



Noord-Brabant
European Region of Gastronomy 2018

noord Brabant culinaire

THE VALUES
OF FOOD



FOREWORD



The province of Noord Brabant is a region which combines the fine art of enjoying life with prosperous business through hard work and innovation. Our core values are innovation and hospitality. The capital city of 's-Hertogenbosch lives up to this reputation by having won the prize for most hospitable city in the Netherlands in the last four years. Noord Brabant was the European Entrepreneurial Region in 2015. The Brainport Region of Eindhoven was voted smartest region of the world in 2011.

More and more people visit Noord Brabant for a short break to enjoy artwork by 'our' famous painters Vincent van Gogh and Jheronimus Bosch, the distinctive approach to design, the natural beauty of the region and the gastronomic delights.

Food is an important link between innovation and hospitality. The 'Table of Brabant' is synonymous for being together, sharing, talking, dining, enjoying and building relations over a good meal. The products on this table come from a region with a rich tradition in agriculture. Our farmers innovated in the past decades to such a level, that Noord Brabant has become a major exporter of agricultural products to large parts of Europe and beyond. Noord Brabant is now using its innovation power to make a transition from being one of the largest agricultural producers to becoming one of the most sustainable. This transition is a joint undertaking of the entire chain from farmers to plate or soil to spoon.

It is our sincere believe that strong and unique regions are the bedrock of Europe. Noord Brabant wants to intensify cooperation with other European regions. This way we can all enhance our unique characteristics and join knowledge and resources for a sustainable agriculture. The European Region of Gastronomy network is a valuable platform for this cooperation. And through this bid book Noord Brabant enthusiastically proposes its candidacy for the title of European Region of Gastronomy in 2018.

"WE COLOUR THE VALUE OF FOOD TO MEET, EXPERIENCE, CONNECT VALUES IN 2018."

PROLOGUE

EUROPEAN REGION OF GASTRONOMY

The idea to apply to become European region of Gastronomy came up shortly after the city of 's-Hertogenbosch was elected the most hospitable city of the Netherlands for the 4th time in a row. Being part of the innovation region Agrifood Capital we were looking for ways to combine the best of these two worlds: Innovation in Agrifood and Sharing Hospitality, most of all noticeable in the many restaurants and establishments in so many ways in 's-Hertogenbosch, Breda, Tilburg, Eindhoven, Helmond and also in our beautiful the countryside.

We are convinced that obtaining the title of European Region of Gastronomy in 2018 will proof to be an important catalyst for awareness of local producers, for celebrating culinary traditions, for stimulating interest in food among new generations, and for highlighting the social aspect of gathering around the dinner table in our beautiful province.

We certainly hope to greet many people in Noord-Brabant in 2018. It is our ambition to showcase our innovations as one of the leading

European regions in agrifood. On the other hand we want you to feel our hospitality. We colour the value of food and want you to meet, experience, connect and share our values in 2018.

To show you how much we value food, I would like to take you back in time. At the moment of submitting this bidbook (January 2016) we have just started the year of Jheronimus Bosch to commemorate the 500th anniversary of his death. It was already in his time and life that the city of 's-Hertogenbosch was the centre for farmers, citizens and foreigners to connect the urban and rural markets. We know this from his and other paintings from this period.

The start of what we nowadays call "the agriFood strategy" in this region can be illustrated with the painting of another famous Dutch artist, Vincent van Gogh. In one of his early paintings, called the Potato-eaters" he depicts the deep crisis of this region at that time. There was economic, political, social and religious malheur. In the painting

you see a family of five people with faces like potatoes around a table with a bowl of potatoes in a dark gray Brabants farm workers cottage.

This crisis was due to an abundance of cheap grain from countries like the USA, Russia, India and Canada leading to low American prices of food. This crisis was overcome in following an almost European motto: "Who wants a better life, must organise themselves" and by developing new innovative partnerships between workers that enhanced the entrepreneurial tradition. With the support of the local clergy buying and selling plants, dairy cooperatives and farm credit banks were established. And many small farmers in this part of the Netherlands could find access to national and international markets. The main economic success was reached with the modernization of agriculture. And although mechanization caused a mass exodus from the agricultural sector the production increased rapidly. The cooperation between companies, government, with an important role for Europe, and knowledge institutes built a

AND WANT YOU AND SHARE OUR



successful agricultural network. It formed the strong foundation for the contemporary agrifood chain and for the triple helix cooperation our region is so well known for in Europe.

In the European region of Gastronomy year we want to present ourselves to you as a living lab for the world's food production characterized by innovative research, high production, maintenance and strong governance. Our agrifood companies form a complete chain, "from soil to spoon". With a strong industrial branch that refines starting material, with the presence of primary producers of food (the farmers), and food producers and -processors, and with retailers and supermarkets that sell and products to the consumers. This combined with the hospitality we have to offer, not only in 's-Hertogenbosch and other cities in our province but at literally all tables makes us a worthy candidate to achieve this title. We sincerely hope you will come and enjoy the values of food in Noord Brabant in 2018.



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MEETING COMMUNITY

NOORD BRABANT COLOURS THE VALUES OF FOOD

The title of European Region of Gastronomy is an important milestone on the path to the future for the province of Noord Brabant. In 2018 we want to offer everyone – visitors, foreigners and inhabitants in the province – to experience the deep-rooted food values in our region. In the period after the Second World War, Noord Brabant made a huge contribution to ensuring sufficient safe food for Europe. 'Feeding the world' continues to be an important goal, but we are also looking beyond this. We are restoring the balance between our soil and the food we eat. We aim to restore the balance between nature, animals and humans. We want people to truly experience the food they eat and think about how valuable our food is, how amazing it is that we can live from what nature provides us. This awareness gives conscious meaning to the experience of food, thereby creating and adding value. In 2018, we want to introduce the world to our 'values of food' for the future:

- Tasty food
- Safe food
- Healthy food
- Sustainable food
- Social food
- Meaningful, food

MEET. EXPERIENCE. CONNECT. SHARE. THE VALUES OF FOOD

We would like to invite you to join 'our table of Brabant' in 2018.

Meet - In this chapter we want to introduce our province, in historic perspective, our pioneers of the past and the future. We want to get to know you - and we invite you to get to know us too. In addition we want to elaborate about our food culture.

Experience agrifood - We are proud and we will share that pride with the world. We want you to experience the exciting agrifood initiatives that we are developing and show you how much there is to see and experience in Noord Brabant.

Connect - We want to make a genuine connection with you, our guests, as a good host should. We want to open up our homes to you and offer you a World of Welcome. (WOW!) In this part we introduce our ambitious program of 2018 to you. We want to share our region's passion for food with the world around us. Noord Brabant is bursting with energy. There are so many fascinating initiatives developed here that deserve a podium. We want you to have a good time with us.

Share - We want to join forces in every way. Here we will explain how we want to organize the project, What our project organization, budget and marketing and communication plan looks like? And last but not least how we want to share our passion and knowledge with the other European Regions in the network.

PERIENCE. SHARE.

COURAGE, CHEERFULNESS, AND A DESIRE TO WORK DEPENDS MOSTLY ON GOOD NUTRITION.

JACOB MOLESCHOTT / 1822-1893 / AUTHOR OF BOOKS ON DIETETICS

Travel through Noord Brabant and discover for yourself the great diversity of our province. Boredom is certainly never an issue for visitors to Noord Brabant! There's plenty going on everywhere, and you're always a welcome guest. Noord Brabant has a reputation in the rest of the Netherlands as 'the beautiful Garden of the south'. Whether you travel here for business or pleasure, you'll find everything you could imagine in Noord Brabant. You will be delighted by the friendly atmosphere found here. You'll find it's easy here to reach out and connect with others, as well as reconnecting with yourself. That's what Noord Brabant is all about.

'Delicious food and drink. Come and join us at the dining table here in the south of the Netherlands, in the country's loveliest and largest garden, and experience what makes the people of Noord Brabant so special.'

The culture and values of the region make that Noord Brabant has reinvented itself time and time again - and we will continue to do so. The challenges of the 21st century demand it, as demonstrated by the issues of urbanization, population ageing, the destruction of green areas, obesity, and social unrest. Europe is in a period of transition - and we see this as a fantastic opportunity for social and technological innovation. In our opinion, the key to solving these issues can be found in our food culture. Entering into new cooperative ventures in a spirit of co-creation will result in radical, trailblazing progress. In this way, we in Noord Brabant will give colour to our future values for food and the experience of food in our own unique way.

MEET THE PROVINCE OF NOORD BRABANT

The history of agriculture in Noord Brabant stretches back a long way. The province's strength and vitality lies in the fact that the people have evolved from a region characterized by the primary sector into a multidisciplinary metropolitan mosaic. 'The Table of Brabant' is symbolically laden with a wide array of various products, which Noord-Brabant produced. What do you for instance think of strawberries, pig feed, asparagus, artisanal products (like our 'sausage roll', microchips, haute couture, humble farmer's smock, designer chairs and textile). But also the Rock Academy and our world famous DJ's such as Tiësto. Noord Brabant stands for entrepreneurship, a love of nature, social orientation, collaboration and perseverance in a convivial and hospitable atmosphere.

NICE TO MEET YOU

MEET THE LOCALS

In this warm and welcoming province, people know how to live, work, and simply enjoy life together. Hospitable Noord Brabant has its own way of making everyone feel at home. Unexpected guests are always welcome for a cup of coffee, a sausage roll, and a nice social chat. People in Noord Brabant don't complicate matters, in general they choose to be open-minded and interested in others.

QUIETLY PROUD

The people of Noord Brabant couple hospitality and a friendly atmosphere with entrepreneurship and decisiveness. We work together and make sure the job is well done. Solidarity and teamwork produce results.

HARD WORKERS

They are hard workers who never fuss or complain. People are determined to help create a better tomorrow for everyone. This approach has certainly not done Noord Brabant any harm. The strong growth of the economy is driven by this 'can do' mentality.

"THE STRONG GROWTH OF THE ECONOMY IS DRIVEN BY THIS 'CAN DO' MENTALITY."

NOORD BRABANT IN HISTORICAL PERSPECTIVE

The province of Noord Brabant has a highly developed agrarian sector. Here you will find a wide range of agricultural and horticultural activities: from agriculture to tree cultivation and from greenhouse horticulture to livestock farming.

Noord Brabant's extensive agrifood ecosystem has grown out of the hard work of regional entrepreneurs and pioneers. Driven by entrepreneurial vigour, vision, and courage. We have been able to make great strides by being unafraid to tinker and experiment. Due to the hard work of our region's early pioneers, Noord Brabant has become a world-champion food producer.

TRUE TO THE NATURE OF NOORD BRABANT'S PEOPLE, WE
WORK TOGETHER AND WE GENERATE NEW OPPORTUNITIES.



'OUR' PIONEERS OF THE PAST:

SALOMON 'SAAL' VAN ZWANENBERG / OSS. 21 APRIL 1889 - APELDOORN. 12 MAART 1974 / WAS AN INDUSTRY LEADER AND ENTREPRENEUR WHO HELPED FOUND THE ORGANON GROUP.

In 1906, Salomon began working at N.V. Zwanenberg Slachterijen en Fabrieken, then a large export abattoir. In 1923 Salomon was one of the founders of Organon after researchers had found a way to produce insulin from the pancreases of cattle and pigs. Organon was the first European manufacturer to bring to market this life-saving drug to treat diabetes. Among other developments, this decision helped paved the way for the later success of the contraceptive that became known as 'the pill' and it led to the development of a world-famous pharmaceuticals group. Organon is taken over by Merck Sharp & Dohme (MSD). Also the Pivot park campus came from former Organon group in Oss.

