

Dutch 'Oven' Cooks Up Innovation

At Sunday's opening session, keynoter Tom Kelley of IDEO discussed the 10 faces of innovation. One of the aspects is "cross-pollination" or looking outside your industry or country for new ideas. You can easily do this by visiting the Food Valley pavilion (Booths 619 & 625) at Food Expo. Food Valley is the science and innovation region of the Netherlands for agri-food, life sciences, genomics, nutrition, and health.

Companies represented include Clean Light—UV crop protection technology, EBI Food Safety—antimicrobial food safety solutions using bacteriophage technology,

Friesland Foods Domo—whey- and milk-based ingredients, Ingrepro—algae-based micro-ingredients for food and feed, Newtricious—next-generation nutritional ingredients, Netherlands Foreign Investment Agency—business opportunities in Holland and Europe, NIZO Food Research—private researcher focused on product development, OMVE—pilot liquid processing equipment, Shieltronics—packaging concepts for microwave applications, TNO—partners in research on healthier foods and ingredients, Wageningen University and Research Center—newly opened Restaurant of the Future, and others. ■