



HAS FOOD TALENT MAGAZINE



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HAS FOOD EXPERIENCE 2021 IS POWERED BY:





“We are extremely proud that our students have maintained in the most difficult circumstances to use their own unique talents and skills to the fullest.”

PREFACE

Dear HAS Food Experience fan,

Welcome to our HAS Food Talent Magazine, presented to you this year for a preview of our food talents, who will be showing their projects during the HAS Food Experience 2021, during the 13th and first online edition that will take place this year from March 1st – 5th.

This year's theme is Tasting Talents, as always focusing on meeting HAS food students and their innovative projects, even in an online setting. Find inspiration from the world of food: in this Talent Magazine you will find at least 130 food projects, categorized in 5 different Tasting menu's: Producing responsibly, Consuming for tomorrow, Doing good business, Designing sustainable food systems en Enjoying food. HAS University of Applied Sciences has chosen to focus its strategy the upcoming years on the global sustainable development goals.

Over the past months, more than 200 HAS graduates have been working hard, in difficult circumstances, to develop their projects: alone at home, behind the computer without the inspiration of day-to-day contact with friends, students and teachers. In a crazy year when all certainties have been uncertain.

We are extremely proud that our students have maintained in the most difficult circumstances to use their own unique talents and skills to the fullest. These FoodManShip capabilities that students show in each tasting menu are a) food know-how – ability to use specific food knowledge and skills, b) conceptual or systemic thinking – ability to think in abstract concepts,

c) creativity - ability to think outside the box, d) entrepreneurship- ability to grab an opportunity and go with it, and e) presentation- ability to convince with a professional pitch.

We have organized the 13th HAS Food Experience this year as online edition. Even though it is not the same as a live Food Experience, our students are very motivated to meet you online and show the project they have been working on. We are very grateful to our sponsors for supporting the Food Experience even in these challenging times. And, in appreciation for years of cooperation, we support our sponsors in difficult times because of Covid-19. Our team, consisting of HAS employees supported by our advisory board (partner companies and HAS alumni), is very proud that we have been able to find and fit all the pieces of the puzzle on the online HAS Food Experience from March 1st – 5th. It was a great and wonderful challenge to organize this online edition, with a beautiful result!

In conclusion: we are especially proud this year on presenting to you our HAS Food Talents, allow yourself to embrace their ideas and help them with their future. They are full of potential and ready to find solutions for the challenges of the future of food.

Hope to see you at HAS Food Experience 2021!

On behalf of the organising team HASFE21,

Liz Chermin, member of the Board of Governors
Antien Zuidberg, chairwoman of team HASFE21



This online edition of the HAS Food Experience consists of a week full of inspiration! Every day we start with a talkshow and during the day you can have meet & greets with our student. As always, the HAS Food Experience will conclude with the presentation of the FoodManShip Awards.



HAS FOOD EXPERIENCE WEEK: OUR TASTING MENU'S

MONDAY MARCH 1ST

- 9.30 a.m. Opening online HAS Food Experience 2021
- 10 a.m.-11 a.m. Talkshow 'Producing Responsibly'
- 11 a.m. - 6 p.m. Meet & Greets with the talents

TUESDAY MARCH 2ND

- 10 a.m.-11 a.m. Talkshow 'Consuming for Tomorrow'
- 11 a.m. - 6 p.m. Meet & Greets with the Talents

WEDNESDAY MARCH 3RD

- 10 a.m.-11 a.m. Talk show 'Doing Good Business'
- 11 a.m. - 6 p.m. Meet & greets with the talents

THURSDAY MARCH 4TH

- 10 a.m.-11 a.m. Talkshow 'Designing Sustainable Food Systems'
- 11 a.m. - 6 p.m. Meet & Greets with the Talents

FRIDAY MARCH 5TH

- 10 a.m.-11 a.m. Talkshow 'Enjoying Food'
- 11 a.m. - 3 p.m. Meet & greets with the talents
- 3 p.m. - 4 p.m. Presentation FoodManShip Awards
- 4 p.m. Closing Celebration



Menu 1 Talents 1.01-1.23

PRODUCING RESPONSIBLY

Producing responsibly: this menu contains aspects linked to the development and production of sustainable food. The projects that can be found in this menu are for example:

- application of more sustainable ingredients, packaging materials and technologies,
- development of sustainable food concepts and products,
- producing more efficiently, with better quality, less water or energy,
- producing with impact on biodiversity,
- valorisation or upcycling of food waste.

"It is exciting how the online Food Experience will be. But either way, we're going to rock this edition!"

1.01 SOUPPLE



Name
Mauk Meijers

Study programme
Food Innovation (Venlo)

CHALLENGE

The Netherlands is one of the largest food exporters worldwide, yet 75 percent of the food we eat is not Dutch. We export or waste Dutch products and import similar exotic products in return.

SOLUTION

Soupple is a 100% Dutch soup concept that prevents unnecessary food miles and food waste. To this end, Dutch crayfish, North Sea bycatch, cockles and agricultural residual currant are being processed into culinary soups. Seawater from the Eastern Scheldt is the basis for the soups and therefore the soups are not being over-seasoned with salt.

1.03 VEGAN SAUSAGE: THE VEGOLATA



Name
Nienke de Goede, Marije Westenberg,
Rutger Krol, Kris Willems.

Study programme
Food Technology

CHALLENGE

Development of a meat alternative that fits into current trends, in which the combination of faba beans and micro-algae have a prominent role.

SOLUTION

The Vegolata is a healthy and sustainable vegan sausage. Due to the micro-algae, which have a rich umami flavour, the product is low in added salt. Faba beans are high in protein which is ideal for meat alternatives. These ingredients from European soil make the product more sustainable than soy-based alternatives.

1.02 POWDER PREDICTION



Name
Pim Beekwilder, Guido Kaldenhoven
Ilke Hendriks, Lieke Hermans.

Study programme
Food Technology

CHALLENGE

The spray drying process is unbalanced and causes a lot of loss during start-up, both time and product. When the residual moisture content can be better predicted, the start-up time can be reduced.

SOLUTION

It is difficult to achieve the product specifications. Therefore, it is important that the residual moisture content can be predicted correctly. By means of mechanistic models, a control system was designed in which the residual moisture content can be directly controlled on the basis of the powder temperature. Concluding: the product specifications can be achieved faster and more accurately.

1.04 SAVED! AARDAPPELNOEDEL



Name
Rosanne Nagtzaam

Study programme
Food Innovation

CHALLENGE

My challenge was to prevent food waste through the use of residual flows. This is because we still waste too much food which is not necessary.

SOLUTION

A concept based on potato residual flows. This is because potato is one of the largest residual flows in the Netherlands, so there is still much to be achieved here.

1.05 ZEEWIT (PROTEIN EXTRACTION FROM SEAWEED)



Name
Emma Blokland

Study programme
Food Technology

CHALLENGE

Research in the possibilities within plant based proteins to support the protein transition from animal based to plant based. This will contribute to an increasing global need for protein. This project was focused on protein isolation from seaweed.

SOLUTION

To tackle the problem of a strong cell wall in seaweed, which encapsulates the protein, the seaweed has been enzymatically treated which is followed by an extraction (method based on pH-precipitation).

1.06 CONTINUOUS IMPROVEMENT: STARTER CULTURE IN THE PROCES OF BUTTER



Name
Rick Denissen, Eline te Kulve
Carmen Smink, Manon van Zwam



Study programme
Food Technology

CHALLENGE

FrieslandCampina 's-Hertogenbosch is a producer of butter and wants to scale up the production in the future. We have mapped and optimized the process step of preparing starter culture in the process. With this method FrieslandCampina achieves time reduction in this process step.

SOLUTION

A procedure has been set up for the planning and recommended for the future is that FrieslandCampina will report the deviation in order to map when, how much and why starter culture is thrown away. Time reduction in the starter culture process can be achieved by automation of the production process. Furthermore, better signaling to the operator can provide a faster response time. Finally, time standards have been drawn up for each process step in the starter culture.

1.07 RADIO MAGNETIC FREEZING, THE INNOVATION IN FREEZING TECHNOLOGY



Name
Sven Segers, Anne Faber
Rick van de Berg

Study programme
Food Technology

CHALLENGE

To implement the Radio Magnetic Freezing technology. However, there is a lack of valid data on maintaining the intended quality aspects for the fish and meat product groups. It is expected that commercialization of the innovative technology will be faster if more evidence is collected on the intended benefits of quality retention over time.

SOLUTION

We have adjusted the measurement method to produce more valid data about the quality aspects colour, texture and moisture loss. A large collection of data is provided in which the difference between conventional and Radio Magnetic Freezing is determined.



1.08 RISK ANALYSIS CROSS-CONTAMINATION ALLERGENS



Name
Merle van Bilsen, Lotte Keldermans,
Eline Lejeune, Lisanne Van Zalk



Study programme
Food Technology

CHALLENGE

The company wanted a review of their current allergen policy and a new risk analysis about cross-contamination with allergens.

SOLUTION

We made a new risk analysis by using FMEA-matrix. Based on this matrix we made an infographic and made a design for an allergentraining.



1.09 DE WALNOOTJES



Name

Roel van Asseldonk, Jasper Liedenaum,
Lieke van de Crommert

Study programme

Food Technology

CHALLENGE

Our projectgroup did a research with the purpose: “design a processing line for the production of walnut oil”. Our challenge was to design the processline and determine the return on investment for a start-up.

SOLUTION

To produce a walnutoil, various processteps need to be executed. During this assignment a process line was designed, whereby suitable process equipment is recommended. We also determined whether setting up an industrial scale production line is financially feasible by calculating the return on investment. The investment calculation shows that it is not profitable.

1.10 MISLEADING LABELS ON FOOD PRODUCTS



Name

Mayra Sleebos, Renske Schennink,
Colette Oprins, Laura Geertman

Study programme

Food Technology

CHALLENGE

The main question of this research is: How can the so-called ‘grey area’ in Dutch labeling legislation be tackled to limit consumer misleading when purchasing food?

SOLUTION

To reduce deception among consumers is to draw up clearer laws and frameworks, formulate definitions and inform the consumer in order to reduce the “grey area”.

It is recommended to tackle the most common forms of deception first:

- Suggest that a product has properties or qualities that it actually does not have
- Making a product appear healthier by covering up unhealthy nutrients
- Child marketing

1.11 INCREASING PROTEIN FUNCTIONALLITY



Name

Wouter Thoonen, Rick Remij,
Gijs Gerrits, Nils de With,
Julia Stigter

Study programme

Food Technology

CHALLENGE

Our challenge was setting up a brand new production process for an innovative enzymatic protein process. With the aim of improving protein functionality for food application.

SOLUTION

Development of a process where protein powder is dissolved and subsequently an enzyme is added at 50°C. The enzyme is inactivated by the use of a tubular heat exchanger. The final steps are drying and packaging.

