisation. At the same time a consortium set up on MFS/NAFTC initiative (therefore open to interested parties) responded to the long awaited tender for Cofco-Eco Valley.



### Africa

#### 'Africa Works!' conference a great success!

*Africa is urbanizing quickly and ways are sought to keep urban areas supplied and the urban populations fed. The 'Africa Works!' conference of 29 and 30 October 2012 explored contemporary metropolitan food supply and demand issues in Africa with a focus on Agro-parks, Agro-hubs and their alternatives, and on the role of supermarkets.*

A wide range of delegates from private companies, NGOs, knowledge institutions and different government departments attended the 'Africa Works!' conference in The Netherlands organized by the Netherlands African Business Council and Africa Studies Centre. In addition, many African guests and representatives from African embassies participated.

During in-depth sessions, participants discussed the implication of Metropolitan Food Security in Africa. The implementation of Agro-hubs and Agro-parks, in which private and public actors collaborate, was considered to be among the solutions. At the same time, supermarkets become increasingly involved in urban food chains.

#### 'Partners in International Business' on India and Ethiopia

Recently we have been awarded with a so called '*Partners in International Business*' (PIB) program by the Netherlands Ministry of Economic Affairs. This first PIB has been awarded for our potato consortia in India and Ethiopia. Interested to participate? Please contact us. (see also: PIB info)

#### NAFTC established Southern Africa office

After the successful establishment of the 'Netherlands Agro, Food & Technology Center' (NAFTC) offices in China and India, NAFTC is currently pooling efforts for the establishment of NAFTC offices in Africa. Together with SANEC, a first representative office has been launched in Cape Town. This office will also represent MFS. For Western and Eastern Africa, NAFTC-Africa aims to open offices later in 2013. Please contact our office if you are interested



NAFTC Discussions with Minister Alan Winde, Ministry of Finance, Economic Development and Tourism

#### Guinea-Conakry: Incoming mission as follow-up to MOU

In December 2012, Mr Keleti Faro, special presidential envoy of Guinea-Conakry visited The Netherlands to follow up the MOU that was signed in Israel in June 2012.

#### Trade Mission to South Africa with MFS Conference

From 12 to 16 November 2012, a trade mission was organised by Sanec, MFS and GMV with company visits and B2B matchmaking in the Westcape and Gauteng provinces. A diverse delegation of 12 Dutch companies joined with the aim of identifying business opportunities in the food security sector in South Africa. Among the delegates were companies active in irrigation systems, organic food production, nursery management consultancy and research.

During the visit, the 3rd International Conference of Metropolitan Food Security was held in Johannesburg. The event was followed the next day by Platform MFS' participation in The Economist Conference 'Feeding the World: Africa's Role in solving the Global Food Crisis', drawing much attention from government bodies, investment agencies and agri-food businesses. For photos please check the website of Sanec. ([www.sanec.org](http://www.sanec.org))



Photo impression of the November Trade Mission to South Africa

## Innovation Markets

End of October last year MFS organised at Press centre 'Nieuwspoort' a *dejeuner pensant* for new MP's, business, science and ministry-policymakers; some 40 selected participants in all. Introductions by Cees Veerman, Ton Dietz and Eric Smaling raised awareness for the food problems connected with rapid worldwide urbanization. The relation (or lack of it) between citizens and farming, farming and market, the impact of climate were elements considered. The analysis of developments in Africa showed big differences between countries, but on the whole a rather encouraging picture.

**Other activities on the 'Innovation' side include activities in Israel and USA/Canada:**



### Israel

Preparations to establish the Israeli MFS organisation continued in this period. Expected is our MFS participation in the planned Autumn visit of Prime Minister Rutte to Israel and the Palestinian Authority.



### USA & Canada

Contacts are being made for an MFS Innovation mission (Autumn 2013) to the United States (UCL - Davis) and other "hot-spots" of innovation.

## Save the Dates!

### MAY

**14 to 17 May** Participation in 'Seoul Food', Seoul, South-Korea  
Organising Office: GMV/FME

**May (tbc)** Incoming Trade Mission Dairy Chain, Uganda and Kenya (tbc)  
Office: NABC, NAFTC Eastern-Africa, Orange Dairy - Africa, GMV/FME

### May / June

Mission to Mongolia, NAFTC-China

### JUNE

**23 - 30 June** Participation in FoodTec Taipei (tradefair), Taiwan  
Office: NAFTC-China, GMV/FME

### JULY / AUGUST

**July, Aug (tbc)** Trade Mission Livestock & Dairy to Uganda. Office: NABC, GMV/FME, NAFTC-Eastern Africa, Orange Meat & Feed - Africa

### SEPTEMBER

**September** Mission to Ningxia, China  
Organising Office NAFTC-China

**11 to 12 Sept** PotatoEurope  
**8 to 16 Sept** Incoming Trade Missions from China to PotatoEurope.  
Office: NAFTC-China, Orange Potato-China, NAFTC-India

### OCTOBER

**9 to 14 Oct** Annual Golden Autumn and Agrotech exhibition, Moscow.



## Platform Metropolitan Food Security

### Board members:

Mr. Ate Oostra, chairman  
Mr. Jan Hak, vice chairman, GMV Association Dutch Food Machinery Producers  
Mr. Raoul Bino, Wageningen UR Agrotechnology and Food Sciences Group  
Mr. Bob van der Bijl, the Netherlands-African Business Council

### Supported by:

Board of Advice and supporting members ([www.metropolitanfoodsecurity.nl/nl/welcome/about-us](http://www.metropolitanfoodsecurity.nl/nl/welcome/about-us))

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