Saal van Zwanenberg was a true captain of industry who put his personal stamp on the meat processing and pharmaceutical sectors.

WIM 'DE KORVER' HENDRIX / WILHELMUS HUBERTUS HENDRIX / WAS BORN IN VENRAY ON 9 JULY 1896

Wim's father was a merchant of grains, seeds, and other agricultural products.

Wim assumed leadership of the company after the death of his father in 1925, and the company soon took flight under his guidance. In the late 1920s, Wim began mixing and selling animal feed on a larger scale. During the Second World War, the company grew quickly as a result of his entrepreneurial skills. In addition to focusing on compound feed, he worked on producing medicines for poultry and the commercialization of poultry breeds. The Boxmeer-based company made an important contribution to the modernization of poultry farming.

Wim Hendrix, nicknamed 'de Körver' (the basket maker) in reference to his grandfather's basket manufacturing business, remained involved in the parent company until 1965.

Wim Hendrix was a successful entrepreneur in large part due to his daring, his progressive approach, and his perseverance. He never stopped looking for new challenges and ways to grow.

GERLACUS VAN DEN ELSSEN / GEMERT. 1853 - 1925 / WAS A DUTCH PRIEST AT BERNE ABBEY IN HEESWIJK HE IS KNOWN TO HISTORY AS THE 'FARMER'S APOSTLE'

He particularly tried to improve the lives of farmers facing hardship. The Noord-Brabantse Christelijke Boerenbond (NCB, a farmers' union), now known as ZLTO, owes its existence to Van den Elsen and other founders. Van den Elsen was an organizational and ideological driving force for the farmers' union.

He served as spiritual advisor of the NCB until 1921. In 1898 he helped found the Coöperatieve Centrale Boerenleenbank (CCB, a farmers' lending bank) in Eindhoven, which was modelled after the German Raiffeisen system.

He criss-crossed the dioceses in 's-Hertogenbosch and Breda for many years to help set up local farmer's unions and farmers' lending banks, becoming the secretary of the Nederlandsche Boerenbond in 1902. When farmers' interests were at stake, he was a tough, unyielding, and demagogic fighter. He fought for better lease, mortgage, and inheritance laws for farmers. He also opposed the game laws and crisis measures the Dutch government introduced during the First World War.

'OUR' PIONEERS OF TODAY



PROTIX BIOSYSTEMS DONGEN

PROTIX BIOSYSTEMS-DONGEN / KEES AARTS

Since 2009, Protix has developed innovative technologies and products that enable insect farming on an industrial level as well as applications of insect nutrients as alternative high-quality ingredients in various industries.



by facilitating nature's most formidable force we will be part of the solution to the protein crisis protix employees are like ants they are strong and collaboratively create formidable structures



GO NUTS DE PEEL

GO NUTS-DE PEEL / INGE VLEEMINGH / MULTIPURPOSE LANDSCAPES MIXING RECREATION AND BUSINESS

The Go Nuts! project demonstrates that large-scale organic pig farming in Peelhorst can add valuable spatial and recreational functions to the landscape. We will create a new, multifunctional landscape that helps everyone identify the origins of the meat on their dinner plate.

The idea is to have 600 hectares of free-range forest filled with nuts, where pigs can forage to their hearts content. The concept is loosely based on the origins of the Iberico ham in Spain. The multipurpose area could function both as a tourist attraction and as a tastemaker.

The result

Combining organic farming, sustainable and innovative agriculture, 'new nature,' and a beautiful environment for recreationalists to cycle through, and to stroll around while making discoveries produces a multifunctional landscape that benefits everyone. With this approach, large-scale industrial agriculture can help create a caring environment that entrepreneurs can use and residents can enjoy.





FOOD - WASTE PROCESSING PLANT

FOOD-WASTE PROCESSING PLANT / VEGHEL / BOB HUTTEN

Worthless and minimum value waste streams will be transformed into tasty products at the food-waste processing plant in Veghel. Consumers throw away a considerable amount of food every year: up to 50 kilos per person annually, which amounts to 100,000 fully loaded refuse lorries. However, suppliers of

fruits, vegetables, and meat, food producers, and supermarkets are also huge wasters. Hutten, a caterer based in Veghel, believes that we must do something about this unnecessary waste. And we can do something about it. The food-waste processing plant will begin operations in December 2015 in Veghel.

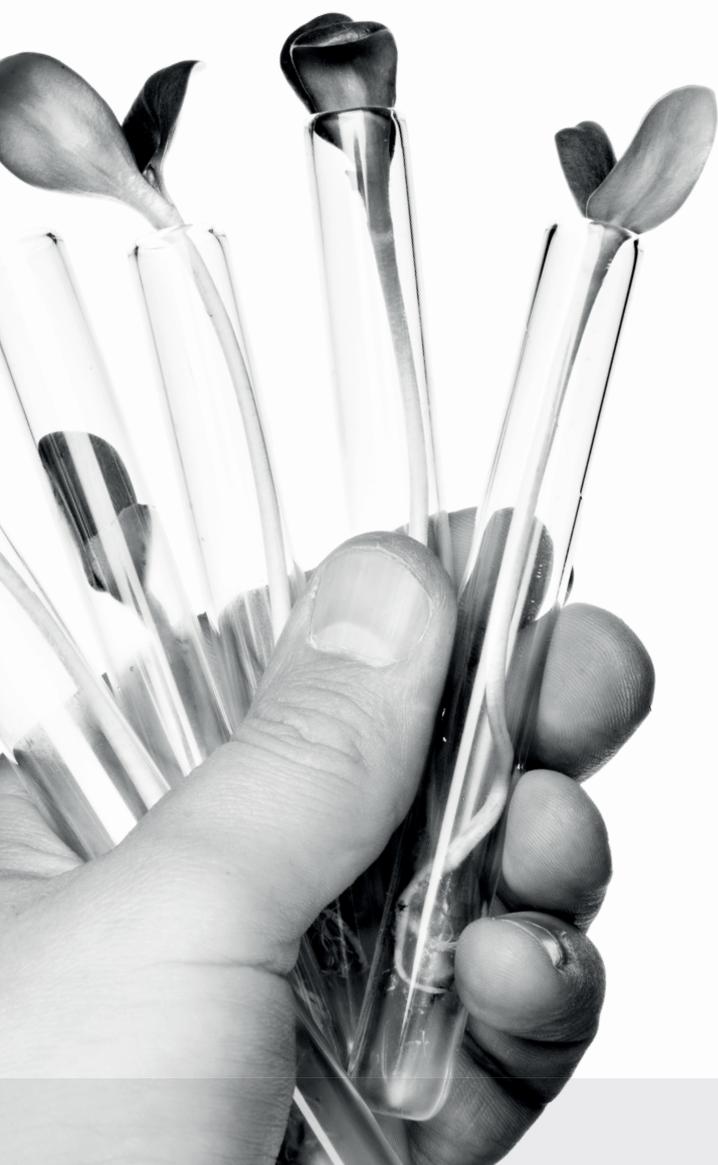


PLANTLAB DEN BOSCH

PLANTLAB / 'S-HERTOGENBOSCH / MARCEL KERS / CUTTING-EDGE TECHNOLOGY IN AGRICULTURE CAN HELP FEED EVERYONE ON THE PLANET / GROWN LOCALLY. PLANT FRIENDLY

PlantLab, founded in 2010, is on a mission to change the way the world is fed. Through our revolutionary technology we can grow fruits and vegetables on a fraction of the land area required for conventional farming. Not only do we greatly improve crop taste and nutritional value, we also eliminate the use of pesticides and drastically reduce the amount of water necessary. Given that our technology is geographically indiscriminate, we can almost eliminate the need for transportation and thus significantly curb pollution. Better food, better-fed people, and a healthier planet for our children and grandchildren.

The ultimate goal is to ensure that plants can reach their full potential, so that we can live in a world where everyone has access to a sustainable source of safe, affordable, and nutritious food.



NOORD BRABANT OF TODAY

the tremendous energy of the people of noord brabant is unmistakable

In our view, Noord Brabant is one big living laboratory; it has an environment that encourages testing and development and where renewal and innovation are the standard. The world of tomorrow is being made here today. Noord Brabant is a creative and experimental place for the rest of the Netherlands, Europe, and the world. Simply put, innovation of any kind – social or technological – is Noord Brabant's strongest suit. We will exploit our strength in innovation even more to help Noord Brabant progress.

We are building new connections to promote sustainability and to accelerate innovation in the food sector. Our efforts are based on our values: tasty, safe, healthy, sustainable, social and meaningful. The food sector of Noord Brabant connects with the supply chains, develops new business models and increases our own knowledge and international expertise.

The social task that lies ahead of us is therefore to promote an appealing cultural climate - a climate that excites and attracts young and old alike from within and outside Noord Brabant. We want to profile the special infrastructure and sports and cultural offerings of Noord Brabant, where we excel at national and international level in terms of attracting and inspiring tourists. Our vibrant culture reverberates throughout the region. **Our province is dynamic because we believe that culture is a social and economic activity.** This belief dovetails nicely with the region's active society of opinionated doers and makers.

Our ambition is to make Noord Brabant the primary innovation region of Europe, as well as a leader in economic development and governmental modernization.

Noord Brabant has an ecosystem of open innovation; therefore, stimulating the circulation of knowledge is an undeniably important task. We are innovative in Noord Brabant precisely because of our past and present manufacturing ability. Innovation extends past the drawing board; it also means tinkering and trying things out.

[Source: Beweging in Brabant - Administrative Agreement 2015 – 2019
Province of Noord Brabant]





*the best way to get to know
the people of noord brabant
is to join their dining tables*

MEET OUR FOOD CULTURE

Noord Brabant as the centre of European gastronomy. Does this statement strike you as strange? Maybe if you think of exquisite and expensive dishes. But to us 'Gastonomy' is agriculture and food culture relating to place, hospitality, eating, production, tradition and passion. And yes, we do see ourselves as a centre of European Gastronomy in that sense.