1.12 BEANS AND NUTS DRINKS



Name

Lotte Scheepens

Study programme

Food Innovation

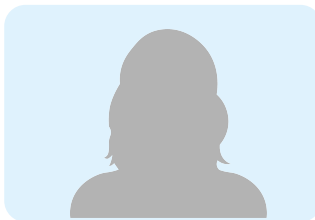
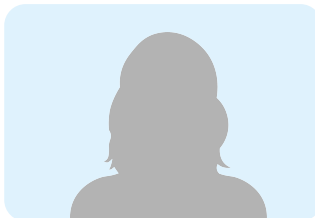
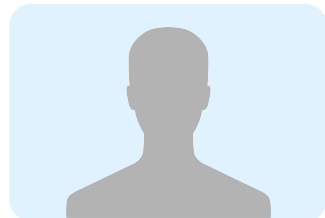
CHALLENGE

I am a huge fan of plant-based milk, they are an environmentally friendly substitute for cow’s milk. The packaging for plant-based milk in the supermarkets is all the same, this type of packaging is currently not recycled in the Netherlands. Therefore the packaging does not match the sustainability of plant-based milk.

SOLUTION

The plant-based milk currently sold in the supermarket consists of 85% to 97% water. Reducing water in the product allows for a huge reduction in packaging material. My packaging solution consists of a pouch containing a concentrate of plant-based milk combined with a reusable bottle. The consumer can put water in the reusable bottle at home and add the concentrate. The reusable bottle remains the consumer’s property and can be used time and time again. The combination of reducing packaging material, and reusing the bottle results in a reduction of 66% of the volume in transport. Thereby it reduces the weight of the product-packaging combination by 86%.

1.13 SUSTAINABILITY IMPACT OF CITRUS PRODUCTION IN MEXICO



CHALLENGE

Improving sustainability practices in the Mexican citrus sector and keeping up with the rising competition.

SOLUTION

Applying True Cost Accounting methods to the practices of a company in the organic Mexican citrus sector. Through this points of improvement have been established in the context of Human, Social, and Natural Capitals.

Name

Tariq Aboul-Ela, Paula Giesen, Dasha Gretchikhine, Dominik Lutz, Dennis van de Mortel, Suze van der Velde

Study programme

International Food & Agribusiness

1.14 FRUIT OF THE GRILL



CHALLENGE

My challenge is to make young adult men eat more fruit to increase their daily intake of fruit. The younger the man, the less fruit he eats. This is not a good sign for the future.

SOLUTION

A solution to increase the current daily fruit intake of young adult men is by serving them fruit in a more masculine way. The fruit is called 'Fruit of the Grill', which is fruit on a skewer. It contains tropical fruit and is grilled like we, as men, all want. The fruits are marinated in barbecue sauce, which gives them a unique taste. This all still maintains a healthy nutrition value.

Name

Ruben Leeffers

Study programme

Food Innovation

1.15 MYCO-



Name

Loïs Overbosch

Study programme

Food Innovation

CHALLENGE

Fermentation and conserving have been an upcoming trend. One product that is increasingly used for depth of flavour, umami and it's health benefit is miso. Almost all miso is imported from Japan and mainly made from soybeans and rice, both ingredients not particularly known for their sustainability. This while miso can be made from almost all sorts and varieties of beans and grains. My challenge was to create a 100% Dutch miso.

SOLUTION

Myco- makes 100% Dutch miso's. All miso's are organic and ingredients are sourced from producers that contribute to biodiversity. The line consists of 4 products. Two base miso's; a sweeter light miso, and a dark umami miso, both made from barley & lupine beans. The other two misos are limited editions that will differ each season. The first limited is made from lesser known Dutch ancient grains and beans. The second limited edition involves collaborations with various sources to process their residual flows.

1.16 MAKE IT SMALL!



CHALLENGE

Yoghurt buckets often cause a lot of frustration for the consumer when thrown away. The packaging is difficult to flatten and takes up unnecessary space in your waste bin.

SOLUTION

The new yogurt packaging is a lot easier to flatten due to the flexible material. Easier to throw away and more space in your waste bin!

Name

Tess Witkamp

Study programme

Food Innovation

1.17 PLUK. GEWILD IN ELK GERECHT (PLUCK. WILDLY DELICIOUS)



Name
Leonie Mouissie

Study programme
Food Innovation

CHALLENGE

With Pluck I want to bring the most natural products as close to the consumer as possible. I do this by making wild edible plants, herbs and flowers easily available.

SOLUTION

What makes wild edible plants, herbs and flowers so special is that they are actually very common. Take a look in the woods or roadsides in your own environment, there is something edible everywhere. Each plant has its unique taste and smell. The products are produced in a sustainable food forest. Creating recognition and admiration for the edible nature is also an important part of this concept. Curious how I did that? Meet me during the Food Experience!

1.19 BOON PROCES WORDT SCHOON!



Name
Nadine Schuurman, Guus Schuurmans,
Ruben Bongaards, Maurits School,

Study programme
Food Technology

CHALLENGE

We improved a bean production process. In the traditional process, the whole beans were forcibly blanched in a water bath and then reduced in size. The main problems in this process were that it had too little capacity to meet demand, it was an open process and the water and energy consumption was high. We also researched how we could make the process faster, more efficient and more sustainable.

SOLUTION

The new process looks like this: The beans are reduced in size first. Then they are sprayed with water, after which they end up in a steam blanching unit. Next, the bean paste is mixed with the other ingredients. The new process uses 16% less water and 53% less energy than the traditional process. It is now also a closed process to comply with the food safety requirements and has double the capacity.

1.18 BLUE BALANCE



Name
Joost Brobbel

Study programme
Food Innovation

CHALLENGE

Blue Balance is established to restore the biodiversity in the Dutch inland waters. With the main goal of recreating a healthy balance.

SOLUTION

Blue Balance created a product line of seacutterie snacks from invasive foreign fish which have a significantly large population in the Dutch rivers and lakes.

1.20 COFFEE BITE



Name
Jordy Poppelier

Study programme
Food Innovation

CHALLENGE

Because coffee is one of the most drunk beverage in the Netherlands, we produce over 365.000 kg of coffee grounds a day, which are most likely to be thrown away. COFFEE BITE will help to reduce the amount of coffee grounds that Specialty Coffee bars produce everyday, so the production chain of coffee will be more circular.

SOLUTION

For this problem, COFFEE BITE had developed a cooperation with the coffee bars to make a cookie dough wich contains 10% out of coffee grounds from that specific bar. When a costumer orders 1 cookie, he will eat 80% of the coffee grounds that originate from brewing 1 cup of coffee. So the coffee bar don't need to throw away most of their grounds and can offer a really nice and tasty cookie, which will be present next to the other pastries.

1.21 BEER VINEGAR & BEER SAUCE



Name
Anne Pinckaers, Yannick Imanse,
Pepijn van den Broek, Bram Nettekoven

Study programme
Food Technology

CHALLENGE

Finding a solution to prevent the waste of beer due to COVID-19 by developing a new product.

SOLUTION

We developed beer vinegar by fermenting beer. We used this vinegar to produce special beer sauces with a recognizable and unique taste.

1.23 LOKEUR



Name
Lisanne de Wilt

Study programme
Food Innovation

CHALLENGE

Whey is a by-product that is created during the production of cheese. The challenge is to develop an innovative solution that creates added value to (part of) the liquid whey on small scale.

SOLUTION

The solution to this problem is "Lokeur". Lokeur is an alcoholic drink (10% Vol.) based on liquid whey; a by-product that is, mainly at small-scale cheese dairies, not always yet processed into human food products. A delicious sustainable drink developed in the flavours 'Cinnamon & Star Anise' and 'Lemon & Vanilla'. Lokeur makes liquid whey valuable and consumers can enjoy a new dairy innovation.

1.22 INTRODUCING URBAN FARMING TO HOUSEHOLDS



Name
Max Berntsen

Study programme
International Food & Agribusiness

CHALLENGE

With a growing world population in which urbanization is still increasing, the distance between food production and consumption is growing. With practices like urban farming this gap can be reduced both in distance as well as in knowledge.

SOLUTION

People in cities often feel that producing food at home is not feasible for their situation, due to lack of time, space or knowledge. By providing the knowledge to start producing at home on any scale on a central platform as well as the resources, the 3 biggest obstacles for people not to engage in small scale agriculture are reduced.

1.24 SUSTAINABLE POWDER FORMATION



Name
Martijn Stok, Milou Lamkin,
Mijke Gruson

Study programme
Food Technology

CHALLENGE

Improving a sustainable drying technique by producing products that are high in fiber, sugar and protein.

SOLUTION

Research has been done about sustainable drying with the Agitated Thin Film Dryer. The research was about how to create a powder with good quality



Menu 2 Talents 2.01-2.42

CONSUMING FOR TOMORROW

Consuming for tomorrow: this menu contains aspects linked to consumers, lifestyles and needs, as well as the consumption and enjoyment of sustainable and healthy food. The projects that can be found in this menu are for example:

- promotion of sustainable food consumption by developing healthy and sustainable food concepts, products and packaging,
- promotion of a healthy and sustainable lifestyle for consumers,
- using ways of changing consumer behavior towards a healthier and more sustainable lifestyle,
- combining healthy and sustainable food with fun of experience, enjoyment of food and ease of life.

“Graduating during COVID-19 was lonely at times, but it also taught me a lot. You learn to be the best you can be and, despite the situation, make the most of every day.”

2.01 FOODSIEFUN - PACKAGING WITH TOMORROW IN MIND



Name
Sharon Huis in 't Veld

Study programme
Food Innovation

CHALLENGE

Only four out of ten children eat enough vegetables in the Netherlands. This is very worrying because the number of overweight children continues to rise.

SOLUTION

FoodsieFun is the vegetable bowl on the table in which vegetables disappear in a pleasant way. By developing a packaging that is fully in line with the perception of young children, children are encouraged to seek out vegetables. The packaging unfolds into a bowl when opened and gives children the freedom to grab vegetables at any time.

2.03 PIT - WATERMELON SEED BUTTER



Name
Britt Beset

Study programme
Food Innovation

CHALLENGE

Watermelon seed butter is an upcoming trend in the USA and Australia. It is not available in the Netherlands yet and can be promising for us because it responds to the trends in the Netherlands that more and more people are making healthier choices indoors and that people are increasingly eating vegetarian and vegan meals.

SOLUTION

PIT is a watermelon seed butter for the Dutch consumer market. Watermelon seed spread is the new and innovative spread made of, not a real guess...watermelon seeds. The delicious and creamy spread from PIT provides a taste of nuts and doesn't just sound good, it tastes good as well! Watermelon seed spread is enormously nutritious, without added sugars and above all 100% vegan.

