

**Session III    Lecture 3-2**

**Shaping the future of food together**

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**Summary**

In the lecture on “Foodvalley NL – Shaping the Future of Food together” Jeroen will address the ambitions and activities in innovation and transition in the food system of Foodvalley NL. Jeroen will particularly address the topic of personalized nutrition and functional nutrition for specific target groups, including ‘Sports and Nutrition’ and the example of the public-private partnership Eat2Move. How can relevant food choices be monitored and activated and what can novel technologies deliver in this respect? Jeroen will provide a view on developments in this field with examples from industry-driven innovation projects, including initiatives supporting in the innovation collaboration with Japan.