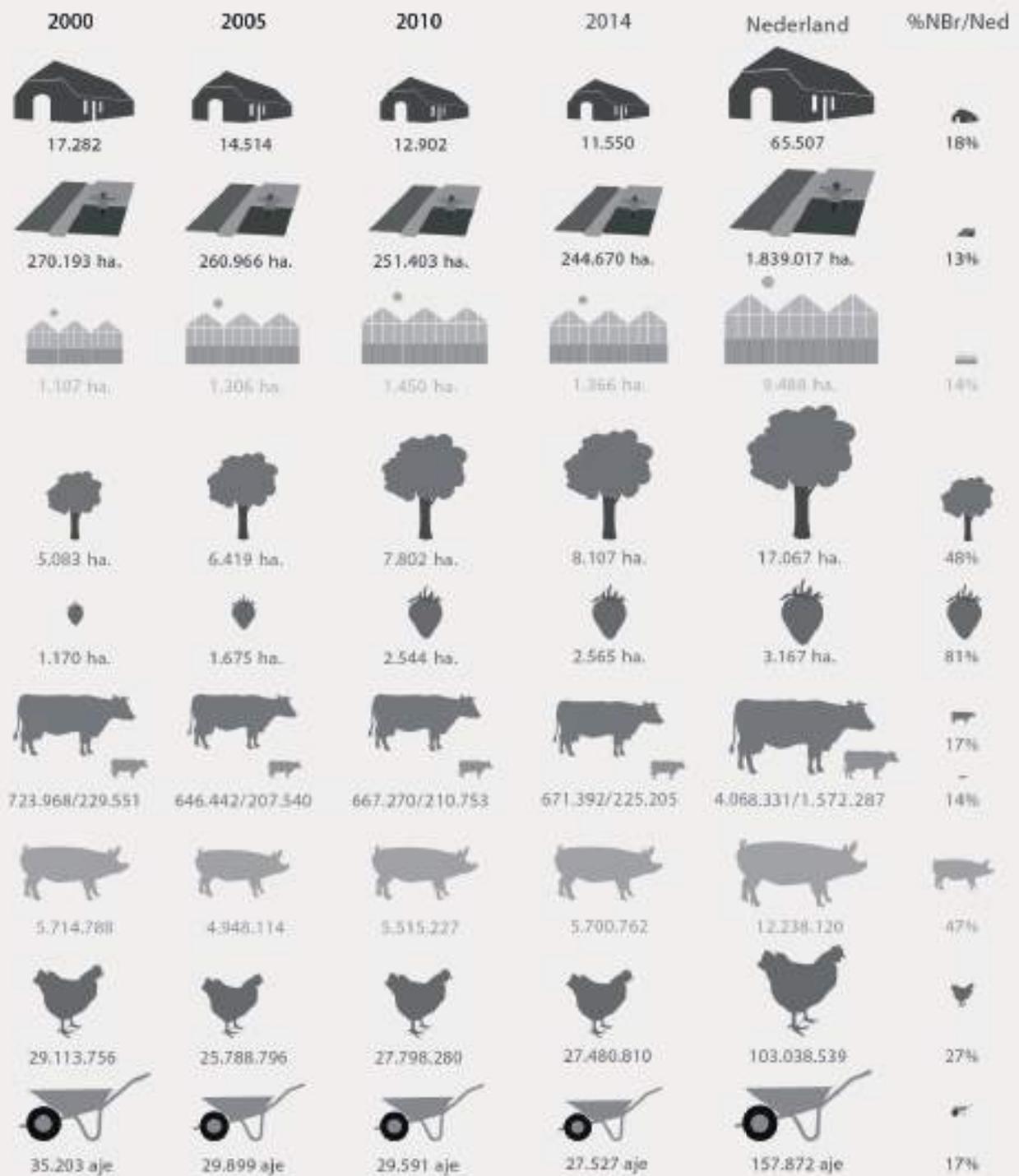
Food and culture

Noord Brabant culture is characterized by pioneering solutions, a focus on renewal and innovation, an ability to tackle the big issues and progressive collaborations. These same attributes are also reflected in our food culture. Noord Brabant has a culture of taste and of manufacturing, both aspects incorporating strong innovation. The companies that feature in this bid book exemplify these two cultures. They act as catalysts and 'culture carriers' for the community. Mirroring the pioneering spirit of Noord Brabant's founders, many new initiatives are being launched in Noord Brabant. The current zeitgeist is characterized by collaboration, crossovers that extend beyond sectors, production for the global market, and a focus on market niches.

*own
roots*

*to attain our front
runner status*

AGRI FOOD CLUSTER NOORD BRABANT



Source: Landbouw Economisch Bericht 2014 (lei/wur2014), cbs meitellingen

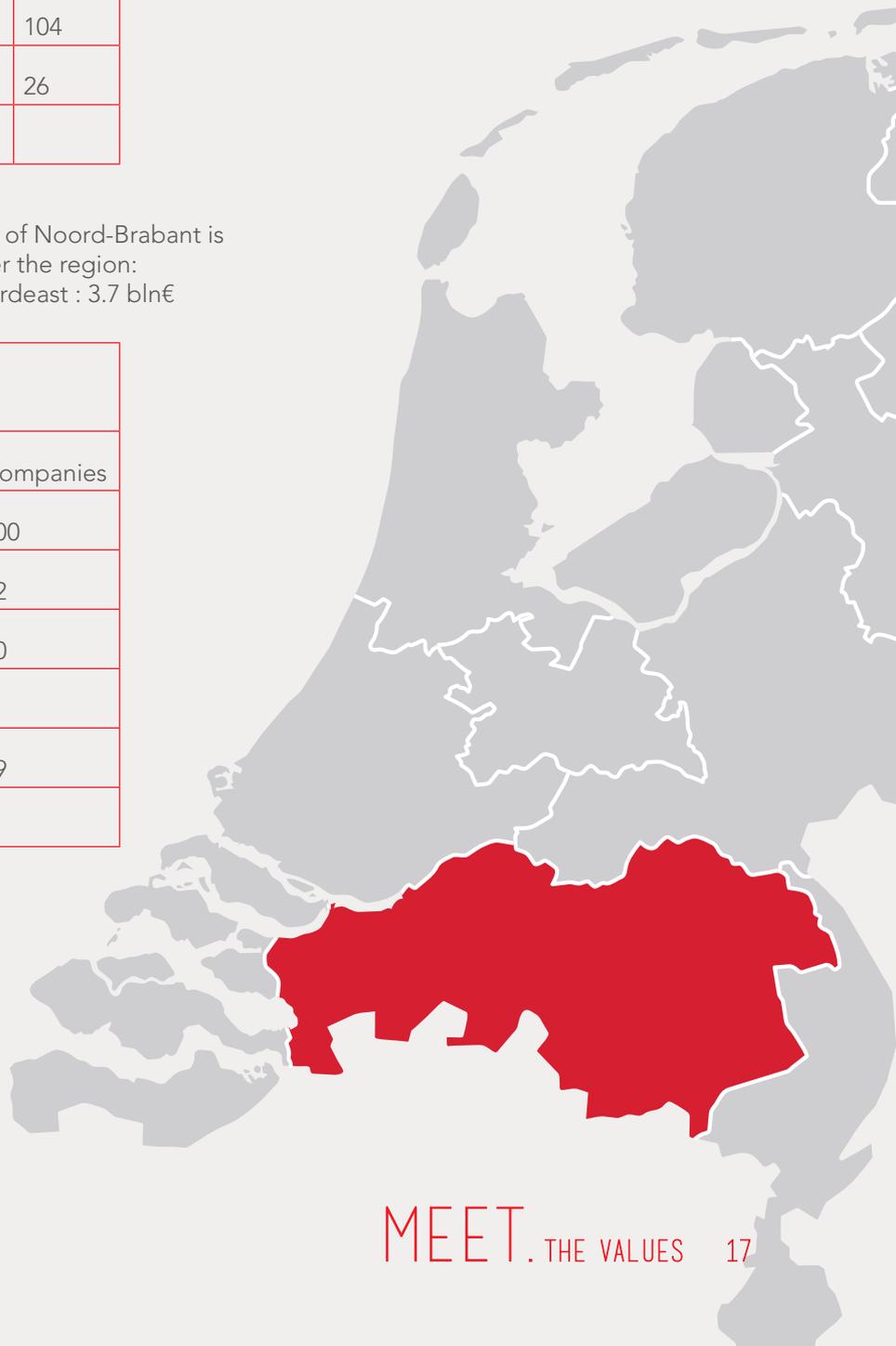
THE PROVINCE OF NOORD - BRABANT IN EUROPEAN PERSPECTIVE

	NB	EU
Surface area	1	2000
Inhabitants	1	300
Milk cows	1	104
Pigs	1	26

Economical added value of the province of Noord-Brabant is 12.000.000.000 euro, Equally divided over the region:
West/Mid : 4.8 bln€, South : 3.6 bln€, Nordeast : 3.7 bln€

Our economic value measured in companies and employment		
(x1000)	Employment	Companies
Overall	1200	200
Agri	35	12
Food	26	10
Logistics	62	5
Wholesale/retail	227	39
Hotel & Catering	53	7

Source: CBS



EXPLORE

COLOURING OUR VALUES OF FOOD

The province of Noord Brabant is a world-leading region in agrifood. Nowadays the world at large is still in need for help. The traditional ways of addressing the demand for food are no longer adequate. Urbanization, environmental considerations and regulations are placing increasing restrictions on agriculture. These challenges are inspiring our region and providing us with new opportunities to devise solutions. We intend to make good use of our passion and will keep the focus on the continued development of our values in food:

TASTY FOOD

Noord Brabant offers a rich pandemonium of restaurants and eateries where you can enjoy a delicious meal without exception. Noord Brabant is a province that knows a thing or two about good food and drink. The region's traditional cuisine is rustic, but haute cuisine is also on the rise here. In many regions in Europe, the number of Michelin stars is decreasing. But since Restaurant Zarzo in Eindhoven was awarded a star for 2016, Noord Brabant has ten restaurants on this prestigious list. Star chefs in Noord Brabant recently started the initiatives to organise themselves in a society of 'restaurateurs of Noord Brabant'. At the other side of the spectrum also 'local food' restaurants, such as 't Schop' in Hilvarenbeek and 'de Heische Hoeve' in Loosbroek, are best-in-class examples of tasty food. You can taste the world in Noord Brabant for instance at Restaurant Sarban in Tilburg.

SAFE FOOD

Thanks to our strong specialization in AgriFood, food safety has been a spearhead of our province for decades, and that won't change. The Dutch agricultural track-and-trace systems are world-renowned. The conglomerate of world players in the industry and knowledge sectors ensure our province's permanent ambition to keep improving. We continuously innovate and implement the latest technologies in agriculture and food processing, so our food is guaranteed to remain fresh and safe in the future. The fact that the baby formula manufacturer Nutricia chose to invest more than 200 million euros in an ultra-modern factory in the 'land van Cuijk' is a perfect example of this innovation.

HEALTHY FOOD

Food plays a decisive role in restoring and maintaining people's health. In Noord Brabant, we are devising solutions for issues that the whole world is grappling with, such as: the growing world population, obesity, an ageing population, depletion of the earth and global warming. Our region offers the ideal ecosystem for stakeholders to take important steps in resolving these issues.

Healthy nutrition is one of the most basic values that we assign to our food. However, we are also pursuing the added value of food products in order to promote better health for people. Pivot Park (in Oss) and Foodsquad, (in Veghel) where research is being conducted, are just two of the many initiatives that have been launched to address this matter.



SUSTAINABLE FOOD

We are at the forefront of making the agricultural system more sustainable because of our integrated approach, which includes innovations in such areas as animal feed, livestock systems, products, and markets that strengthen each other. Reducing CO₂ emissions is a goal we all share, but this cannot be achieved without an energy transition. In Boxtel, Greentech Park Brabant is an industry leader in recycling pruning and green waste. Under the capable guidance of Stork-Marel, a leading centre for innovation in the poultry sector has also been established in Boxmeer. In Cuijk, the Teeuwissen Group has taken the initiative to develop an international and innovative business cluster consisting of the food, pharmaceutical, animal feed, and mineral sectors.

The Breda-based initiative 'Zoet Zuur en Zout' (Sweet, sour and salt) that comes up with creative ways to use fresh herbs, the 'waste factory' in Veghel where unsellable but edible food is processed into products like soups and sauces, and the Van Welie family

distillery in Stevensbeek are just a few among many examples of sustainable spin-offs in Noord Brabant.