2.02 DUT: YOUR CALMNESS IN A BOTTLE!



Name
Imke Hooghiemstra

Study programme
Food Innovation

CHALLENGE

The reason for this project stems from my personal frustration: 'sleeping badly'. However, this is not only a personal frustration, but also a national problem: 63% of the Dutch people are not positive about their own sleep quality.

SOLUTION

Which food product can naturally stimulate sleep?: DUT is your calmness in a bottle! DUT is a healthy shot of sleep-stimulating ingredients. These ingredients ensure in a natural way that the melatonin production in the body is promoted. Melatonin is a substance in the body that is part of the sleep-wake rhythm. The production of this substance is important for the human body to fall asleep.

2.04 YOUR GREEN IMPACT



Name
Eva van den Elzen

Study programme
Food Innovation

CHALLENGE

We, as consumers, have a lot of impact on the planet, a big part of this impact is invisible. Because of this impact, we have a lot of influence on the environmental issues that are currently happening. The earth is warming, the sea level is rising and the plastic soup is getting bigger. We, as consumers, can do something about it if we are conscious about our environmental impact and with that consciousness we can lower our impact.

SOLUTION

A consumer-friendly and fun app-design that motivates consumers to make more sustainable choices with food and food packaging. In this app, an LCA test gives the consumer more insight into how big their environmental impact is with food and food packaging. Challenges, using the app with friends and family, badges, insights and tips motivate the user to use and keep using the app and eventually lower their environmental impact.

2.05 FOODYTALES EXPERIENCES



Name
Marleen Oude Weernink

Study programme
Food Innovation

CHALLENGE

Today we live in a society where we use food for a lot of things way beyond its purpose. Either we eat too quickly or without paying attention and we don't use the full potential of all our senses.

SOLUTION

What if we could find a way to use our human psychology to look different at our food, enjoy it more while taking the benefit of some healthy habits? I created an eating experience for people who would like to have a unique relaxing moment at home and putting mindfulness into practice with all of the additional benefits coming with it.

2.07 65 PLUS & FIT



Name
Britt Jansen

Study programme
Food Innovation

CHALLENGE

Solving the protein deficiency for the elderly

SOLUTION

65 PLUS & FIT is a cheese spread with extra protein which is good for the muscles of people over 65. Elderly people don't like many changes in their daily routine, with 65 PLUS & FIT they can easily increase their daily protein intake. Tasty and easy with a sandwich meal. Images of vital elderly people are used on the packaging, this makes the concept idea clear to the target group. There are also texts such as "Smear yourself fit with extra protein" and a short explanation that proteins are good for the muscles.

2.06 DIP 'N GROW



Name
Ti Amo Huijsmans

Study programme
Food Innovation

CHALLENGE

I want to change the behaviour of kids between 7 and 12, because they are consuming too much unhealthy snacks and they need to get more aware about the health of the world.

SOLUTION

My concept is the solution. DIP 'N GROW is a sweet & healthy dip snack consisting of chickpea biscuits and a dip made of vegetables and fruit in three flavors. The idea behind the concept is that children between the ages of 7 and 12 can snack healthy and easily while being responsible for nature by symbolically contributing to and learn about bringing nature back.

2.08 BRIGHT!



Name
Annemiek van der Zanden

Study programme
Food Innovation

CHALLENGE

I wanted to develop a food concept which alleviates the pains associated with periods. It was very important to me that besides it being a tasty product, the effectiveness of the product could be supported with scientific research.

SOLUTION

I developed an oat mix which reduces PMS and menstruation related headaches, cramps and moodswings. The oat mix can be easily made within 5 minutes and has a rich chocolate flavour. Before developing the mix, I have studied scientific research to identify the key ingredients to obtain an effective product. Besides the oat mix BRIGHT! focusses on building a community around knowledge and experiences for everyone who menstruates.

2.09 FABA-PUDDING



Name

Yoran van Caspel, Anne Rodenburg,
Sophie van der Burgh

Study programme

Food Technology

CHALLENGE

Faba bean starch is a residual flow of the protein transition. During this project a sustainable product had to be developed containing this starch as a functional ingredient.

SOLUTION

The team decided to develop a pudding containing only plant-based and locally sourced ingredients like oats. Using a combination of gelling agents, modified starches and heat treatment the team was able to create a vegan pudding that is comparable to regular puddings.

2.10 UIT GROENEN'S KEUKEN



Name

Maud Groenen

Study programme

Food Innovation

CHALLENGE

Ready-to-eat meat substitutes contain too much added salt and are almost all based on soy protein. Many, like me, are tired of all these ready-to-eat meat substitutes and want to prepare healthy plant-based burgers in their own kitchen.

SOLUTION

'Uit Groenen's keuken' provides a package from which consumers can prepare their own healthy, tasty, plant-based burgers for the whole family. This concept takes away all concerns about irresponsible meat substitutes. Preparing the burgers provides pleasure in the kitchen in a very responsible way: the self-made burgers are healthier because no salt is added and are soy free. Dried herbs and vegetables are added in the family package for a good taste.

2.11 HAPPY EARTH



Name

Julia de Blaauw

Study programme

Food Innovation

CHALLENGE

The climate is changing. Climate change has a big impact on people, nature and the environment. Temperatures are rising which causes great damage to our planet, all because of increasing greenhouse gasses in the air.

SOLUTION

Happy Earth wants to help consumers to live a more sustainable life, this through a pop-up store which offers information and the option to compete in one of the three challenges. Happy Earth wants to spread awareness about climate change among consumers to inspire and help them to live a more sustainable life.

2.12 KINDOF DAIRY



Name

Hanne Clemens

Study programme

Food Innovation

CHALLENGE

A few years ago I learned that the cheese industry is not very sustainable. As a cheese lover, that made me wondering, could I make a more sustainable cheese, keeping all the melty, cheesy goodness?

SOLUTION

I developed the concept Kindof Dairy, a brand of blended dairy products. The cheese of Kindof Dairy contains 40% plantbased ingredients. And no, Kindof Dairy isn't a vegan brand. Although that might be the most sustainable, I, and I think many others with me, am not ready to take that step yet. Instead of focussing on perfection, Kindof Dairy applauds everyone who makes small sustainable changes.

2.13 KURKUMA STORE



Name
Dean Zuidgeest

Study programme
Horticulture & Arable Farming

CHALLENGE

Flowers are a product of nature. They are not made to be transported for days from building to building to reach the vase at your home. And what if you can combine flowers and food?

SOLUTION

The turmeric plant produces, next to the well known spice turmeric, a strong and long lasting flower. This flower is also called the Siam Tulip. Because it is originally grown in Thailand (former Siam). But we grow this flower in Holland and we send this flower directly after picking to your home. This results in a great vase life, and a flower with a story cheering up your house. The Kurkuma Store provides everything of the turmeric plant. The spice, the plant and the flowers!

2.15 RELAX, FIRST AID FOR STRESS



Name
Anouk Coppelmans

Study programme
Food Innovation

CHALLENGE

Stress among students is an increasing problem. Prolonged stress is harmful to the body and can damage the mental health of students. I would like to help them.

SOLUTION

Relax, first aid for stress reduce mental complaints caused by stress. The magnesium content in the body will be replenished, the cortisol level will be lowered and study skills will be improved. This brings the body into a better balance. So the mental complaints will less manifest themselves. This ensures greater concentration, which improves the learning process.

2.14 HEALTHY VENDIE



Name
Sarah van Heijst

Study programme
Food Innovation

CHALLENGE

In the Netherlands insufficient healthy sports nutrition is offered at gyms and sports complexes. My goal is to offer healthy sports nutrition in an accessible and easy way through a vending machine.

SOLUTION

A vending machine filled with healthy sports nutrition at fitness schools and sports clubs. The vending machine offers a range specifically tailored to the target group. This means that the vending machine offers products that are suitable for before, during and after exercise. The vending machine makes a selection based on the type of athlete. Finally, the knowledge transfer of the sports nutrition offered will take place via the touchscreen of the smart sports nutrition vending machine.

2.16 SMAKEN VAN NEDERLAND



Name
Anne Ards

Study programme
Food Innovation

CHALLENGE

The challenge is to encourage a new target group to consume more locally and thereby make local food attractive to everyone.

SOLUTION

The concept targets it's solution to making local food accessible in the supermarket through transparency, clear communication and attractive local products.

2.17 SAUCERY



Name
Matthijs Pas

Study programme
Food Innovation

CHALLENGE

Have you ever had a good look at the meat substitute aisle? Almost every substitute you see has a “meat disguise”. Vegetarian sausages, burgers and chicken strips. Why can meat substitutes not be in different forms?

SOLUTION

Saucery is a sauce which also functions as a lentil-based meat alternative. Saucery is a complete protein source which means it contains all amino acids. The product is enhanced with vitamin B12 which makes it perfect for vegetarians. With different kinds of protein like pea, hemp and rice it also contains enough iron. With this concept, the vegetarian won’t have to look for a meat substitute with a meat disguise. You can fully release the connection to meat.

2.19 SLAAP.



Name
Aafke Boeringa

Study programme
Food Innovation

CHALLENGE

Like many other women, I experience pressure to perform, stress and worry. It is hard to find a balance between all this hustle, bustle and relaxing.

SOLUTION

For these women, Slaap. is developed! It comes in three different flavoured powders which you can dissolve in hot milk of your choice. The powders are enriched with ashwaganda which helps you reduce stress and improves your cognitive functions due to lack of sleep. Slaap. offers full focus on the consumer’s sleep and has a positive influence on your night’s rest.

2.18 VEGGIE POWER



Name
Danja van Keken

Study programme
Food Innovation

CHALLENGE

Making it easier to cook healthy and vegetarian.

SOLUTION

Veggie power is a fresh package where all products are pre-cut and proportioned. With this you can easily put a healthy and vegetarian dish on the table without having to think about what you are going to eat. The meal meets the “schijf van 5”, contains whole grain products, 250g vegetables and 60g legumes per person, making it a healthy choice and taking good care of yourself and others. You get satisfied because it is environmentally conscious and animal-friendly, because it contains no meat and the vegetables used are a sustainable choice all year round.

2.20 PRO H2O



Name
Olivier van de Voort

Study programme
Food Innovation

CHALLENGE

Unfortunately, many children in the Netherlands do NOT drink enough water. However, the drinks that children consume are often unhealthy, due to too many sugars and unnecessary ingredients.

SOLUTION

PRO H2O is a lemonade powder that encourages water drinking and promotes water to flavourful high-quality lemonade for young children. PRO H2O powder has a light packaging filled with 15 liters of tasty high-quality lemonade. With PRO H2O, parents & children are supported and made aware to consume enough water throughout the day. It’s time for the new generation of lemonade drinkers!

2.21 GOPOW! THE HEALTHY SNACK FOR BUSY TIMES



Name
Jenny Lucassen

Study programme
Food Innovation (Venlo)

CHALLENGE

Many residents of the Netherlands are overweight. More than 50%. This is related to an (un) healthy lifestyle. Where, especially students, consume too little vegetables. As a Food Innovator, I, Jenny Lucassen, will make a difference in this. And let the consumer enjoy it in a healthy and fast way.