In addition to primary agricultural production, more and more businesses are focusing on the societal demand for new products and services that are 'green'. Combining nature conservation, water management, energy efficiency, and recreation has proven profitable in modern agricultural management. The effects of significant advances towards a sustainable agricultural system can also already be experienced in our region. These advances include precision agriculture and innovative, animal-friendly stall systems.

'TELL ME WHAT YOU EAT AND I WILL TELL YOU WHAT YOU ARE'

JEAN ANTHELME BRILLAT-SAVARIN / 1 APRIL 1755-2 FEBRUARY 1826 / WAS A FRENCH LAWYER AND POLITICIAN, AND GAINED FAME AS AN EPICURE AND GASTRONOME:

SOCIAL FOOD

We believe that food experience is an important medium bringing and binding people together within our culture. Our food and drink culture can be experienced within our rich palette of festivities. Food and drink are therefore to be found at all kinds of events everywhere, from the widespread local fairs to the large-scale festivals held in the province of Noord Brabant. Below, we briefly describe a number of food festivals in Noord Brabant.

TASTY

MEANINGFUL

SOCIAL

SUSTAINABLE

HEALTHY

SAFE

TASTY



PROEFMEI

Culinary Festival, 26 to 29 May 2016, Bergen op Zoom. Taste, experience, and enjoy this region of Noord Brabant known as the Brabantse Wal! A multi-day festival to stimulate all the senses. With attractions including food, fun, music and the ProefMei cookery competition for talented young people, the organization serves a broad audience.

BOURGONDISCH 'S - HERTOGENBOSCH

A multi-day outdoor culinary event beside the beautiful St John's Cathedral. See, taste, meet people and experience the atmosphere at the prettiest square in 's-Hertogenbosch. Every year, a wonderful programme is put together. Besides the presentation of local and regional restaurants, there is an appetizing programme of food experience, food presentations, and cookery workshops. In addition, a jury of professionals selects the 'Bon vivant of the year' (Bourgondiër van het Jaar) and the 'Bon vivant young talent'

ZUIDLIJN

ZUIDLIJN is a series of diverse cultural events and activities that connect the railway zones of the 's-Hertogenbosch, Breda, Tilburg, Helmond, and Eindhoven. These zones are at the heart of the urban renewal. We believe that these cities still have much to learn from each other. These railway zones, where many innovative concepts are being implemented, form the largest redevelopment project in the Netherlands.

MEANINGFUL FOOD

Noord Brabant has a unique ecosystem that encompasses urban and rural areas. It is essential for a healthy province to have a good infrastructure. Prime locations, accessibility, mobility and smart technology all help to narrow the gap between the region's urban and rural areas and to improve appreciation for the agricultural sector.

In this regard, we take inspiration from existing initiatives like the Philips Fruittuin orchard, the Landerij Van Tosse estate in the Maashorst nature reserve and the 'De Brabantse wal' nature area near Breda. Deterra is a online platform which makes the agrifood chain more transparent by direct deliveries from local farms to their consumers. Consumers can pick up their groceries in the city or on one of the farms. These initiatives create inspiring natural gateways to and from the city. In the nature area of 'Het Groene Woud' civilians have set up the cooperative agricultural organization Herenboeren. At this cooperation consumers buy a share in a farm with a great deal of biodiversity, and autonomously produce their own honest food. In this way visible shape is given to the connection between production and consumption, which lead to more meaningfulness of our food.

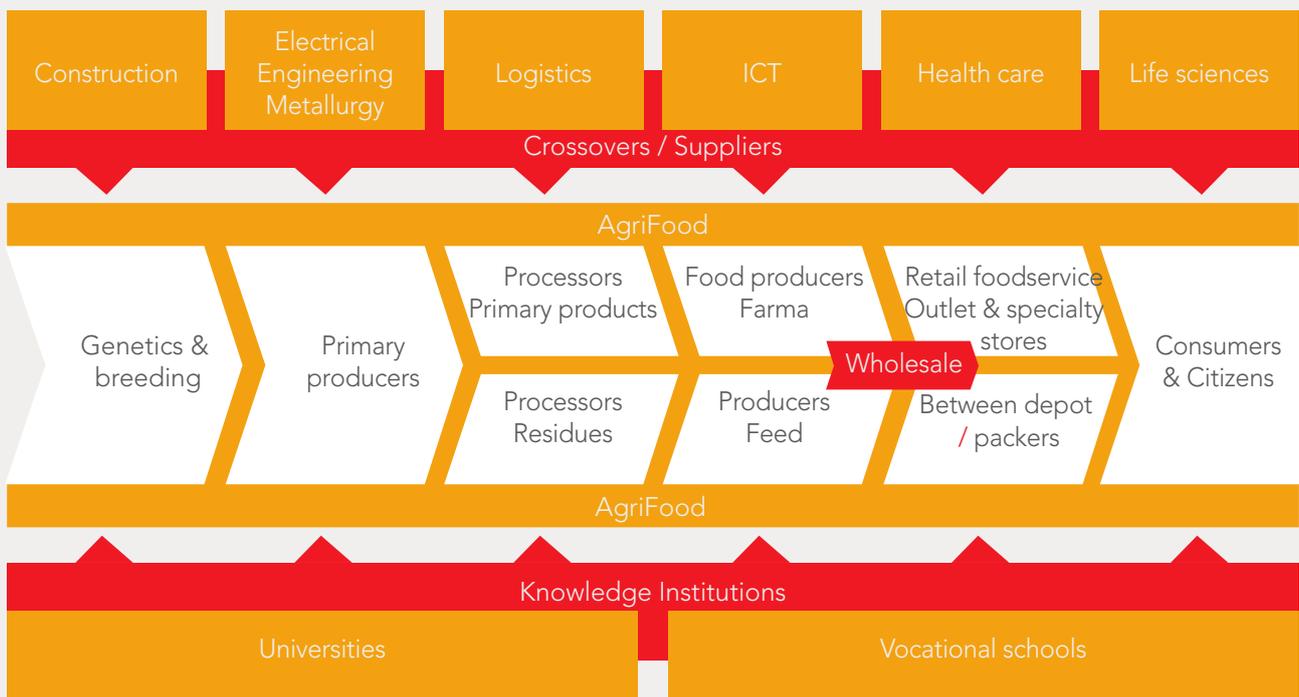


MEANINGFUL

AgriFood pertains to everything concerning food: from its primary production to the treatment, processing, marketing, and distribution of food products. The agriFood sector in Noord Brabant is striving to stay a market leader in efficient, sustainable, and conscientious food production.

NOORD - BRABANT A LIVING LAB

AGRIFOOD CAPITAL



NUTRECO

VION

INDUSTRIAL FABRIC

Top companies can be found in every link of the food production chain in Noord Brabant.

The names of the global foodplayers need no explanation: FrieslandCampina, Danone, Bavaria, Mars, Hero and the Van Rijsingen Group. In the front end of the agrifood-chain agri-culture world-class producers such as AgriFirm, Nutreco, Marel-Stork, the Teeuwissen Group SABIC and Hendrix Genetics are located in our region. Noord Brabant has also a dominant position in foodretail and foodservice, only think of Jumbo Supermarkets, Sligro food group and Nettorama. Following in the wake of the global and national players you will find a healthy undercurrent of challengers, a very close-knit fabric of SMEs. The many family companies that call Noord Brabant home advocate for a long-term approach to business that can be carried on by the next generation. These upcoming entrepreneurs challenge the market and its major players by introducing new concepts. Thanks to the innovation of these players, there is a growing movement towards food products with added value. These challengers drive growth in the sector and are accordingly worthy of our attention.

CROSSOVERS

The agrifood sector also serves to promote the growth of many other related sectors over time. These sectors are constantly coming up with innovative concepts and crossovers, like leisure/food, high-tech/food, health/food, and design/food. These crossovers are both seed beds for renewal and drivers of progress. With the beneficial support of the growth of the agricultural sector large industrial multinationals like VDL, ASML, DAF and Van der Lande has prospered and will continue to do so. Philips, MSD (Merck Sharp & Dohme) and DSM - the three largest investors in research and development in life sciences in the Netherlands - all operate in our region.

LAMB WESTON

Together these powerful companies form a kind of steadfast 'industrial fabric'. Food, health and pharmaceuticals stand high on the future agenda of these successful companies that help Noord Brabant enjoy a strong market position.

While expanding around the globe, you can see that they still remain deeply rooted to Noord Brabant. They rely on the entrepreneurial spirit, the knowledge, and the positive 'can do' mentality of the Noord Brabant inhabitants and immigrants. Our successful ecosystem stems directly from this culture of experimentation, collaboration, and determination. The attractive living and working climate in Noord Brabant provides us with the right foundation to excel as the top food region. This mentality combined with our hospitality also attracts highly educated expats to our province.

We are unafraid to break with conventions. As an extension of agricultural cooperatives, we have formed the unique Triple Helix cooperative arrangement involving the business community, knowledge institutions, and government bodies. This creates a healthy breeding ground for the many global players and small and medium-sized enterprises (SME's) who are successfully operating in Noord Brabant. Our robust primary sector is the driving force for companies from peripheral areas and for other sectors. Pairing ambitions with innovations in mobility, technology and logistics will have our full attention in the lead-up to 2018, so that we can take advantage of this optimal supporting network to shape our ambitions for the future. In addition, we have a thriving ecosystem of companies, knowledge, innovation networks and educational programmes that are related to food and agrifood, which give a continuous impulse to the development of talent and technology. It is this attractive climate that allows businesses, organizations, and knowledge institutes to solve their innovation challenges smart en swiftly, which is a prerequisite for Noord Brabant to realize our ambitions regarding the future developments in our food values. We believe that innovations will create value on economic, social, and ecological levels.

EDUCATION

In the valley-network and at the campuses, the accumulated knowledge is transformed into innovative products and concepts. This can only be achieved by providing talents with thorough training and education. From primary school and onward, it is important our children be taught how to maintain a nutritional, safe, and healthy diet.

The educational requirements we have in mind to accomplish this are active and ongoing. Throughout their educational career, young people should be able to experience what healthy and safe food is. The 'kitchen boss' competition (organized for the first time in 2015 by AgriFood Capital) is a perfect example of how to teach young children about healthy eating. Primary school pupils were challenged to work in teams to create a wholesome menu that featured local products. Several farmers have united to form Klasseboeren, a group of smallholder farmers that school groups can visit to learn about and experience where our food comes from. In his taste centre in Cuijk, top chef Martin Bos is teaching children how to savour their food with a fresh perspective. Every effort is being made in this centre to teach a new generation how to appreciate taste as a sense.

In 2018 we want to develop teaching materials for all types of education that illustrate the value of food in diverse ways. In the same year, we also want to develop activities aimed at advancing the knowledge, attitudes, and behaviours toward food in the broadest sense of the word. Besides that we also hope to host the 3rd edition of the 'Young Master Chef'-competition, initiated by Catalunya in their European Region of Gastronomy year.

In the current knowledge economy, machines and infrastructure are not the decisive factors. **Human capital** will be by far the **most important production factor in the future**. Regions in which people with the right skills and work experience can be found are highly sought after in our national and international business environment. In order to develop agrifood solutions for the future, state-of-the-art, internationally-oriented training courses and study programmes (including those for professionals) are crucial for the employers and employees of the future.