SOLUTION

The Gopow. The healthy version of the well-known bapao. A steamed, fiber-rich bun with a rich vegetable filling. The bun is made from spelled flour and whole wheat flour. To increase the vegetable percentage, zucchini has been incorporated into the dough. The vegetable filling is steamed. The product has a fast preparation of 50 seconds in the microwave. The bun is packed in an innovative and sustainable packaging which also ensures a longer shelf life.

2.23 VEGGIE BUILDING BLOCKS



Name
Nikkie Sol, Joos van Hulten,
Bojoura Spetter, Jasper Groters

Study programme
Food Technology

CHALLENGE

Children nowadays have trouble reaching the recommended daily amount of vegetables. Finding ways to make children reach this amount can be challenging, but necessary for a healthy growth of children.

SOLUTION

3D-foodprinting is a new innovative technique that is able to print food in many shapes. By printing the vegetables in fun and playful shapes it becomes more approachable for children to eat vegetables. This helps children to reach their daily recommended amount of vegetables for a healthy growth and functioning of the body.

2.22 KROOT



Name
Jet Kroot

Study programme
Food Innovation

CHALLENGE

With me, many consumers would like to eat less meat but they don't succeed because the household requires meat with the meal. Solving this problem makes it easier for consumers to consume less meat.

SOLUTION

KROOT is a concept with a line of hybrid meat products, with an ascending percentage vegetables. The first product of the KROOT line, grounded meat, is enriched with 30% vegetables among with oyster mushroom, parsnip and beetroot. Due to the smaller portion of meat and the extra vegetables you can make a positive contribution to the environment and your own health. But you don't have to miss anything, because the product has the same taste and experience as normal meat. During dinner no distinction has to be made, the carnivore and flexitarian can enjoy their meal together. A sense of togetherness and responsibility, all in one product!

2.24 FUN BEFORE FOOD



Name
Sara van Kreij

Study programme
Food Innovation

CHALLENGE

The thing that lacks in recovery from an eating disorder is the fun in food. An eating disorder is almost always an underlying psychological problem. Food becomes the way of dealing with the problem.

SOLUTION

Fun before Food is a course for people with an eating disorder to create more fun and positive associations around food, without having to take a bite. During Fun before Food we will cook, experiment with food and gain (surprising) knowledge about food. By experiencing food in a fun and unconstrained way, I want to make a meaningful contribution to the recovery of people with an eating disorder.

2.25 VEGGIE BITES - FERMENTED VEGETABLES



Name
Elle Hoogeveen

Study programme
Food Innovation

CHALLENGE

Even though lots of vegetables are grown in the Netherlands, Dutch citizens are not eating enough vegetables a day. To improve the eating habits of Dutch citizens, a different way of serving vegetables is needed.

SOLUTION

The mission of Veggie Bites is to deliver tasteful and unique flavored snacks to hard-working young men and women by using fermentation and combining different simple vegetables with herbs and spices. This combination results in delicious vegetable snacks which can be eaten as a side dish, appetizer, or lunch. Veggie Bites will be sold in Dutch service supermarkets.

2.27 HAPPIE - 100% FRUITSPRINKLES



Name
Lotte Balsters

Study programme
Food Innovation

CHALLENGE

All Dutch sweet sandwich fillings don't fit the "Schijf van Vijf"! Strange, if you mention that chocolate sprinkles are typical Dutch. Then you expect conscious choices in sweet sandwich fillings, right?

SOLUTION

HAPPIE are delicious and healthy fruitsprinkles which do fit the "Schijf van Vijf". It is made of 100% freeze-dried fruit. These sprinkles are not only tasty on sandwiches, but also through the yoghurt or on your homemade cupcakes! Because the fruit is freeze-dried it retains up to 90% of the original nutritional values, the sweet taste and intense colour of fresh fruit! So HAPPIE will make you happy!

2.26 PAWR



Name
Fia Luijck

Study programme
Food Innovation

CHALLENGE

A quarter of the impact of meat production comes from the pet-food industry. What the .. plant? And we have not even talked about the amount of animals who are killed for our own loved animal. Time to make a change and start a plantbased dogfood revolution!

SOLUTION

PAWR introduces a plantbased dogfood for retail with 3 new products. All the products are packed with all the nutrients your dog needs.

2.28 BUDDI



Name
Lene van Dijk

Study programme
Food Innovation

CHALLENGE

My motivation for this project is to help people reduce their meat consumption. As a Food Innovator, I want to help people find their way in the world of vegetarian food and change their meat-eating habits.

SOLUTION

To help people change their meat-eating behaviour, I created Buddi. Buddi is an app, based on research on behavioural change, that guides you through the process of eating less meat. By making you a schedule and providing you with delicious meat-free recipes, Buddi challenges you to reach your goals and reduce your meat consumption. Buddi helps you eat less meat, any time & anywhere.

2.29 HAP-PEA-NESS - PEA DRINK



Name
Laura Snellen

Study programme
Food Innovation

CHALLENGE

Did you know that, abroad, there are drinks made from peas on the market? This drink scores well on nutritional values and environmental friendliness. A good reason to introduce it to the Dutch market, but how?

SOLUTION

Hap-pea-ness is a Dutch brand that sells organic and sustainable drinks with yellow split peas as the plant-based source. The pea drink is produced in the Netherlands, and the yellow peas are also grown here. The brand is positioned as local and sustainable. This is communicated in a transparent way to the customer. Hap-pea-ness has two variants: sweetened and unsweetened.

2.31 GENIUS FOOD



Name
Iris Mulder

Study programme
Food Innovation

CHALLENGE

Children's rights organization Unicef researched foods and drinks for children. After testing about two thousand products, they came to the conclusion that almost three quarters of the foods and drinks in the supermarket do not meet the nutritional advice of the nutrition center. This is the reason to develop healthy food for children.

SOLUTION

Genius Food offers fresh and healthy meals for children that have a positive effect on the brain. By adding the right amount of unsaturated fats to the meals, the brain can develop properly. Our brains consist of 60% fat. Our body needs good fats for the brain to function properly. The ingredients contain the substances Acetylcholine, Dopamine, GABA and Serotonin, which provide more energy and a better memory and stimulate a happy feeling. Genius Food believes in good nutrition for a better body and mind.

2.30 BETTER BITES, (NO GUILT, ONLY PLEASURE)



Name
Guusje van der Vleuten

Study programme
Food Innovation

CHALLENGE

Frozen snacks in the retail could use some innovation in health and appearance of the product. Snacking still has to be delicious and still has to feel like a guilty pleasure and I would like to achieve this in a healthier and sustainable way.

SOLUTION

Better Bites stands for: Better you + Better world = no guilt, only pleasure. Better Bites are snacks based on vegetables that fit in a healthier lifestyle. This way you can snack with less fat, less salt and less calories and you know what you are eating. The snacks are also vegetarian. Better Bites give a new taste experience and consists of three flavors: Provençal, Mexican and Asian. The snacks have a colorful appearance and are in the shape of little cubes. This way there is no empty packaging space. The consumer can prepare the frozen snacks in the airfryer or oven.

2.32 KRASSE KNAR



Name
Maud Lenselink

Study programme
Food Innovation

CHALLENGE

The recommended daily allowance (RDA) of protein, calcium, vitamin B6 and vitamin D is higher for a person over 70 compared to an average adult. It is important for older people to get enough nutrients to maintain muscle mass, strong bones and good resistance. Malnutrition is a common problem in people over the age of 70.

SOLUTION

Krasse Knar is a healthy snack with added calcium, protein, vitamin D and vitamin B6. One cookie contains 15% protein, 50% calcium, 100% vitamin D and 100% vitamin B6 of the recommended daily allowance (RDA) needed by people over 70. Krasse Knar creates awareness among the elderly about malnutrition and about vitality. Consuming one cookie a day keeps people vital and gives them strength. Krasse Knar is available in natural, nut or fruit flavors. One package contains seven pieces for every day of the week.

2.33 FLOORAZ



Name
Sharon Hoogstraten

Study programme
Food Innovation

CHALLENGE

Nature offers us many beautiful ingredients that we feed on every day. However, nature also offers us many lost ingredients, which we do not or hardly consume here in the Netherlands. Often we do not know that these ingredients are edible or what their taste is.

SOLUTION

Flooraz offers a solution for these forgotten pearls: the edible wild plants, or weeds as you may know them. Females between the ages of 20 and 30 years old are very interested in consuming edible wild plants. Flooraz wants to introduce you to the flavors of the edible wild plants in an easy, accessible way. Flooraz is a slightly pungent drink based on a wild plant infusion and fermented by aqua kefir culture. We understand that the first step towards still unrecognizable flavors may be difficult, that's why a natural apple flavor has been added. Flooraz introduces you to the forgotten flavors of nature. So now it's your turn, choose plants choose Flooraz.

2.34 LESS IMPACT



Name
Marleen Roelofs

Study programme
Food Innovation

CHALLENGE

Eating less meat is something the new generations are doing to make less impact on the environment. However, when buying meat substitutes, the packaging comes with a lot of plastic. My challenge is to design a packaging that matches the environmental impact of the vegetarian choice.

SOLUTION

The solution I came up with is called LESS impact. This is a packaging for meat substitutes with 65% less plastic. The product is packed in a flow pack with high barriers to ensure the shelf life of the product. The cardboard around it is added to give the product enough protection. Compared to the existing packaging, the amount of cardboard remains the same, but the weight of the plastic has been reduced by 65%. "Less plastic, Less meat, Less impact on the environment"

2.35 PEAS OF CHOCOLATE



Name
Eva van Dijk

Study programme
Food Innovation

CHALLENGE

Peas of chocolate is a concept that helps you find a healthier lifestyle in a fun and delicious way. With this snack you are not faced with the difficult choice of whether you go for something unhealthy - which you actually like better - or for the responsible, healthier choice. Peas of Chocolate offers short-term happiness (good food) and long-term happiness (a healthy lifestyle).

SOLUTION

The Peas of Chocolate contain very little salt, but are full of fiber. The peas are vegan, lactose-free and gluten-free. Therefore, they can be eaten by anyone regardless of religion or cultural preferences.

2.36 &SECT



Name
Fleur Damoiseaux

Study programme
Food Innovation

CHALLENGE

Saving the planet by challenging people to eat insects!

SOLUTION

Innovative hybrid insect products which decrease the emissions, but as they are combined with "normal" protein, consumers still experience the taste and textures from their everyday food products.

2.37 VEGETABLE FUEL



Name
Justin Welleman

Study programme
Food Innovation

CHALLENGE

A lot of young fitness enthusiasts struggle with their diet. They focus mainly on protein consumption, they forget about their vegetable intake. This hinders their fitness goals and long-term health.

SOLUTION

Vegetable Fuel is created to assist fitness enthusiasts with their daily vegetable consumption. A 90 gram portion of liquid vegetables can be added to an ordinary protein shake to enrich it. The short-term goal is an adequate vegetable consumption. The long-term goal is educating people about a healthy diet.

2.39 DIABITES



Name
Amy de Heij

Study programme
Food Innovation

CHALLENGE

15 years ago I got diagnosed with Diabetes Type 1. The main frustration with Diabetes and food is the bloodsugar spike after eating something 'bad', like delicious cookies with lots of sugar.

SOLUTION

DIABITES is the concept for Diabetes patients with type 1 or type 2. DIABITES is a cookie range with the cookies you know from the supermarket, but then with less carbohydrates, sugar and which are high in fibre. The DIABITES' cookies will not let your blood sugar spike after eating it and will give you the same taste experience as the 'bad' cookies with lots of sugar.

2.38 BREAKPOWER - TASTE INSTEAD OF WASTE!



Name
Charlotte Scheer

Study programme
Food Innovation

CHALLENGE

Food waste is a serious global problem. One third of food produced for human consumption is wasted. Time for a change! With my concept 'Breakpower' I want to contribute to the reduction of food waste.

SOLUTION

With Breakpower you can enjoy tasty, healthy and filling snacks and contribute to the reduction of food waste. Breakpower snacks come in a three bar packaging, contain 40% vegetable and fruit pulp and are vegan. Facts and tips about food waste are given on the packaging and Social media to create more awareness. You wouldn't throw one of the three snacks away, would you? Taste instead of waste!

2.40 DE ZUIVELSLIJTERIJ



Name
Charlotte Doedée

Study programme
Food Innovation

CHALLENGE

Research has shown that 15% of the elderly (age 65+) consume not enough proteins and 80% of the elderly consume not enough vitamin D. Insufficient protein consumption leads to malnutrition and sarcopenia and a low intake of vitamin D leads to reduced muscle quality and osteoporosis. This affects the independence and quality of life.

SOLUTION

De Zuivelslijterij consists of semi-skimmed milk that naturally contains proteins to which vitamin D3 has been added, the target audience contains 65-85 years elderly living at home, which benefits their independence and quality of life. The marketing and communication of De Zuivelslijterij are developed for the target group, consisting of both effective online and offline communication. On these channels, the target group is tempted by various strategies to consume protein and vitamin D.



Menu 3 Talents 3.01-3.13

DOING GOOD BUSINESS

Doing good business: this menu contains aspects such as new business models that make smart combinations of sustainable business and profit maximization. The projects that can be found in this menu are for example:

- development of new concepts or services for businesses becoming more responsible or sustainable,
- development of new business based on sustainability and values, not only on profit maximization,
- development of a social business.

“It was tough not to physically meet and to organize everything online. However, I had amazing project group members who made it fun to work online.”

3.01 OROS, PLATFORM FOR FOODSTARTUPS



Name
Paul Bergman

Study programme
Food Innovation

CHALLENGE

Many food start-ups fail within the first 5 years. This problem calls for a thorough investigation with the aim of finding out how food startups can be supported. In order to find out what kind of concept or tool is appropriate, we entered into a conversation with the entrepreneur (food start-up).

SOLUTION

In order to find out what kind of concept or tool is appropriate, we entered into a conversation with the entrepreneur (food start-up). These insights resulted in a format for a platform for food start-ups where they can connect and exchange information.

3.03 AAGJE



Name
Ilse de Gouw, Myrte van der Pol



Study programme
Food Innovation

CHALLENGE

A lot of people are disconnected from our food. Whenever people are searching for facts they come across diverse information. For the consumer, this diverse information is causing confusion.

SOLUTION

Aagje wants to take you on an inspiring journey through the culture, origin and production of our food. A basic knowledge of our foods culture, origin and production are valuable for everyday life. The name Aagje, is derived from the Dutch saying: nieuwsgierig aagje, which refers to a curious person. The root of our business is curiosity and we hope to find this same curiosity in our customers.

3.02 THE PROSPECTS OF CULTIVATING ALMENDRA CHIQUITANA (DYPTERIX ALATA) IN BOLIVIA



CHALLENGE

This project is carried out to understand the possibility of cultivating Almendra Chiquitana in Bolivia commercially, its market potential and distribution channels on the international market.

SOLUTION

Almendra Chiquitana is an unknown product at the moment with a high market potential due to its nutritional values. After comparing different cultivation methods and the local and export market, it is advised to use agroforestry for producing Almendra Chiquitana in the land of San Javier, Bolivia, and export the product to North-America and Europe.

Name

Anne van der Schagt, Anne Braun,
Johanna Gärtner, Job Schalk,
Ivan Fomin, Stijn van Aken

Study programme

International Food &
Agribusiness

3.04 VANILLA FROM COSTA RICA, VERSTEGEN



CHALLENGE

This project explores the possibilities of sourcing vanilla from Costa Rica in a social, natural and financial sustainable manner for all stakeholders.

SOLUTION

Focus lies on resilience for farmers in Costa Rica by implementing agroforestry, living wages and shortening the supply chain.

Name

Annemarie van den Berg
Lena Schmitt
Myriam de Vroome
Lies van Vugt
Yuri Gelao

Study programme

International Food & Agribusiness
International Food & Agribusiness
International Food & Agribusiness
International Food & Agribusiness
Horticulture & Business Management

3.05 EEN ANDERE BLIK OP PLASTIC



Name
Pien Wielens

Study programme
Food Innovation

CHALLENGE

There is a misconception among consumers about the use of plastic. Consumers think negatively about the use of plastic. The use of plastic also has many benefits, but consumers often do not see them.

SOLUTION

“Een andere blik op plastic” is a three-part series on the use of plastic. The series reduces the misconception about the use of plastic and creates awareness among consumers. Topics covered in the series include: the relationship between food waste and packaging, discarding behavior by consumers and why we use so much plastic.

3.07 BUZZ ABOUT



Name
Jesse Siersma

Study programme
Food Innovation

CHALLENGE

Who doesn't know the phrase “save the bees”? But do we know the details like; the cause of their problems, their importance for our food- and ecosystem, or even how many, or which bees are affected?

SOLUTION

Buzz About offers a tasty honey substitute to combat our depleting honey flow while at the same time teaching consumers more about our bees and their trouble. Like all the species of bees (331 in the Netherlands only!), their importance to our food- and ecosystem, and attainable solutions that consumers can perform themselves like planting local flowers or pointing them to important initiatives!

3.06 HAPPY PLATES



Name
Ellis van Ierland

Study programme
Food Innovation

CHALLENGE

Parents don't always have the time or energy to cook dinner. The challenge is to develop a healthy and complete ready-to-eat meal for children

SOLUTION

A range of ready-to-eat meals that have been created with pediatricians. These meals contain the daily serving of vegetables and no added sugar or salt and are made with natural and organic ingredients. The meals are divided into two age categories (1-3 years and 4-7 years) and therefore offer the correct portion size. Heated up from the freezer with the microwave within 7 minutes.

3.08 A DAIRY COMPANY WITH PLANT-BASED AMBITIONS



Name
Luc Rademakers, Bineke Bethlehem,
Francesco Peddeferri, Milan Sztari,
Jessica Rijnen

Study programme
International Food & Agribusiness

CHALLENGE

We did research for Globe-Milk, a dairy company, on the possibilities of broadening their portfolio with plant based drink alternatives.

SOLUTION

The most suitable country for entering with a plant based drink would be Germany. Entering the market would be most successful with an oat based drink. The market approach differs on the 4 scenarios which we outlined.

3.09 FA*K! FIRST AID ALLERGY KIT



Name
Yara Verschuren

Study programme
Food Innovation

CHALLENGE

Allergy is a growing problem. More and more people are bothered by their allergy complaints on a daily basis and the World Health Organisation even estimates that within now and 2050, half of the world's population will have at least one allergy.

SOLUTION

The aim of the concept is to make the life of the allergic consumer a bit easier. Because let's be honest, who wants to be bothered by allergy complaints? The FA*K! box is the all-in-one solution that focuses on preventing allergy complaints and cushioning them when they do occur. Through surprising products with an educational twist, it becomes accessible for everyone to master their allergy.

3.11 COMFORT & FOOD THE PODCAST



Name
Maud Maas

Study programme
Food Innovation

CHALLENGE

Reducing loneliness among young people caused by the Corona crisis

SOLUTION

For Comfort & Food the podcast, a guest cook and I delicious, healthy versions of their ultimate comfort food which listeners can cook along to. After cooking we sit down and talk about how Corona this affects their life, and what they do about their feelings of loneliness. Listeners can find people who are in the same boat on our Instagram community.

3.10 SUSTAINABLE COFFEE FROM COLOMBIA



Name
Sergey Pankratov,
Fedor van den Boomen,
Michelle Verhey, Tomas de Bruijn,
Max Berntsen

Study programme
International Food & Agribusiness

CHALLENGE

To find potential markets for sustainable high quality coffee from the Las Hermosas area. By finding these markets for sustainably produced coffee, a durable supply chain can be realized.

SOLUTION

The project is aimed at investigating potential markets where sustainable high-quality coffee could be sold and marketed. The objective of sustainable production must be both financially attractive for the farmers as well as support the local ecosystem. By offering an alternative market at more favorable conditions, the step to a transition from conventional to sustainable production can be stimulated.

3.12 SPRINGVORM



Name
Eva van Houtum

Study programme
Food Innovation (Venlo)

CHALLENGE

To help companies within the food sector with communication expressions.

SOLUTION

I help companies to get their brand back on track through positioning and graphic design

3.13 I'MPACT



Name
Maaïke van Rennes

Study programme
Food Innovation

CHALLENGE

Many consumers want a transparent and fair food chain. Nevertheless, it sometimes turns out to be very difficult for companies to communicate this in the right way. This is when communication agency I’mpact comes into play.

SOLUTION

I’mpact is a communication agency that helps companies and individuals to realize a fairer food chain, but also to communicate this in the right way to the consumer. I’mpact creates value, devises concepts and communicates online and offline.





Menu 4 Talents 4.01-4.30

DESIGNING SUSTAINABLE FOOD SYSTEMS

Designing sustainable food systems: this menu contains aspects linked to the bigger picture of making food systems more sustainable and/or more circular. The projects found in this menu are for example:

- design of new, sustainable or circular, parts of food systems,
- design of circular concepts,
- prevention of food waste.

“My future? To continue with my project. The lecturers have given me the tools and motivation to stay focused to achieve the goals that make my dreams come true.”

4.01 EIGENWIJSJES



Name
Marlie Samsom

Study programme
Food Innovation

CHALLENGE

The production of food also creates residual flows that go away as waste or animal feed, while these can often be used perfectly for human consumption. What a waste! Because that way, tons of good food is thrown away that is simply tasty and nutritious. They are therefore perfectly usable and edible and using them would prevent food waste.