Noord Brabant has a broad and multi-faceted range of courses and programmes, ranging from practical courses to academic education, including those offered by: Eindhoven University of Technology, Tilburg University, Fontys University of Applied Sciences, HAS University of Applied Sciences, Avans University of Applied Sciences, Design Academy Eindhoven, and 'De Groene Campus' in Helmond. Besides educating and training the people of Noord Brabant, there is an important role for international talent. The international character of our education and training reinforces this trend. It is for this reason that more and more international students are coming to Noord Brabant. In turn, more and more students from Noord Brabant are also heading abroad.

B K R N A C



NOORD BRABANT A LIVING LAB

Due to our ecosystem of open innovation Noord Brabant has enormous knowledge potential. The regional scientific network includes the universities of Eindhoven and Tilburg, and close by are Utrecht, Wageningen, and Nijmegen. But we also combine forces in higher and secondary education institutions and participate in open source knowledge centres. Innovations take place in many locations in Noord Brabant. The backbone of this system is formed by the following campuses, which cooperate with nearby Food-Valley Wageningen, Greenport Venlo and Health Valley Nijmegen:

Grow Campus - 's-Hertogenbosch

The Grow Campus is a collaboration between HAS University of Applied Sciences, Avans University of Applied Sciences, Helicon Opleidingen, ZLTO (Southern Federation of Agriculture and Horticulture), the municipality of 's-Hertogenbosch, AgriFood Capital, and other AgriFood entrepreneurs in Brabant.

The Grow Campus offers companies, start-ups, SME and other entrepreneurs in the Agrifood sector the opportunity to fulfil their ambitions and to either strengthen a top position or develop one in the Agrifood sector.

DO YOU WANT TO KNOW without knowledge action is useless

Brainport region of Eindhoven

High Tech Campus Eindhoven claims to be the smartest km² in The Netherlands with more than 140 companies and institutes, and some 10,000 researchers, developers and entrepreneurs working on developing future technologies and products. The Campus helps to accelerate innovations by offering easy access to high tech facilities and international networks. Campus companies (a.o. Philips, NXP, IBM, Intel) strategically decide what knowledge, skills and R&D facilities they share in order to achieve faster, better and more customer-oriented innovation in the application fields Health, Energy and Smart Environments. Located at the heart of Brainport Campus companies are responsible for nearly 40% of all Dutch patent applications.

Food Tech Park Brainport - Helmond

At Food Tech Park Brainport in Helmond, we help SME and SME+ entrepreneurs profit from technologies like those used to process vegetable residues as well as technology to extend the shelf life of food products or to separate raw materials and/or waste streams. We bring together the best in food and technology (such as the high-tech and chemical sectors).

Green Chemistry - Bergen op Zoom

The Green Chemistry Campus is increasing biobased entrepreneurs' chances of success, and, consequently, it is contributing to the development of a biobased economy. The campus boasts world-class laboratories and outstanding facilities that are anchored in an ecosystem that brings together market demand, biomass, and innovations. Biobased entrepreneurs who operate on the Green Chemistry Campus experience accelerated success. The campus is part of the Biobased Delta. No other region in the world is better suited than Biobased Delta to the valorization of sugars into biobased building blocks for the chemical industry. The Green Chemistry Campus is located on the premises of SABIC Innovative Plastics in Bergen op Zoom.

Nieuw Prinsenland - Dinteloord

The Nieuw Prinsenland business park offers ample space for modern enterprises operating in, or linked to, the agrofood sector, the biobased economy, value-added logistics, services, research, and development. Nieuw Prinsenland is the premier new location for ambitious greenhouse horticultural producers. Located a mere half hour's drive from the Westland region, Nieuw Prinsenland, in the western Noord Brabant agricultural region, offers a favourable business climate for companies of all sizes and types.

Pivot Park - Oss

Pivot Park is the hub of a growing network of companies and research institutes that are directly and indirectly involved in innovative life sciences research. Pivot Park offers researchers an optimal infrastructure, state-of-the-art facilities, and a wealth of knowledge and experience. Pivot Park Oss is located at former Organon-site, nowadays MSD.

Foto: High Tech Campus Eindhoven

CONNECT PEOPLE

OUR CHALLENGE FOR 2018: FIND WAYS TO COMBINE WONDERFUL NOORD BRABANT INITIATIVES.

Naturally, the public attractions that will give extra attention to the European Region of Gastronomy-theme in relation to our values of food. The real challenge for 2018 is to widely connect food with nature, culture, water, landscape, art, sports and education. These connections will allow us to show residents, businesses, bright young minds, administrators, immigrants and visitors how important and worthwhile food culture can be. Becoming a European Region of Gastronomy in 2018 provides us with the ultimate momentum to create a strong movement towards a better world for the future. This is how we want to instil pride and colour our values of food. In 2018 we want every guest – visitor, foreigner, immigrant and inhabitant - to connect to each other to experience the food values in our region.

Tasty food

2.4 million Noord Brabant residents welcome you. Pull up a chair at the table and join us.

During upcoming AgriFood safaris, regional farmers, producers, growers, and catering companies will open their doors wide to the public to make the bounty of Noord Brabant visible and tangible for visitors. One example of this is a 3D experience where guests, immediately after finishing a delicious meal, can experience the 'making of' of their food.

Healthy food

Noord Brabant is in a league of its own when it comes to developing and achieving menus for target groups. Food is a driving force for health, improved vitality, and an improved capacity to recover. We develop customized fortified foods that are tailored to meet the needs of clients, seniors, or 'ordinary' citizens. Let's work together to create healthy food for everyone.





Sustainable food

We want to share the cultural heritage of our area and show where we come from. We want to experience the history, learn from the past, and apply the lessons to the present. Storytelling. Sharing the stories that have shaped us. We are hard at work on **high tech/high touch events** for the region that will showcase innovations and artisanal products. We also intend to help visitors experience the food production of the future at a special, as-yet-unbuilt AgriFood theme park.

Here all ages can learn about food production through interactive exhibits. And who knows? You might just win a romantic dinner for two, featuring new plant-based proteins, that will be served in a Tesla...

Healthy food

Sustainable food

Social food

Discover for the first time or rediscover the food supply chain, from 'farmer to plate' and 'from soil to spoon'. Food as lifestyle and experience. Recreation and tourism. AgriFood & Leisure: a new and inspiring combination. Enhance the visitor experience by teaching visitors about taste and the origins of our unique flavours. A feast for the mind, a celebration of flavour.

Meaningful food

Visitors to Noord Brabant will soon have the pleasure of dining at **travelling pop-up restaurants** in green spaces throughout the region. Guests of these pop-up restaurants will be able to experience in real life the entire story of their food: from farmer to plate. Bringing together citizens, small farmers, consumers, activists and concerned political actors at global level through an alternative economic approach we call Local Solidarity-based Partnerships between Producers and Consumers. It is a way of maintaining and developing **small-scale organic family farming** and of achieving **local food sovereignty** within our province and community worldwide. In 2018 these projects will demonstrate that Noord Brabant is **the most beautiful garden in the southern Netherlands**.

In addition to the green spaces, residents in the cities of Noord Brabant will also be able to experience the region's agriculture through dining at restaurants and other special activities. The 'Farmer to Table' initiative, for example, which has already been successfully organized in the centre of Oss, certainly bears repeating.

Social food



word
brabant
will wow
you

Noord Brabant is teeming with life and energy. There are so many things to do here and plenty of room for all to participate. Everyone can join in. Bursting with entertainment, Noord Brabant offers visitors all kinds of food, music, numerous festivals, cities, shopping, cultural events, art, and amusement parks. And you cannot overlook the spectacular opportunities for outdoor, recreational, relaxation, and sporting activities that make Noord Brabant the ideal destination. Everything you could want is just around the corner, yet the variety is remarkable. Brabant has something to offer everyone. Join the fun in Noord Brabant!

Are you looking for some excitement and good company? Or are you ready to relax? You can camp out next to the lions while enjoying a refreshing glass of camel's milk. Perhaps you are in the mood for a romantic weekend. You can venture out on the illuminated cycle path inspired by Van Gogh's Starry Night, and then enjoy a Michelin-starred dinner as the highlight of the evening. You can also get inspired by the latest techniques and applications in fashion and textiles found in Tilburg and the Vlisco headquarters in Helmond. If you would like a family outing, come enjoy a thrilling day riding roller coasters in the Efteling, before nodding off at a cosy B&B on a farm.





*if you would
come enjoy a
coasters in*

EPICUREAN PLEASURES IN THE CITIES OF BRABANT

Our cities are known for their epicurean atmosphere. It is with good reason that 's-Hertogenbosch was voted the most hospitable city of the year in the Netherlands. Eindhoven is the top location to enjoy arts, design and culture during the annual Dutch Design Week in October. But there are also other real gems. For example, Willemstad, Heusden, Ravenstein and Grave are magnificent fortress towns full of boutiques and galleries.

NATURE

Combine a city trip with a nature outing to enjoy the best of both worlds. The inviting countryside of Noord Brabant will beckon you to go hiking, cycling, horseback riding, and much more. Nature reserves such as 'De Biesbosch', 'De Groote Peel' and 'de Loonse en Drunense Duinen national park' - the largest drift-sand area in Western Europe - are ideal locations to enjoy these outdoor activities. 'De Nieuwe Hollandse Waterlinie' (New Dutch Water Line), a nature area with a unique history, has no fewer than 34 fortresses and a wonderful recreational area that features grasslands, meadows, heathland, bogs, and lakes.



like a family outing
thrilling day riding roller
the evening

HOSPITALITY WITH A SMILE

You cannot experience the true spirit of Noord Brabant until you find yourself treated to a generous portion of Noord Brabant hospitality. In other words, great food and drink that is always served with a smile. You will be captivated by the local products and their accompanying stories. Let the innovative catering concepts in the most unexpected locations surprise you. Do you need a good night's rest? With so many hotels, hostels, campsites, and B&Bs, a bed is never far away in Noord Brabant, whether you prefer pure luxury or casual ease. And there's always plenty to do tomorrow!



OUR COLOURFUL ACTIVITY PALETTE IN 2018 THE PROGRAM

Our values not only define our existing initiatives, but also are a strong guide for the development of our new initiatives towards 2018. In this way we design an impactful framework in which all initiatives together will create a beautiful painting. Here is the outline of all activities that will give colour to Noord Brabant in 2018.

AGRIFOOD ROOTS

Where does our food come from? How is it made? Who is responsible for our food supply? We will restore the link between farmer and plate or soil to spoon. People will be proud of our food again.

To reveal the 'roots' of Noord Brabant, we will feature local products and show our pride in them. The showcase for local products can be multifaceted. Candidates include the impressive food markets in Eindhoven and 's-Hertogenbosch and the Jumbo foodmarkets in Breda and Veghel, as well as the weekly markets, the street fairs, and the diverse farm shops in the region.

LOCAL COLOUR

For another track, we will be connecting local producers with event organizers and restaurateurs. We showcase festivals with local food offerings, restaurants featuring local dishes, and catering that dishes up local treats. Make what is local special and create a movement toward the Noord Brabant food culture.

LOCAL PRODUCTS HAVE A STORY TO TELL

The story behind a local product is an integral part of its taste. Storytelling ensures that local products receive concrete added value for the target groups. Stories also provide colour to the food experience. In 2018 Noord Brabant will showcase the region's food products. Gastronomy is the knowledge of flavour and food. The power of local products lies, on the one hand, in their delicious taste, and on the other hand, in the fascinating stories that accompany them. Stories imbue local products with a unique, personal character and they provide added value.