SOLUTION

EigenWIJSJES offers the solution to food waste. Residual flows of nut oil and fruit juice are given a new opportunity as an ingredient in the delicious, unique and stubborn ice creams. The ice creams are stubborn in their shape, taste and color and with their 'eigenwijsheden' (stubborn ways) they ensure that you become even more aware of the problems surrounding food waste and they help you to do something about it, in an easy way. Because it is that easy to prevent food waste!

4.03 BOSKOE DAIRY



Name
Ruben Burger

Study programme
Food Innovation

CHALLENGE

Our current food system is unsustainable and cannot guarantee food security for a growing world population without damaging the environment. Consumers are willing to make sustainable food choices to contribute to a better food system, but the impact of their actions are often unclear.

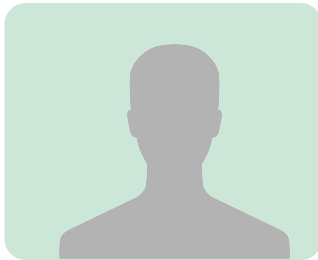
SOLUTION

Boskoe Dairy is a brand and cooperative, based on the implementation of agroforestry. By planting rows of nut trees on pastures, this innovative take on dairy production allows sequestration of carbon, improves biodiversity and increases the farmer's long-term yield. Farmers are compensated for this transition by selling their milk for a higher price through the Boskoe Dairy brand. Boskoe consumers are openly informed about the ecological effects and the price distribution of their purchase. This makes the impact of their choice visible and tangible.

4.02 SAFE VEGETABLES VIETNAM



Name
Jorn Mulder, Ivo Giesen,
Antonio Kis, Loc Nguyen



Study programme
International Food & Agribusiness

CHALLENGE

The challenges of agricultural sector in general and the opportunities of safe vegetable sector in particular have spiked Agriterra's interest into supporting the development of safe vegetable cooperatives. In order to do that, the future opportunities must be presented thoroughly. Therefore, the main question is: "What are the possible future opportunities for safe vegetable cooperatives in Northern Vietnam?"

SOLUTION

To answer the main question, an analysis of the current food system and an investigation into the future trends of the safe vegetable sector have been conducted. As new opportunities are discovered in the future trends, this project will also use this insight to formulate new business model for cooperatives on how to effectively respond to this promising market.

4.04 SECTOR TRANSITION IN THE NIGERIAN SHEA SECTOR



Name
Lieke Verhoeven,
Samuel Siordia, Stef Lomans,
Manouk de Wit,
Julia van den Nieuwenhof

Study programme
International Food & Agribusiness

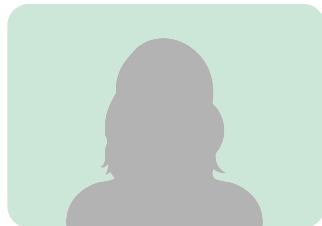
CHALLENGE

Researching sustainable business models in the Nigerian shea sector and looking at transition in this sector, commissioned by CBI.

SOLUTION

To transform the Nigerian shea sector in a sustainable business model, we came up with the recommendation of using cooperatives to bring farmers together, responsible forestry and mapping of shea trees for traceability to stop deforestation and ensure future generations of shea and marketing to bring awareness to consumers about this product.

4.05 CERTIFIED SUSTAINABLE BEEF



CHALLENGE

Our challenge is to clarify what sustainable beef production is.

SOLUTION

A methodological concept for assessing sustainability within beef production.



Name

Dieneke van Doesburg
Mariëlle van Elderen
Lotte van der Hoogt
Paul Geske
Mandy de Groot

Study programme

Applied Biology
Environmental Innovation
Environmental Innovation
International Food & Agribusiness
Food Technology

4.06 THE PASTA WASTE PREVENTER



Name

Charlot Haenen

Study programme

Food Innovation

CHALLENGE

In the Netherlands, 34% of the purchased pasta is wasted. This is a shocking percentage and I wanted to tackle this problem by developing a new innovative packaging.

SOLUTION

I developed a new innovative packaging for pasta, with which you can dose the pasta in portions for 1 person without having to weigh or measure the pasta with the help of kitchen utensils. This packaging prevents waste of cooked pasta, offers extra convenience for the consumer and is an innovation on the pasta shelf of the supermarket.

4.07 GREEN BY DESIGN



Name

Luka Kenter

Study programme

Food Innovation

CHALLENGE

I noticed that a lot of food companies want to make an impact but struggle with sustainable innovation. They often do not have enough time nor the knowledge to dive into this complex subject.

SOLUTION

Green by Design is a consultancy that focuses on helping companies in the food industry to make their product-packaging combination more sustainable. By working together, exchanging knowledge and thinking along with various experts, Green by Design creates long-term solutions for the customer. This is realized in an offer of advice and project management.

4.08 AFRICAN INSECT ALLIANCE

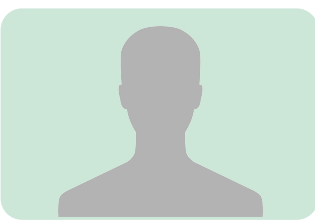


CHALLENGE

What is the most promising country or region in West Africa, and how can NGN take the desired position as a business incubator among existing stakeholders in the insect value chain?

SOLUTION

By implementing insect farms as a local concept, the self-sufficiency in food production increases additionally to a circular concept that is resilient for the long-term. Those developing economies can be found in West Africa, where the research will be focussed on. The project is initiated by New Generation Nutrition (NGN), a Dutch insect growing consultant located in 's-Hertogenbosch, that is already working on implementing Black Soldier Fly (BSF) as feed solutions in Nigeria. Eager on expanding this concept, the company aims to integrate such value chains throughout West Africa. In particular, this project is focused on Ghana and stimulate small-holder farmers to become BSF producers.



Name

Eva Oei, Rebecca Zwaal, Pavel Gontsarik, Thea-Isabella Otto, Fien van Cappellen, Sebastian Cabaco

Study programme

International Food & Agribusiness

4.09 HOPKWEKERIJ IN DE LOKALE JUNGLE



Name
Sebastian Tekelenburg

Study programme
Horticulture & Arable Farming

CHALLENGE

My goal is to grow vegetables and hop as sustainable as possible. That means organic farming, using natural enemies and using pesticides only when there is no other option.

SOLUTION

Hopkwekerij Tekelenburg wants to grow the best hop for special flavours in beer. The hop is mechanically harvested and grown professionally. The hop will be sold directly to the breweries in the Netherlands. It is possible to see the hop during the season. The first hop is available in September 2021. Between the hop is space for other crops and with a few trees is it a Lokale Jungle.

4.11 KRATJE WIJN (CRATE OF WINE)



Name
Evi van Helvoirt

Study programme
Food Innovation

CHALLENGE

The 0.75L wine bottles cause a lot of waste, as the bottle is often not empty after consumption. Also, they are not convenient to carry, transport and are sometimes too big for the refrigerator.

SOLUTION

The crate of wine combats waste but at the same time ensures a good supply. Furthermore, several liters can be carried in one hand and the fragile glass does not rattle against each other. Also, the small bottles fit better in the refrigerator and are cooled faster. Crates of wine are also more sustainable, because there is far less waste and they are better recycled than the 0.75L bottles.

4.10 CANNED BY-CATCH



Name
Frans van Dorst

Study programme
Food Innovation

CHALLENGE

Fish by-catch is often exported to southern-european countries or processed into fishoil or fish flour because it is not loved for consumption in the Netherlands. I wanted to change the export or waste of fish by-catch by making a concept, so that fish by-catch can be offered in the Dutch hotel and catering industry.

SOLUTION

I came up with the solution: canned by-catch. This is a small can which can be added at a snackplateau in the Dutch hotel and catering industry. The can contains fish by-catch in combination with a flavour like tomato and pepper or olive oil and capers. The fish can be added on bread or pure.

4.12 RESOY - PROEF HET VERSPIL (TASTE THE WASTE)



Name
Marlenka van Dijk

Study programme
Food Innovation

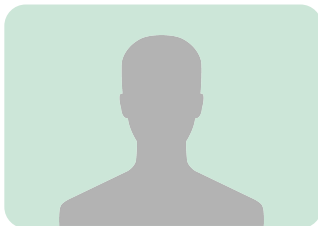
CHALLENGE

Reducing food waste, specifically in the food industry. My project focusses on the residual flows of soy milk and tofu.

SOLUTION

ReSOY focusses on making plant based products such as 'Katsu Curry' and 'Teriyaki Meatballs' with a high protein and fiber content. These products are all made from okara; the residual flows of soy milk and tofu. The brand is very active, motivating consumers to reduce food waste.

4.13 FUTURE SCENARIOS DUTCH OYSTER MUSHROOM GROWERS ASSOCIATION



CHALLENGE

How can the Dutch Oyster mushroom association prepare themselves/anticipate on future changes within their mushroom sector?

SOLUTION

Working together: cooperation within the association, vertical integration, collaboration with knowledge and research institutions, joint promotion, developing marketing strategy by hiring marketing expert, information sharing platform, standard and legislation development, true cost accounting (TCA) calculation.

Name

Emma Boes,
Jente Driessens,
Joost Goijaarts
Andrej Kis
Christopher Winter

Study programme

International Food & Agribusiness
International Food & Agribusiness
International Food & Agribusiness
International Food & Agribusiness
Horticulture & Business Management

4.14 CARE CULINAIR



Name

Youzza Mulder

Study programme

Food Innovation

CHALLENGE

The percentage of malnutrition in the Dutch Hospitals is too high. This causes some critical problems for the patient itself and the hospital. Problems that need to be tackled!

SOLUTION

I developed a foodconcept especially for the Dutch hospitals, for patients suffering from malnutrition. The foodconcept consists dishes that are high in protein, so that patients get more protein without eating more. The dishes are portioned, experienceful, and natural protein sources have been used. Patients can eat 7-8 times a day and can order them easily from a app that is specially made for the hospitals! All this to make it as attractive as possible for "sick" patients to eat.





Menu 5 Talents 5.01-5.30

ENJOYING FOOD 🍴❤️

Enjoying food: this menu contains aspects that primarily linked to the enjoyment and experience of good quality food. The projects in this menu are for example:

- developing concepts, services and/or packaging for the experience and enjoyment of good quality food and drinks
- developing concepts, services and/or packaging for improved ease of eating good quality food and drinks

"I have had the opportunity, despite COVID-19, to enjoy working on my own project and to create something I am proud of!"

5.01 DE SMAAKMAKERS, CREATING FOOD EXPERIENCE



Name
Sterre Erens, Jitske Strolenberg

Study programme
Food Innovation (Venlo)

CHALLENGE

With the large supply and many competitors within the food world, it is important to be unique. It is no longer just about the taste and quality of the product but the appearance and experience surrounding a product, service or brand is essential. Food companies often do not have the knowledge or time to do this themselves.