2018 is the year of local products. Noord Brabant sets the table with local, honest food.

For example, West Brabant has already two protected-status breeds that are exclusive to the region: the Kempen Heath sheep and the Chaam chicken.



HIGH - TECH, HIGH TOUCH

As you read before Noord Brabant is a leader in the food, Agrifood sectors and related sectors such as technology and pharmaceuticals. Our world players receive many business visitors each year. In 2018, during their stay, these expert visitors will experience the true value of food and also of the company they are visiting. One way to do this is to provide special business-to-business gastronomic arrangements that illustrate for our guests how our business community is anchored in its natural environment. What do you think of a real chocolatefactory-trip to Mars, or the SABIC-foodways tour?



FOOD AND THE CITY

In 2018 food will be an integral part of the experience of the city. Food enriches the city. It attracts visitors, gives colour to the city, and allows for movement to gain traction in the city.

There are myriad possibilities for food in the city: farmer's markets in city centres, pop-up restaurants with local produce, traditional local food, and museum exhibitions. Taste tours through the city are an option, where the consumer becomes familiar with the different flavours of the city, with special attention paid to urban farmers. Together with schools and local residents, we will inspire urban farmers to produce more food in the city. But we will also offer innovative food producers urban areas to produce food. The goal is to restore the connection between producers and consumers.

Food in the city is delicious, but it is also educational. We want to help city dwellers become more aware of the food chain. People should be able to experience first-hand the meaning of the phrase 'farm to plate'. Urban farms also generate dialogue around the values of food. Farmers will invite people to sit down at their table and share their stories about food, and they will not be shrink from discussing relevant issues. Our goal is to take the food in the city out of the restaurants and to bring it outside. In the streets and on the squares, we will let visitors and residents experience the food of city. In the restaurants and pop-up restaurants, people will be able to taste and enjoy local delicacies.

The aim is to publicize the 'new' food culture of Noord Brabant, which has a reputation for being natural, local, honest, tasty, and, above all, typically Noord Brabant.



EACH YEAR 147 FESTIVALS TAKE PLACE IN BRABANT, AND THEY ARE VISITED BY NEARLY THREE MILLION PEOPLE.

ERICK DE BOER / EM-CULTUUR DIRECTOR

FOOD HEADLINER AT EVERY FESTIVAL, EVENT, AND ATTRACTION

Food/festival: in 2018 local food will star at every event, festival, or amusement park in Noord Brabant. Food increasingly determines the atmosphere at festivals. We will use this trend in 2018 to raise the profile of food in the rich festival landscape of Noord Brabant. We build a high tech x high touch food truck in which we visit all festivals in the province. It will articulate our food values by offering delicious food and show the origin via 3D-virtual reality.



OTHER INITIATIVES THAT WE WANT TO LAUNCH IN 2018:

Noord Brabant Food Atlas
The complete overview of Noord Brabant Food, available online or offline. Flavours and storytelling that appeals to the formulated values.

'Krentjes uit de pap' app
(The Cherry picking app)
Online enhancement of the taste experience in Noord Brabant. A handy app with all of the tasty treats to be had in Noord Brabant.

Noord Brabant Villages Derby 2018 – the food edition! Which village will devise and develop the tastiest, healthiest, and purest taste sensation?

Taste routes/travel routes
Routes along tasty locales in Noord Brabant. A culinary journey. The 'Roots' will present the origins of our food sector, while the routes will introduce people to the distinctive flavours of Noord Brabant.

GLOW festival of lights, the food edition

Culinary Film Festival

Who will be the next 'mayor of taste' of Noord Brabant?



SYMPOSIUMS

DUTCH AGRIFOOD WEEK

The Dutch AgriFood Week is since 2015 organised by Agrifood Capital, in cooperation with Food Valley NL, Greenport Westland-Oostland and Brightlands Greenport Venlo. The Dutch AgriFood Week promotes innovation, sharing knowledge and naturally also enjoying healthy food, with support from the Agri & Food top sector. The Dutch AgriFood Week is one of the ways for the sector to show what is

necessary throughout the entire chain. Farmers, businesses from the supply and processing industry, government and scientists all show how they are working to ensure the availability of safe and healthy food, sharing their enthusiasm, knowledge and skills. This annual event is designed for anyone with an interest in food and food production, both professionals and consumers. In 2018 we are going to tell our

story about food clearly defined at the Dutch AgriFood Week. 'Be good, and tell it.' This trendsetting event will allow our region to act as a podium for both business and consumer-oriented events. Our ultimate goal is to create a strong regional brand through consistent branding and active Public Affairs and PR activities and, above all, doing what we do best: achieving added value in agriFood by making connections with related and non-related sectors.



WORLD FOOD FORUM

During the inspiring world food forum in 's-Hertogenbosch game changers from all over the world will come to our province to be inspired about the future of agriculture and food. In 2018 it will be even outperforming a TED-x Food.

FOOD INSPIRATION DAYS

In 2018 Food Inspiration Days will be a multi-day event for both B2B and private consumers. Our goal is to stage the kick-off in 2018 for the development of this event. Reaching a broad target group will enable us to explain the values of our food sector at different levels.

FOOD MEETS DESIGN

Dutch Design Week in 2018 will have a strong focus on food/design. We will challenge artists, designers, and food producers (from farmers to high-tech food processors from all over the world) to work together to develop colourful, tasty innovations. The best idea will receive the Food Design Award, an initiative of the European Region of Gastronomy 2018.

SHARE RESOURCES

ORGANIZATION EUROPEAN REGION OF GASTRONOMY 2018

Noord Brabant will be an excellent region to host a massive year round event such as being the European Region of Gastronomy. In this bid book we have described the most dominant cultural aspects in our regional society, to know entrepreneurial, experimenting and cooperative working. The latter is already learnt from Pater van den Elzen in former times, Out of our strong rural cooperations grew the unique strong well-functioning Triple Helix structure in which we all work together. These overall clusters in which entrepreneurs, local governmental bodies and knowledge-centers combine forces to realize economic growth via innovation and cooperation offer the ultimate governance to organize and host such a fantastic project with high energy and great involvement of all stakeholders.

TRI - LATERAL NETWORKS
AND HYBRID ORGANIZATIONS

ACADEMIA

STATE

INDUSTRY



PROJECT ORGANIZATION

The project organization for the European Region of Gastronomy will be formed by a province-wide network of collaborating partners from our Triple Helix network. This represents an intensive collaboration between educational, governmental, and business partners. And the collaboration focuses on developing projects and programmes with a single shared ambition: to colour the values of food.

This collaboration will concentrate on:

- networking and making connections
- process and programme management
- realizing initiatives with the aid of co-financing
- public affairs and communications

Coalition of the willing

We will not be hasty or rush things in the run up to our nomination. An initial project team has been assembled, as well as a sounding board for ideas, represented by mayors of the cities 's-Hertogenbosch, Helmond, Breda, Veghel en Boxmeer and the Deputy of State of the province of Noord Brabant. To develop well-supported, comprehensive programming we have organized three gourmet 'do-and-think dinners' where many experts and stakeholders made important contributions to help us achieve our programme.

This makes our nomination of European Region of Gastronomy to a truly bottom-up movement towards 2018. We will be pleased to strengthen our movement after winning the bid of 2018.

A list of all the invited guests who have made contributions can be found in the appendix to this book.

The network will appoint European Region of Gastronomy programme management. This team will be responsible for the day-to-day operations and coordination between the collaborating partners. : the province of Noord Brabant, the municipality of 's-Hertogenbosch, AgriFood Capital, ZLTO, Visit Brabant, House of Leisure in Midpoint Brabant, Brainport region of Eindhoven, Delta Region West-Brabant, regional networks and a large group of entrepreneurs.

MARKETING AND COMMUNICATIONS

It is our ambition to accelerate the movement of establishing our strong values of food. We have created a powerful movement around gastronomy in our society. We always have been futureproof and will remain to be so. That needs to be our legacy. Becoming European Region of Gastronomy offers us the perfect momentum to tell our story and become an inspiring showcase for all other regions. Noord Brabant will be ready to offer every visitor a personal food thrill in a hospitable society.



DURING 2016 AND 2017 WE ARE GOING TO CREATE AWARENESS OF THE EUROPEAN REGION OF GASTRONOMY AT MOST PEOPLE WHO LIVE, WORK OR STUDY IN NOORD BRABANT. OUR AMBITIOUS MAIN OBJECTIVE IS THAT OVER 2.0 MILLION BRABANDERS GIVE YOU A WARM WELCOME AND GIVE COLOUR TO THE VALUES OF FOOD TOWARDS OUR GUESTS.

Our segmented marketingcommunication approach assures a fitting, tailor-made plan for the different needs and wants:

All business-to-business visitors are offered targeted arrangements, in which they will learn about their customer and his environment. What do you think of the Cosun treatment of the Vion farm tour. In your hotel and restaurant you find interesting trivial information of the industry and restaurants can tell you relevant stories about the meal that has a strong link with the company you visit. And also even more students are pro-actively invited to come to us, To learn, to see, to taste and talk about our future values of food. Our state-of-art knowledge centers are open to share their latest findings and innovation in agri, food and leisure.

For many tourists Noord Brabant is already becoming the 'beautiful garden of the South' whether flying on Eindhoven airport, taking the train directly from Schiphol to 's-Hertogenbosch or disembark at Breda after your traintrip from Paris or Brussels. We offer all kind of festivals such as Carnival, Flowercorso in Zundert and the cultural and musical festivals which are most worthwhile visiting. In almost all events our visitors get exposed to our values of food. Not in the last place our farmers are opening their doors to tell you about their passion. Pop-up restaurants and our special European region of Gastronomy 2018-Foodtruck will always be at hand. This makes Noord Brabant also the perfect destination for a shortbreak trip in 2018.





In the lead-up to 2018, we will sharpen our marketing & communications plan and develop our communication campaign that works meticulously and strategically towards the campaign year. We will work according to the model of an inverted pyramid, we start in Noord Brabant. First we are going to present our objectives to the people of Noord Brabant, so that they can join us in our efforts. Next we will expand the communication focus, broadening our circle step by step. First the Netherlands, then Europe, and finally the rest of the world.

COMMUNICATION OBJECTIVES:

- To announce that Noord Brabant is the European Region for Gastronomy
 - To share the values of food in Noord Brabant
 - To involve citizens, businesses, talents, and administrators...
 - ...who will work with us produce even more values for food in Noord Brabant
- These are robust ambitions that truly benefit Noord Brabant.



The project organization will also appoint a working group that is responsible for coordinating and implementing the communications activities. As soon as we are elected to get the honour of becoming European Region of Gastronomy the project organization will full swing flesh out our communications plan towards the road to 2018.



*it is our ambition to accelerate
the movement of establishing our
strong values of food*

BUDGET EUROPEAN REGION OF GASTRONOMY 2018

The project of European region of Gastronomy 2018 in Noord Brabant will start off in 2016 as a movement, before reaching the highlight of our programme. However, the activities will need to have ongoing positive consequences for the province. Therefore, our financial provisions will cover the 2016-2018 period and beyond.

As explained in our section on organization, we have expressly chosen to use the network organization, which is the cooperation model of the future. This also means that the project organization will not implement all the projects or subprojects discussed in this bid book, nor will it be responsible for outlining the financial frameworks for these projects.

This bid book only provides an overview of the funding we will provide for the overall programming (particularly the project of European region of Gastronomy 2018 programme management and the joint, inter-agency communications and marketing, as well as the budget to help develop new projects).

Budget	
<u>European Region of Gastronomy 2016-2018</u>	
Programme Management	€ 300.000,00
Communication & Marketing	€ 825.000,00
New ideas working budget	€ 375.000,00
<hr/>	
European Region of Gastronomy budget 2016-2018	€ 1.500.000,00
<hr/>	
European Region of Gastronomy 2018 - projects	€ 3.000.000,00
2018 - the legacy fund (until 2024)	€ 1.000.000,00
Flanking Policies	€ 1.500.000,00
<hr/>	
Total investments 2016-2024	€ 7.000.000,00
<hr/> <hr/>	

FLANKING POLICIES

The project of European region of Gastronomy 2018 in Noord Brabant is being funded by all the partners in the Triple Helix cooperation (educational, governmental, and business partners). Currently, numerous partners have agreed to include the necessary contributions in their budgets. One of the most important tasks for 2016 that management faces is to concretely determine the finances for our programme. Over the next two years (2016-2017), we expect that this process will result in some projects disappearing from our programme, with other projects or ideas taking their place. We view it as an organic development.

The European Region of Gastronomy project in Noord Brabant is financed by a wide range of partners. To support the financing, some public events will have significant income from ticket sales and user contributions. We have initiated the comprehensive task of securing all necessary funds. Leading up to 2018, we expect to develop new ideas and projects that will shape our programme for 2018. In the unlikely case that we are not able to secure the budgeted funds, we may have to cancel or alter individual events.

Here by we introduce Noord Brabant's Triple Helix-networks:

AGRIFOOD CAPITAL - NORTHEAST OF NOORD BRABANT

At AgriFood Capital, educational institutions, public authorities, and businesses are hard at work on concrete projects and programmes that all share a common ambition: to make Noord Brabant the top AgriFood region by 2020.

'Developing North-eastern Noord Brabant into an excellent AgriFood region with international appeal.' Developing North-eastern Noord Brabant into AgriFood Capital, an excellent AgriFood region with international appeal, national attraction, and local collaboration: it's ambitious, but realistic. The North-eastern Noord Brabant AgriFood cluster contains such high quality and is so complete, it is unique in its kind. At this time the cluster is already responsible for €1.9 billion in economic added value and 30% of the region's employment.

BIOBASED DELTA BREDA

The south-western region of the Netherlands is rich in AgriFood and horticultural and chemical companies that can tap into new markets by renewing their traditional products and practices. That happens at Biobased Delta, where, in addition to entrepreneurs, knowledge institutes and governments are also represented. The growth and appeal of the biobased economy can be strengthened by these parties joining forces.

The unifying factor between these research institutes and Valleys is AgriFood. AgriFood brings together knowledge from various sectors, and it creates cross-connections that help realize a shift in global thoughts and actions relating to AgriFood.

It symbolizes the strength of AgriFood in the region. There has never been a comparable collaboration in the Netherlands of this size and quality between the agricultural sector and the food cluster. Hundreds of companies and organizations participate in this collaboration: from large national and international companies to SMEs and from companies with illustrious histories to newly-minted start-ups. AgriFood is part of the very DNA of Brabant.

this is
the heart
of growing
development
markets



region in
heart of our
province wants to
develop new
market concepts

BRAINPORT REGION OF EINDHOVEN

Over the last eight years, Brainport, with Eindhoven as its beating heart, has become one of the most prominent high-tech centres in Europe. Brainpower is much more than a spot on the map; it exudes a philosophy and a unique mentality. The unique style of collaboration at Brainport creates a basis for open innovation that enables knowledge sharing, which, naturally, creates even more knowledge. High-tech and design go hand in hand with high-quality manufacturing and entrepreneurship. At Brainport, the whole is greater than the sum of its parts, and this allows us to be a growth accelerator. Brabant accelerates the economy and motivates individuals by combining collaboration with a high degree of intelligence and a continual ability to adapt. This potent combination already attracts talented students, knowledge workers, entrepreneurs, and investors from all over the world.

MIDPOINT BRABANT - TILBURG

Midpoint Brabant focusses on the social value of social innovation'. This region in the heart of our province wants to develop new market concepts. Spearheads are sustainability, entrepreneurship, human capital. Due to the dominant Leisure-activities in this part of Noord Brabant (Efteling, Beekse Bergen) one program is the Leisure Boulevard. They strongly value the economic foundation of tourism for city and suburbs. Specific activities are the realization of House of Leisure in Oisterwijk, 'Natuurpoort Groene Woud' and the development of cultural hotspot Spoorzone Tilburg.

COOPERATION WITH OTHER EUROPEAN REGION OF GASTRONOMY PARTNERS

Working together

We already loved to work together with all participating regions in European program. We feel we can learn and share a lot together. We inspire each other to move on. And we detect a lot of opportunities to cooperate and strengthen each other. When we will become European Region of Gastronomy in 2018 we will invite every region to visit our province and get engaged, We want to show what we are so proud of. The European Young Chef Award" is a competition in which young chefs around Europe get the opportunity to participate in a professional cooking contest supported by masterchefs of their own region. The competition will start in 2016 in the Catalanian Year of Gastronomy and we will be proud to host this competition in 2018

Meeting and working with Galway in 2018

We are in discussions with our 2018 partner, the region of Galway, and will continue to work closely with them, through the European Regions of Gastronomy Network as well as bilaterally. It is the intention of both regions to have a number of joint elements to our programmes in 2018 which will involve collaboration on a number of key activities which support the aims and objectives of the European Regions of Gastronomy. As part of our cooperation with Galway we are proposing to develop a partnership project proposed under the INTERREG North West Europe which is about Connecting Start Up Communities focussing on supporting SME'S and strengthening the start-up ecosystems for smaller and medium sized cities around Europe. During 2016 and 2017 we will engage further with Galway as part of a collaborative exchange programme to develop mutual activities further for our programmes in 2018, the learning from which can be shared with other regions in the network as well.

Promote our province

On top of this we have our futuristic foodtruck build in which we have planned to drive to our partnering European regions of Gastronomy in the upcoming years. To inspire as many people in Europe with our important values and of course invite them to visit Noord Brabant in 2018!

Monitoring and evaluation

The Noord Brabant bid is being funded by public authorities and organizations. We want the evaluation to be effective, methodical, and focused on long-term results for the participating partners, the region, and our European associates.

We will analyse each event from a quantitative perspective, gathering demographic data from the attendees, closely monitoring finances, and measuring the impact of media and public relations. Through questionnaires, interviews, and social media interaction, we will gather testimonials and determine qualitative indicators such as motivation and satisfaction among participants. Besides monitoring data and collating qualitative feedback, we intend to host workshops with ERG partners to evaluate the results. This is important in order to find solutions that will make similar projects more effective in the future - both in the Netherlands and in the rest of Europe.

By hosting the European Region of Gastronomy Year, we are pooling together several activities that have the common goal of promoting food culture for the future. During the evaluation, we have to be very critical. 2018 is a starting point towards a greater food impact in the world. This means that determining what makes the biggest impact, when guests are willing to pay to take part, and what provides value for money for our private and public partners is critical to taking the future steps towards meeting our ambitious objectives.

CLOSING REMARKS

The European Region of Gastronomy platform and award aim to contribute to a better quality of life in European regions by highlighting distinctive food cultures, educating to ensure better health and sustainability, and stimulating gastronomic innovation. As you have read in our bid book, this ambition shows a striking similarity to the ambition of the province of North Brabant. As a leading region of rural and urban elements in Europe, we want to colour the world's food values.

For us, this means that we want to find better solutions, resulting in tasty, safe, healthy, sustainable, social, and meaningful food. We are very much looking forward to meeting the outside world in 2018, and to being able to invite them to come and meet us. We will put together a broad programme allowing guests –both professionals and tourists – to experience agrifood. We want to connect with all visitors – whether local or from abroad, including immigrants – and enable them to contribute to our open-minded food culture. Last but not least, we want to share our gastronomy, products, passion, and knowledge with all other regions, within and outside Europe.

The European Region of Gastronomy award offers us a unique opportunity, in which the rich palette of all our activities based on food culture can be used to create a single, beautiful painting which is sure to impress everyone. During 2018, we will bring together all the initiatives in one large-scale year-round programme that will do justice to the broad spectrum of highlights in our region. We are fully committed to adding colour to the principles of the European Region of Gastronomy; supporting smart, sustainable, and inclusive growth via our food values, which form the heart of our programme. We will share knowledge via our agrifood safaris and educational food truck as well as the many other results of our programme. We will involve all stakeholders and assure a long-term commitment to the network via our unique triple helix structure.

Our strong agrifood cluster has already given us an important role in the main objective of the European Region of Gastronomy: **feeding the planet**. By means of our programme on colouring the values of food, we are aiming to reinvent ourselves for the future. We aim to capture your focal areas through our 'food values'. In the chapter 'Experience Agrifood,' we have elaborated on our strong agrifood cluster which brings together **globalization** and **global competitiveness**. Supported by **education**, regional governments, and our industrial fabric, including both multinationals and **SMEs**, we work in living labs on innovation to colour the values of food: tasty, healthy, safe, sustainable, social, and meaningful. **Cultural diversity** is being served as a matter of course in our projects which highlight the social power of food. In this cultural programme, people of all backgrounds will be giving a warm welcome to participants. The link between **urban and rural** environments is natural in our metropolitan mosaic. This encompasses the meaning of our food, the re-connection between 'soil and spoon' made visible at the festivals, pop-up restaurants in the green fields, our European Region of Gastronomy food truck, special events, and restaurants.

We hope to be given the opportunity to become a European Region of Gastronomy in 2018, so we can invite the colourful world to MEET, EXPERIENCE, CONNECT WITH, AND SHARE OUR FOOD VALUES.

ANNEX 1

During the preparation of this bidbook towards the nomination of European region of Gastronomy we got support of a wide group of powerful experts out of the Province. They freely supported us by providing the projectteam with their input and inspiring ideas. A lot of our activities and initiatives were listed in this way, the experts thought out how to connect them and make them big, bold and beautiful in the year 2018.

We are very pleased by their help and like to thank them for their compassion.