SOLUTION

We help businesses to create this experience through branding, recipe development, food photography & styling, marketing advice and product development advice.

5.02 COCKTAILBOMB



Name
Suzan Bredie

Study programme
Food Innovation

CHALLENGE

Alcoholic cocktails contain too many calories. Because of this I cannot meet my dietary requirements, while I want to drink some nice cocktails. So let everyone enjoy a delicious cocktail..

SOLUTION

Bring your cocktail to the next “zero” level with the Cocktailbomb. The Cocktailbomb creates a low-calorie alcoholic cocktail, with a wonderful aroma, beautiful color and a surprising taste. The Cocktailbomb is a simple addition to organize a spectacular cocktail experience at home. You no longer have to feel guilty after a pleasant evening drinking alcoholic drinks, so it is a double enjoyment!

5.03 NO CAP



Name
Lisanne Deckers

Study programme
Food Innovation

CHALLENGE

Drinking non-alcoholic drinks is becoming increasingly popular among young people. However, it is still seen as boring and it is not well accepted within the Dutch society.

SOLUTION

NO CAP makes it easier for millennials and generation Z to enjoy non-alcoholic drinks, without having to justify oneself. NO CAP tries to make the subject “non-alcoholic drinks” easier to discuss through its comical branding and communication. With NO CAP young people aren’t feeling excluded anymore when drinking in a bar or café. This has everything to do with the drinking experience. What makes NO CAP unique is that the consumer can choose from various non-alcoholic drinks that mimics the taste of alcohol and a drink that does not resemble alcohol. This way they always have a choice of a non-alcoholic drink that suits their needs.

5.04 THE TULIP BARN



Name
Romy Ruigrok

Study programme
Food Innovation

CHALLENGE

Creating a new leisure concept in the Dutch Flower Region that attracts a younger target group.

SOLUTION

Welcome to The Tulip Barn!
Step into our rainbow of tulips, and feel like you’re in Instagram-paradise.

Create the best pictures with over 400.000 colorful tulips, explore our fun photo-objects, have a cup of coffee in our authentic greenhouse, grab a bite at one of our foodtrucks or enjoy some beers on our sunny terrace while the kids are playing outside.

The Tulip Barn will open March 20, 2021.

See you soon!

5.05 SPRUIT



Name
Julia van de Nieuwenhuizen

Study programme
Food Innovation

CHALLENGE

The aim of the research was to increase the sprout consumption amongst Dutch millennials. The mean age of people who consume sprouts on a regular base is currently higher compared to the age of millennials, however, I want to encourage the consumption of sprouts to people of all ages.

SOLUTION

With regard to my aim, premium quality sprouts are carefully selected and specifically available for Dutch millennials. These premium sprouts will be packed with a new and attractive package design and will be sold by the brand 'SPRUIT'. Every two months these premium sprouts will switch to a newly selected kind of sprout, to ensure the variety and give every different kind of sprout a chance to be liked and bought again.

5.07 WOW MEALS



Name
Isabelle van de Grint

Study programme
Food Innovation

CHALLENGE

In the Netherlands the consumption of pulses is too low to meet the guideline of 'Het Voedingscentrum'. Specifically, 59% of young consumers between the age of 20-30 years do not eat pulses once a week. My goal is to really make pulses attractive again. This will result in an increase of the pulse consumption under young consumers.

SOLUTION

Wow meals supports young consumers during their transition from living at home and being dependent towards living away from home and being independent. Wow meals helps creating a personal, worldly eating pattern. Wow meals achieves this within 3 steps. First learn the consumer to eat pulses, second to cook with them and third combine them.

5.06 NoNuts VERWENTROMMELTJE



Name
Lotte Heijdens

Study programme
Food Innovation

CHALLENGE

In the supermarket many packaging say 'may contain traces of nuts' or 'made in a company that also processes peanuts'. For the average consumer this doesn't matter but it does for some. The consumer that has a peanut or nut allergy cannot eat these products because of this allergy. I noticed that consumers experience any negative side effects, especially with children. They may feel left out because they cannot always eat the same things in the classroom when there is a treat or on birthdays.

SOLUTION

As a solution to feeling left out, I developed a tin. I named this tin the pampering tin. This is a special tin that parents can buy for their child who has an allergy. Children can make the tin more special for themselves by customizing it with stickers. They can place the tin in the classroom. The products that come with the tin are a Chocolate chip cookie or a Brownie. These products are individually packaged making it easy to take with you in the tin.

5.08 HEALTHY FOREST - CEREALS FOR CHILDREN



Name
Anna Bijloo

Study programme
Food Innovation

CHALLENGE

There is a limited choice in terms of healthy cereals for children. I believe that it can also be done in a better way. The challenge is to come up with a cereal concept that is healthy, tastes good, is easy to use and will appeal to children and their parents/caregivers.

SOLUTION

Healthy Forest starts the day in a fun and healthy way. There is a choice of three cereal mixes, with the same base. Each mix represents an animal that lives in the forest. The ingredients such as nuts and fruits are based on what these animals like to eat. So we offer the blackbird, the bear and the squirrel. Each with their own mix and story fitting with their characters. The composition is based on nutritional value, taste, convenience and attractiveness. In this way, we try to offer more variety compared to what is already on the market. We like to make the healthier choice easier and more attractive.

5.09 HÉ! PANNENKOEK



Name
Willemijn Kok

Study programme
Food Innovation

CHALLENGE

In the Netherlands we do not eat enough vegetables on average. Only 52.4% of the dietary reference value (RDA)! And that while it is known that vegetables are very important for a healthy lifestyle. How can I show people that eating vegetables is really easy and fun? And how can I then encourage them to eat more vegetables?

SOLUTION

The reason that people do not eat enough vegetables is that we in the Netherlands mainly eat vegetables during dinner. Products with vegetables that respond to other eating moments have a lot of potential. 'Hé! Pannenkoek' responds to this with a pancake to go, intended as a breakfast and lunch product and filled with fresh vegetables.

5.11 THE PERFECT SPARERIBS



Name
Iris van den Hurk

Study programme
Food Innovation

CHALLENGE

The (pre-cooked) spareribs that are currently sold in the supermarket are not very popular. The current vacuum packaging is difficult for consumers to open, it doesn't look appealing and the preparation is too long. In addition, the spare ribs are often tough and dry after reheating.

SOLUTION

I developed a unique packaging concept for spare ribs in the supermarket, in which taste, quality, ease of use and presentation have significantly improved. The spare ribs are easy to remove from the packaging and faster to prepare. The spare ribs are packaged in a marinade, this ensures that the spare ribs remain tender and juicy after heating. The marinade also ensures a better taste. The packaging is develop to work with the marinade: with the basket you can easily remove the spareribs from the hot marinade and let the marinade drain.

5.10 WORKKIT



Name
Sofie Katzmann

Study programme
Food Innovation

CHALLENGE

Sports bars have the image that they are good for you, but if you take a closer look at this nutritional value, they are often packed with sugars and artificial substances. Personally, I was bothered by that. This led to the idea of creating a platform where consumers can create their own sports bars from responsible and real ingredients.

SOLUTION

To enable consumers to develop bars that contain less sugars and artificial substances, the website is offering responsible and correct ingredients. The descriptions given per ingredient on the website provide consumers with immediate clarity about the functions of the ingredients. Because these bars are composed and made by the consumer themselves, they see that the bars consist of real ingredients. The advantages of this concept are that the bars contain less sugars, are personalized, provide clarity, they provide energy and allow your body to recover after exercise.

5.12 SUDDEREND GAAR & KLAAR



Name
Isabel van Zoelen

Study programme
Food Innovation

CHALLENGE

'Sudderend gaar & klaar' believes that working from home also offers opportunities; food products can be tastier, fresher and easier to prepare. The best dishes are sometimes created when you are not in the kitchen, as sometimes we don't have enough time to make a good meal for ourselves. We believe that working from home and preparing food can be combined. In addition, it gives you a good feeling. Boost your meal and still enjoy it's ease.

SOLUTION

We do this by offering a fresh kit, so that you can get a high-quality meal within a few steps. This concept offers the balance between the busy work life (which is now at home for many) and the tranquility of a good meal: there is a balance between convenience and attention for a good meal. You can also enjoy the wonderful scents of home cooking that pass through the house. This way you can work from home and combine it with good food.

5.13 CRICKTET



Name
Maureen van Doorn

Study programme
Food Innovation

CHALLENGE

More than 2 billion people eat insects daily, why don't we eat them here? Because we don't know much about them and there are not many insect products to buy. Eating insects have to be much more approachable.

SOLUTION

CRICKTET is the solution for making eating insects approachable. It is a combination of a snack and a game. The snack contains crickets and the game is a card game named: happy families. The cards are a fun way to learn more about eating insects and of course to have fun with your friends/family.

5.15 EXPERIENCE THE ORIGIN



Name
Sarah Kortenhoeven

Study programme
Food Innovation

CHALLENGE

Closing the gap between the origin of food and millennial consumers, in order to create more value for food.

SOLUTION

Experience the Origin is a culinary pop-up experience, where all the senses are stimulated. The experience creates awareness for the origin of food by presenting its information in an entertaining way. In every edition of the experience, five products and their origin will be in the centre of attention in a 5 course menu. This will be achieved by telling the story of each product: this is achieved by a combination of the location, the presentation, pictures, menu cards, statements about social issues, dishes with matching drinks, personal stories and music.

5.14 THE VEGETABLE JEWELER



Name
Fabiën Daanen

Study programme
Food Innovation

CHALLENGE

Putting vegetables at the center of the evening meal by making eating vegetables more enjoyable and tasty so that it gets more attention on the plate. With this I want to increase vegetable consumption among young adults.

SOLUTION

At the Groentejuwelier, Vegetable Jeweler, the consumer can choose a cutting technique and indicate how many grams of the relevant vegetable he wants cut. The sliced vegetables are given to the consumer in a matching sized packaging. This adds an element of "experience" to shopping, the consumer takes that experience home.

5.16 REPLATE



Name
Freek Derks

Study programme
Food Innovation

CHALLENGE

For restaurant owners in the middle and high segment, tableware is a major investment. The entrepreneur can therefore not easily exchange the tableware to make it more compatible with the experience of the dish, the menu and the vision of the restaurant. How can a leasing concept for plates be a solution for supporting the experience in medium and high segment restaurants?

SOLUTION

Replate is a lease service concept for medium and high segment restaurants. It is a concept in which plates are rented out to medium and high segment restaurants by means of a monthly subscription. With the aid of Replate, the experience surrounding each dish is addressed in a sustainable and circular manner. Personal advice is given in order to best match the plate with the dish, the menu, the atmosphere and the vision of the restaurant.

5.17 SPRITZER (WINE MIXED DRINK), A READY-TO-DRINK DRINK CONCEPT.



Name

Roos Uppenkamp

Study programme

Food Innovation

CHALLENGE

Consumers are increasingly looking for drinks that contain less alcohol, that are healthier and ready-to-drink. In short, there is a need for more diversity in the beverage segment.

SOLUTION

For this purpose, Spritzer was developed, the perfect wine alternative! It is a ready-to-drink wine mixed drink, consisting of white wine, sparkling water and fruit aromas and contains a slice of fruit. Spritzer comes in three flavors: lemon, grapefruit and orange, all packaged in a 250 ml bottle. Per wine glass it contains 2.0% alcohol. This makes Spritzer a more responsible alternative to drinking wine. With Spritzer you drink something different, but it still radiates fun.

5.19 CISO SUPREME CIDER



Name

Babette Polder

Study programme

Food Innovation

CHALLENGE

I am a fan of cider myself, but in the Netherlands we do not have a cider culture in comparison with other countries in the world. Besides, real ciders on the shelf in the Dutch supermarket are very rare. I want to change this by introducing a revolutionary and distinctive packaging design to make the drink more known and popular in the Netherlands.

SOLUTION

I created a distinctive and innovative packaging design for a 100% real cider. It fulfills the wishes and needs of the target audience and it's an ideal drink to enjoy when you hang out with friends. Besides that, the design creates an extra flavour experience to the drink.

5.18 PROSTO, THE TIPSY ICE CREAM



Name

Juul van Rooij

Study programme

Food Innovation

CHALLENGE

Relaxation is very important for everyone, but that is forgotten because of the busyness with work and other obligations. It is important to share joy and happiness with others in life, but it is not always possible to enjoy and relax every moment.

SOLUTION

Prosto is not just an ice cream, it is one to enjoy, seduce and share with each other! Delicious ice cream combined with the tastiest beers from breweries, a party for yourself and for someone else. Prosto has it all! By using residual waste flows from the brewery, you will get an extra experience and the ice cream will taste even better. Tasty and different, tasty Prosto.

5.20 WARM (ON)BEZORGD



Name

Fieneke van Zuijlen

Study programme

Food Innovation

CHALLENGE

Due to corona, a lot of restaurants have begun delivering their meals. The challenge they are facing is that they only can deliver one meal at a time and have a delivery range of maximum 20 minutes away from the restaurant.

SOLUTION

Warm (on)bezorgd (warm and carefree) is a packaging sleeve that goes around the standard meal delivery packaging. Depending on the type of transport this packaging will ensure that the meal will stay warm longer (above 60 degrees), for about 40 minutes. Because of this, restaurants can make two or more deliveries at a time or they can enlarge their range of delivery.

5.21 FERVER



Name
Cato Pierau

Study programme
Food Innovation

CHALLENGE

Flavour is one of the most important aspects of food, and discovering it is a creative process. Despite that, the food industry is not nearly doing enough to stimulate this process.

SOLUTION

We're starting the flavour revolution! We do this by creating unique flavour enhancing sauces and by stimulating the customer to experiment with flavour. The sauces are meant to broaden your flavour horizon. You can buy them from the basic product range, or from the limited edition product range in the form of a subscription. The sauces are produced by fermentation which improves the flavour and is a natural preservation method. All sauces are produced sustainably, for instance with food waste materials.

5.23 BAK ZE!



Name
Aida Afrasiaby

Study programme
Food Innovation

CHALLENGE

There goes so much time and preparation in to at-home baking, from finding a recipe to finding all the right ingredients, it's a hassle! Is there a way to simplify all of this?

SOLUTION

Bak Ze! (Bake it!) offers avid at-home bakers a box full of all the supplies they need, to partake in their favorite hobby. The line includes unique recipes since they always contain a fresh fruit or vegetable and the recipes are made guaranteed to be easy to follow. In addition, the final products are also a pleasure for the eye. That is very different from the standard baking mixes in the supermarket!

5.22 AMAZON ENERGY: GUAYUSA TEA INFUSION



Name
Ilse Koster

Study programme
Food Innovation

CHALLENGE

Guayusa is a tea infusion from Ecuador that contains high levels of caffeine which gives you focus and alertness. It is used daily by the indigenous people of the Ecuadorian Amazon to feel connected to each other.

SOLUTION

I have researched the best way for guayusa to be launched on the Dutch market.

5.24 NOSTRESS LOLLIPOP



Name
Naomi Veenliet

Study programme
Food Innovation

CHALLENGE

The current lollipop packaging is difficult to open. So difficult that it stops some people from buying lollipops..

SOLUTION

The packaging solution is a plastic tray that surrounds the lollipop. The plastic tray is easy to open and close again. While eating it is possible to push the plastic tray down so that it does not get in the way. There is also an outer packaging designed for the supermarket. This consists of a box with an insert.

5.25 BORRELBAKJES



Name
Carmen de Bruin

Study programme
Food Innovation

CHALLENGE

During the recovery period from my jaw surgery, I was able to temporarily experience what it is like to have dysphagia. I noticed what was needed and what was lacking. For me it was temporary but for a lot of people it is a chronic situation. .

SOLUTION

Borrelbakjes (snacking pots) is based on 'gezelligheid' (cosyness/warmth) and inclusiveness for people with dysphagia. The aim of my concept is to give people with dysphagia something nice and tasty to eat as a snack. Borrelbakjes are cups filled with a thick liquid savoury snack that can be eaten safely either warm or cold. Instead of high nutritional values with fake flavours that are often found for people with dysphagia, Borrelbakjes has focused on a tasty enjoyable product instead.

5.27 COOL



Name
Eef Konings

Study programme
Food Innovation

CHALLENGE

CBD, a cannabinoid found in the hemp plant, has a benefit in reducing stress. In addition to the benefits that CBD brings, the taste is experienced as very unpleasant. The combination of CBD and nutrition not yet available in the Netherlands. For me, that was the motivation to do more research and development.

SOLUTION

I created COOL. COOL is a premium ice cream with the addition of 50mg of CBD in a 465ml jar. CBD and ice cream go well together. I also noticed that CBD is often used by consumers with (complaints of) stress. That is why COOL focuses on Dutch people between the age of 18 to 35 years old with the need for a little calmness in their busy daily life.

5.26 SURINAM FOOD



Name
Kiran Doerga

Study programme
Food Innovation

CHALLENGE

I want to introduce the Surinam kitchen to Dutch consumers. Also, I want to rejoice them with authentic Surinam dishes from Surinam mothers' kitchens.

SOLUTION

I have developed authentic Surinam meals that originated in the kitchens of Surinam mothers. These recipes have been passed on from generation to generation. In the near future, you might find one of my meals at your local supermarket.

5.28 YOUR HIGHNESS



Name
Yenna van Leeuwen

Study programme
Food Innovation

CHALLENGE

The high working pressure in the overall education system is leading to psychological problems. We need to enjoy the pleasures in life more and not get caught up in this performance-oriented world we live in.

SOLUTION

Your Highness will help people to continuously find that precious moment of relaxing and enjoying life, by creating a low-dosed cannabis concept that will have a positive effect on your mental health. Your Highness allows you to have this intimate and special occasion that stays with you for a lifetime.

5.29 SMALL STEPS - A BITE TO A BETTER WORLD



Name
Jaimy Wouters

Study programme
Food Innovation

CHALLENGE

Small Steps is a vegetarian charcuterie (processed meat) concept, that contributes to the reduction of meat consumption.

SOLUTION

Small Steps vegetarien charcuterie is one of the first meat-substitutes made especially for a snack moment, to replace a cured ham or dried sausage. Less meat, just as much flavour.

5.31 HARTELIJK



Name
Anne van Teeffelen

Study programme
Food Innovation (Venlo)

CHALLENGE

During my internship at a local hospital I saw quite a few people with chewing- and swallowing problems (dysphagia) and a large numbers of people who are malnourished as a result. Besides the fact that these people can't eat normal meals, the meals that they can eat don't look appetising at all.

SOLUTION

In my concept Hartelijk (With Love), I mainly focused on serving people a nice looking plate of food that tastes as good as it looks appealing. I want to do this in a way that is accessible for the people that have to prepare these meals. The serving of the meals can be done with appliances that can be found in any kitchen, for example spoons or a piping bag. Along with explaining how to nicely plate mashed food, a product line is developed full of products especially designed for people with dysphagia.

5.30 ZON&MAAN MEALKIT



Name
Ninka Brust

Study programme
Food Innovation

CHALLENGE

People who are undergoing chemotherapy or have just had treatment can experience symptoms such as changes in taste and smell. This has an effect on their eating behaviour and with that their health. Zon&Maan (Sun and Moon) focuses specifically on the target group of breast cancer patients who are undergoing treatment.

SOLUTION

The Zon&Maan meal kit was developed to offer the target group a meal without having to worry about their problems. The recipes and ingredients provided are enough for 4 people to enjoy a meal together. The recipes in the meal kit have been developed to meet the desired sensory need to eat together with family and friends.

HAS FOOD EXPERIENCE 2021

FOODMANSHIP AWARDS

The FoodManShip awards are given to those students who are outstanding on a combination of 5 aspects:

- **Food know-how** – ability to use specific food knowledge and skills,
- **Conceptual or systemic thinking** – ability to think in abstract concepts,
- **Creativity** – ability to think outside the box,
- **Entrepreneurship** – ability to grab an opportunity and go with it, and
- **Presentation** – ability to convince with a professional pitch.

We present the FoodManShip awards in each category of the HAS Food Experience. An award winner of each category is chosen by an expert jury, and a second award winner is chosen by the guest jury. The guest jury consists of HAS alumni, Food professionals and HAS employees. **If you are willing to help us by being a member of the guest jury, please let us know!**

[CLICK HERE!](#)

The expert jury consists of our advisory board members, HAS professors, alumni and a member of the press.





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FOOD
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COLOPHON

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Maarten Luijf: management advisory board and sponsoring team

Conny van Iperen: communication texts and student input, lecturer

Marion Klerx: coordination and organization, staff member

Lisa van der Veen: coordination and organization Venlo, project staff

Carry Dijk: FoodManShip awards, lecturer

Marnix Wolters: international focus, lecturer

Ronnie Wijnhoven and Margot van de Brug: photography and filming

Linda Bonte, Suzanne Wierckx and Agnes Vries: sponsoring team

Florieke Koers, Margarita Millenaar, Lieve Dijsselbloem: communication and social media content

Marjo Baeten: programme manager SDG's and moderator of livestreams

Ron de Veld: designer digital FoodManShip Awards

Erwin Bouwmans, Kitty Jenniskens: coordination and organization students

Liz Chermin : Frontwoman of HASFE21

Corné Verhees and Petruschka Claassens : directors Cluster Food & Industry

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Appèl: location and host of livestreams

Alon Israeli: HAS Food film and livestreams

Iris van der Graaf: designer Talent Magazine

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