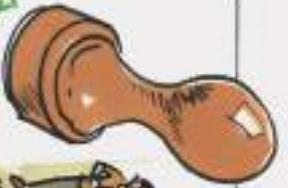
Beneath you will find the list of everyone who has been invited to join our diners of inspiration.

dhr Kemps, [Coppens diervoeding](#)
dhr Braks, [Streekrestaurant De Hofkaemer](#)
dhr Bos, [Martien Bos Smaakcentrum](#)
dhr Schreuder, [NBTC](#)
mw. Siemensma, [provincie Noord-Brabant](#)
mw. Anneth van Bruchem, [provincie Noord-Brabant](#)
dhr Faes, [Philips Fruittuinen](#)
dhr Arntz, [Stegron BV](#)
dhr Van Assendelft, [Assendelft & partners](#)
dhr Kissels, [De Weijer Boxmeer](#)
dhr Berends, [Groente & fruithuis](#)
dhr Ros, [Festival Food](#)
dhr Sijbers [Glow](#)
dhr Van de Veer, [Heerenboeren](#)
dhr Van Hees, [Libema/Zooparc](#)
dhr Van der Loo, [Museum Klok en Peel Asten](#)
dhr Jansen, [Regionaal bureau Toerisme Land van Cuijk](#)
dhr De Haan, [IVN Brabant](#)
mw. Laarhoven, [provincie Noord-Brabant](#)
dhr Bink, [Farm2Fridges](#)
dhr Van Welie, [Fruittelers](#)
dhr Schoots, [Consultant, oud burgemeester](#)
dhr Van Raaij, [Circo Circulair](#)
dhr Van Collenburg, [Merck/MSD/Intervet](#)
dhr Van de Boogaard, [Studio Doon](#)
dhr Kerkhof, [Go Nuts](#)
dhr Donkers, [Landschapsarchitect en vz. Brabantse VKKL](#)
dhr Naaijken
dhr Hoezen, [Culinaire Maas Oss / stuurgroep Maasmeanders](#)

mw. Nooijen, [VAIR Varkenshuis](#)
mw. Josemans, [effect Festival](#)
dhr Eijsink Smeets, [Circo Circolo](#)
dhr Drissen, [Festival Mundial](#)
dhr Verkuijlen, [One for the road](#)
dhr Van de Ven, [Hertogboeren / De Vennenhof](#)
dhr Willems, [the WOW company](#)
dhr Meijer, [Schouwborg Cuijk](#)
dhr Huijbers, [ZLTO](#)
dhr Linders, [Linders Supermarkten](#)
mw. Van Galen, [Land van Cuijk](#)
dhr De Weerd, [Noordelijke Maasvallei / Stork Marel](#)
dhr De Koning, [Gemeente Gennepe](#)
dhr Broeders, [Deterra, de online foodmarkt](#)
mw. Boezeman, [provincie Noord-Brabant](#)
dhr Hutten, [Hutten Catering](#)
dhr Nix, [Hanos Eindhoven](#)
dhr Van Gerwen, [Eindhoven365](#)
dhr Van den Eijnden, [Vrijtijdshuis Brabant](#)
dhr Steenberg, [Food Inspiration](#)
mw. Huisjes, [Vrijtijdshuis Brabant](#)
mw. Spierings, [HAS YFM-Brabant](#)
dhr Warmerdam, [BOM](#)
dhr Goossens, [Regio's Brabant van Koninklijke Horeca Nederland](#)
dhr Hoeksema, [Versche Vangst](#)
dhr Bongers, [Horeca Development](#)
dhr Schutten, [AgriFood Capital](#)
dhr Van de Ven, [Bouwbedrijf L. van de Ven BV](#)
dhr De Winkel, [Patisserie Robèrt/Culinaire Studio Robèrt](#)
dhr Pouwels, [HAS Hogeschool](#)
dhr Vermeulen, [Dutch Design Week](#)
dhr Donders, [Omroep Brabant](#)
dhr Hesemans, [Brabants dagblad](#)
dhr Van Kempen, [Lekker Brabant](#)
dhr Overdam, [Bossa Nova](#)
dhr Van Gool, [B5 Spoorzones](#)
dhr Dormans, [Ondernemingslift+](#)
dhr Van Neerven, [Provinciaal PL Complex CHV Noordkade](#)
mw. Koullil, [ZLTO](#)
dhr Koen Slippens, [CEO Sligro](#)
dhr Van Eerd, [CEO Jumbo](#)
mw. Hanenberg, [Marketing Mars Verkoop Nederland](#)
dhr Van der Locht, [Bierbrouwerij Oijen](#)
dhr Kocken, [Restaurant de Heer Kocken](#)
dhr Middeldorp, [Restaurant Sense / Bossche horeca ondernemers/restaurant alliantie](#)
mw. Wagemakers, [Dalco Food](#)
dhr Bruinsma, [BZW](#)

dhr Van Hoof, [Fabriek Magnifique](#)
 mw. Van Hulst, [Theaterfestival Boulevard](#)
 mw. Van de Ven, [Visit Brabant](#)
 dhr Zijderveld, [Advans hogescholen](#)
 mw. Lemkens, [ZLTO](#)
 dhr Hurkmans, [de Heische Hoeve](#)
 dhr Van Herk, [vz. Coöperatie het Groene Woud](#)
 dhr Van de Pas, [Bourgondisch Brabant](#)
 dhr De Boer, [Maison de Boer](#)
 dhr Van Nobelen, [Mars](#)
 dhr. Van de Rakt, [DMV](#)
 dhr. Does, [Ekoplaza](#)
 mw. Van Asseldonk, [Voorzitter / restaurant Hertog Jan](#)
 dhr. Van der Heijden, [Blauwe kei](#)
 dhr Derks, [Georganiseerde horeca](#)
 dhr. Van Tilborg, [Stichting Proefmei](#)
 mw. Van Alderen, [Smaakverbond de Baronie](#)
 dhr. Molenaar, [Contactgroep Veghelse Ondernemingen](#)
 dhr. Dominicus, [Veghels Midden- en Kleinbedrijf](#)
 dhr. Van Boxmeer, [Erpse Bedrijvenkring](#)
 mw. Berends, [Gemeente 's-Hertogenbosch](#)
 mw. Van Horne, [Gemeente Helmond](#)
 mw. Amaro, [Amaro Creative Industries](#)
 mw. Hermsen, [Ontwerpstudio Annelies Hermsen](#)
 mw. Van Bruchem, [vitaal leisure landschap Hart van Brabant](#)
 mw. Migchels, [De Brabantse Kluis](#)
 dhr. Middelweerd, [Restaurant De Treeswijkhoeve](#)
 dhr. Schellekens, [Mundial](#)
 dhr. Kimenai, [Chilli Pepper](#)
 dhr. Van den Eijnden, [VisitBrabant](#)
 dhr. Van Kempen, [Lekker Brabant](#)
 dhr. Van Rijkom, [Dag van de Stadslandbouw](#)
 dhr. Kerkers, [Bijzonder Brabants](#)
 dhr. De Haan, [IVN Brabant](#)
 mw. Vleemingh, [Go Nuts](#)
 dhr. Goossens, [Regio's Brabant van Koninklijke Horeca Nederland](#)
 mw. Stouthart, [Noord-Brabant Culinaire](#)
 dhr. Van Hees, [Libema/Zooparc](#)
 dhr. Waterschoot, [Philips Lighting](#)
 dhr. Van Assendelft, [Assendelft & Partners](#)
 dhr. Bongers, [Horeca Development](#)
 dhr. Arntz, [Stegron BV](#)
 dhr. Koelemans, [Fitland-hotel](#)
 dhr. Glaudemans, [Theo Glaudemans](#)
 dhr. Van den Hoek, [Natuurlijk tomaat](#)
 dhr. Kuijpers, [Ibis Tilburg](#)
 mw. Peeters, [VOF de Goeije Kroon](#)
 dhr. Deneef, [Villa Pastorie](#)
 dhr. Vonk, [Sprankenhof](#)
 dhr. Van Roessel, [Corné van Roessel](#)
 dhr. Van Poppel, [Van der Valk concern](#)
 dhr. Van den Ouweland, [DE Hooikar](#)
 dhr. De Bie, [Drie Linden](#)
 mw. Vermeer, [Hoeve lakenvelders](#)
 dhr. Van der Staak, [struisvogelfokkerij](#)
 dhr. Van Rooij, [Van Rooij](#)
 dhr. Brok, [Vendinova en Henri](#)
 dhr. Huijbregts, [Van t Zandeind](#)
 dhr. Vermeer, [De Leyendaeler](#)
 dhr. Brands, [Slagerij van Hest](#)
 dhr. Mutsaers, [Natuurpoort Rooverdsche Leij](#)
 dhr. Van Herpt, [Stichting van Akker tot Bakker](#)
 dhr. Naalden, [Klooster Nieuwkerk](#)
 mw. Naalden, [SED](#)
 dhr. Hutten, [Land van de Hilver ism VVW Hilvarenbeek](#)
 dhr. Van Alderen, [Smaakverbond De Baronie](#)
 dhr. Nuijten, [Citta Slowbeweging](#)
 dhr. Oomes, [Klooster norbertinessen](#)
 dhr. Middelaar, [Hostellerie Vangaalen](#)
 dhr. Boreas, [Boreas \(**\)](#)
 dhr. Husken, [Kapellerput](#)
 dhr. Van Barschot, [De Artiest](#)
 dhr. Faes, [Philips Fruittuinen](#)
 dhr. Van Kempen, ['t Wasven](#)
 dhr. Bruurs, [voorzitter coöperatie Kempen Goed](#)
 mw. Leijser, [Melk-drive](#)
 dhr. Hermus, [Akkerbouwer](#)
 dhr. Assies, [Groente & Co collectief](#)
 dhr. Buijks, [De Stek](#)
 dhr. Oostveen, [De Fruitschuur](#)
 dhr. Van 't Sant, [De Strekerij](#)
 dhr. Verschage, [De Drie Sluizen](#)
 mw. Buijs, [New Meanings](#)
 dhr. Halters, [Stichting Natuurlijk Biesbosch](#)
 mw. Van den Heuvel, [gemeente Helmond](#)
 mw. Mollenhorst, [Peelnetwerk](#)
 mw. Pol, [Conceptbouwers](#)
 dhr. Willemsen, [Gemeente Breda](#)
 dhr. Burger, [Gemeente Oosterhout](#)
 mw. Hendrickx, [Gemeente Tilburg](#)
 mw. Van den Berg, [Gemeente Tilburg](#)
 mw. Van Hout, [Projectleider](#)
 dhr. Van Mameren, [Province Noord-Brabant](#)
 mw. Van Bokhoven, [Imagro](#)
 dhr. Van der Linden, [Imagro](#)
 mw. Spoor, [Midpoint / House of Leisure](#)
 dhr. Aarts, [Protix](#)

GEDWONGEN DOOR SOBERE OMSTANDIGHEDEN INNOVEREN



KINDREN MET ZELF
GEWELKE JAAM



DANERLIEKEN

PRODUCTEN
MILIEU-RIK, UITZIEGEN
EN DIVERSE INNOVATIEKEN



BRABANT



PROFITEN
BRODEN OF SOOP

TRO'S DELEN IN
FACEBOOK EN
INSTAGRAM



ERLUK IS HEERLUK

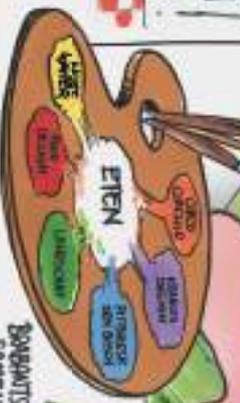
MOERES
MAALTIJD
MAKEN



SPAD - NUTRIENTIAAL VOLLEDER VRIJHEID

DUTCH
DESIGN
EINDHOVEN

GRAND
EINDHOVEN



EKEN

BRABANTE SPECIAUSTEN
SAMEN VERANDEN

VERDICTEN GROENTEN
COMBINEREN
MET NIEUWEGROENTEN



VERDICTEN GROENTEN



HEE JEZIE OVN
DINNER-DAY



MEG MET BRABANTSE
GROENTEN & CLUBKES
OVN HEEREN WEGROED IN HANDEN

We have tried to identify all holders of the footage. Persons or bodies who feel that their rights are not respected nevertheless, can contact the organizing committee.

The bid book is realised thanks to the efforts of Anja van Hout (municipality Den Bosch), Carel Nobbe (Agrifood Capital), Tineke Laarhoven (Province of Noord-Brabant), Imagro (strategy and creation for agri, food and rural area).

Noord-Brabant
European Region of Gastronomy 2018

