

Seed CentralSM

An initiative of the Seed Biotechnology Center at UC Davis and SeedQuest

Seed Central & Food Central

BRAINSTORMING SESSION

**Practical ways in which a close linkage between
UC Davis/Seed Central/Food Central
and
Wageningen UR/Seed Valley/Food Valley
can benefit the seed and food industry**

February 14, 2013

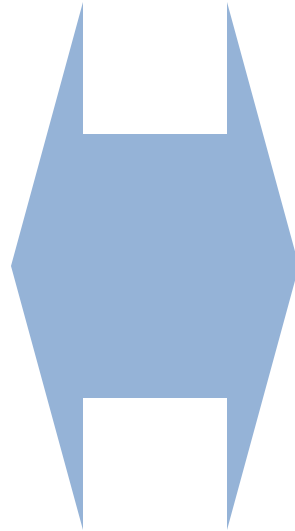
California



UC Davis

Seed Central

Food Central



Netherlands

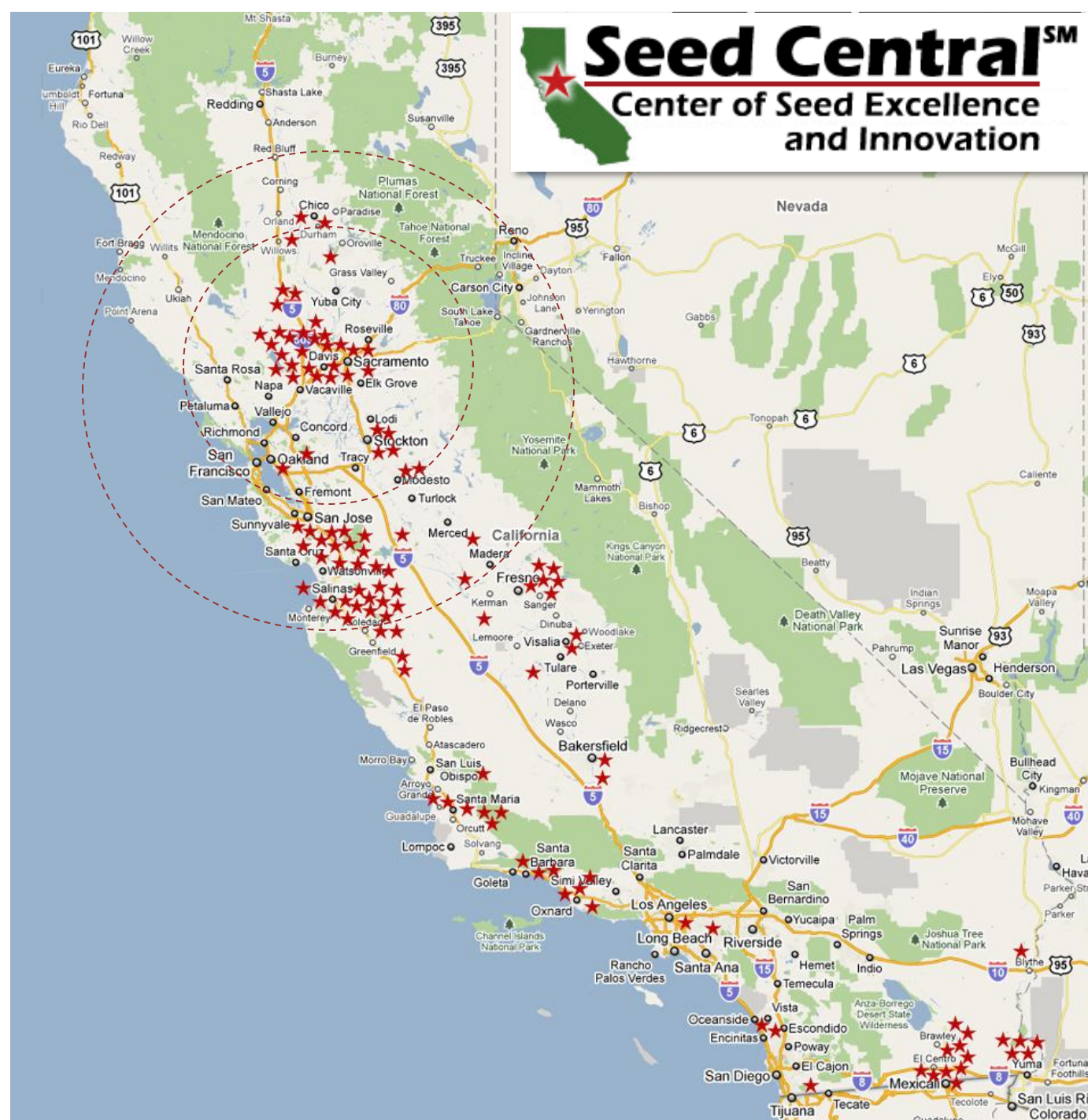


Wageningen UR

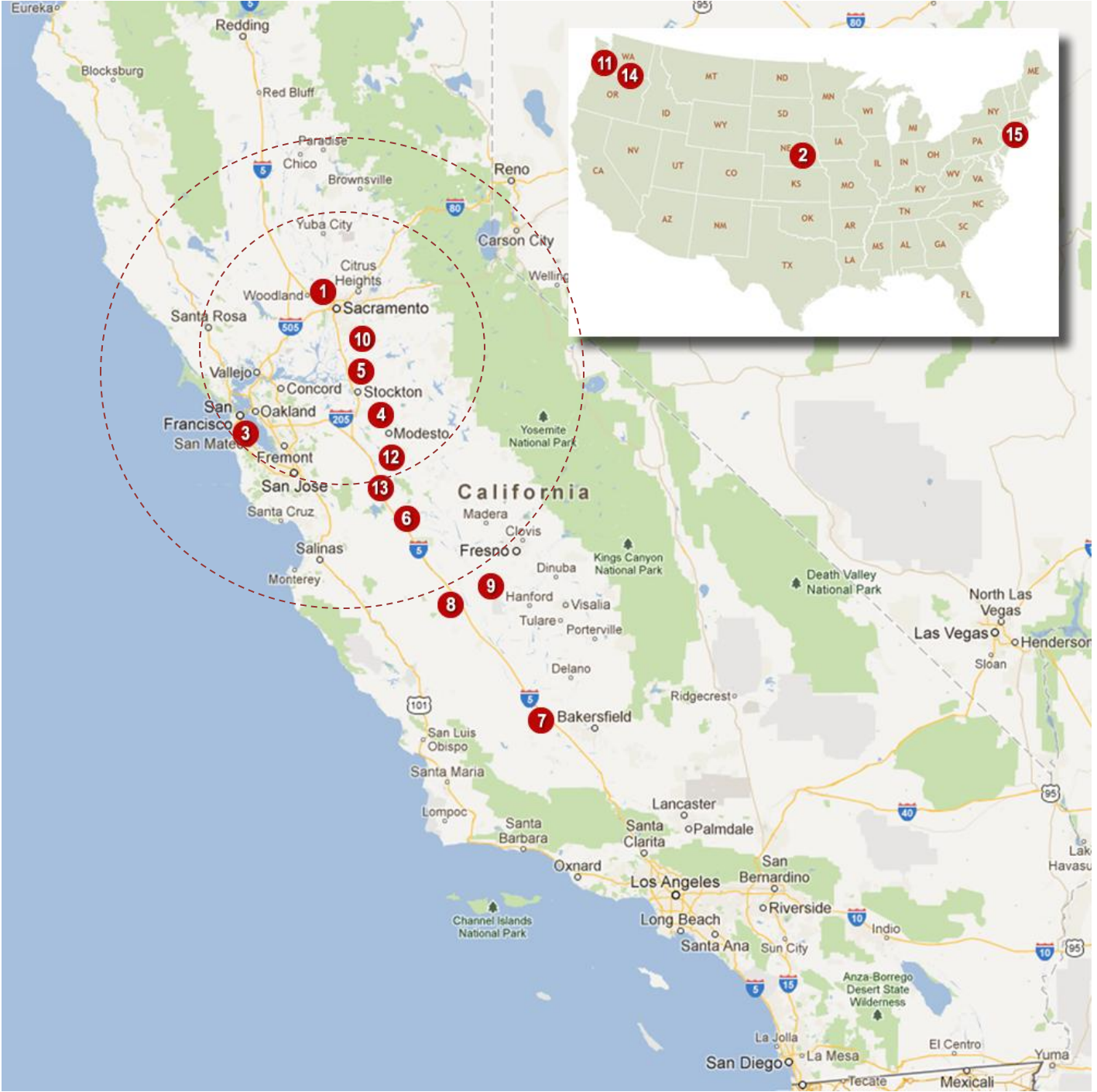
Seed Valley

Food Valley

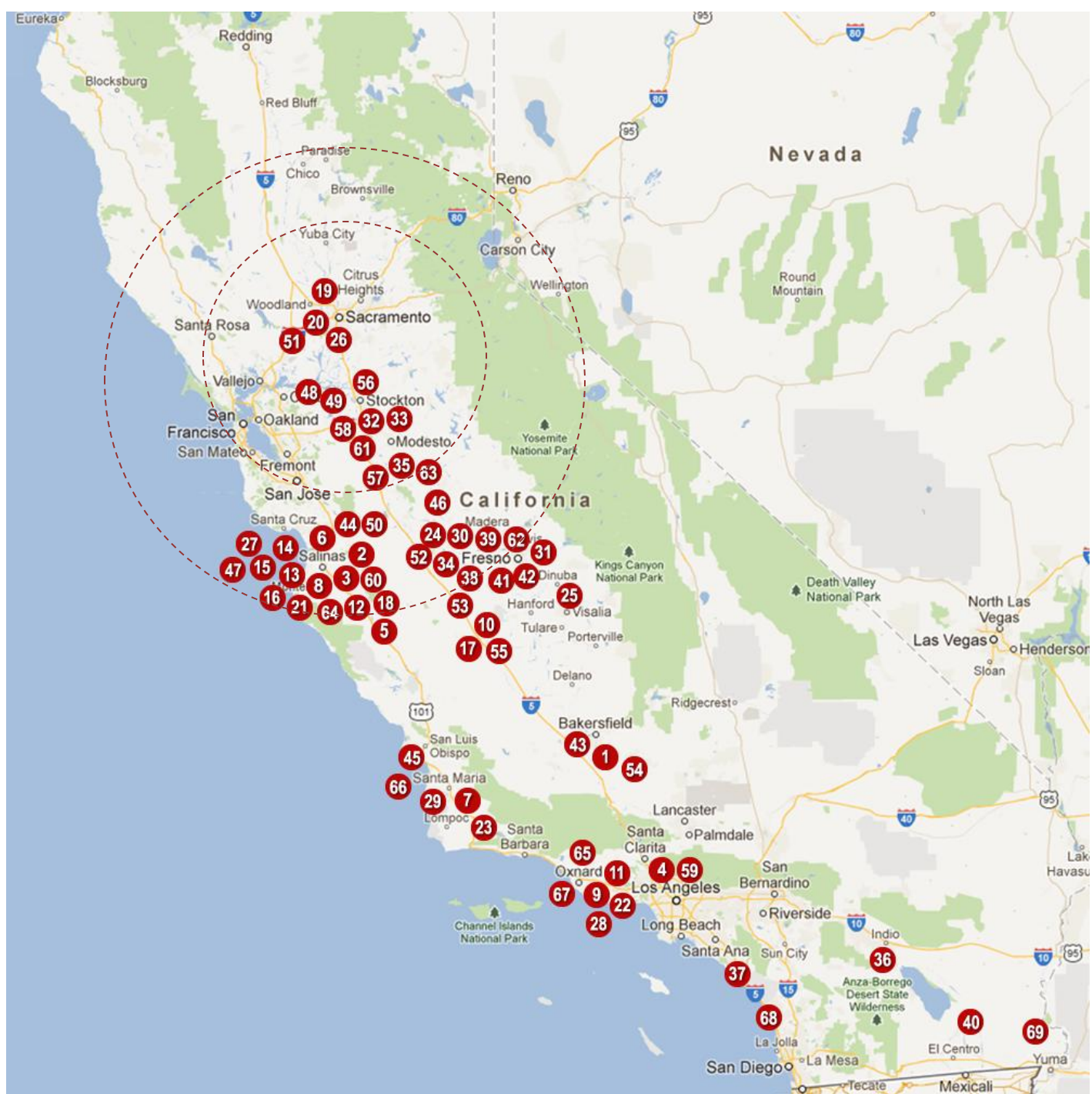
Members of the California Seed Association



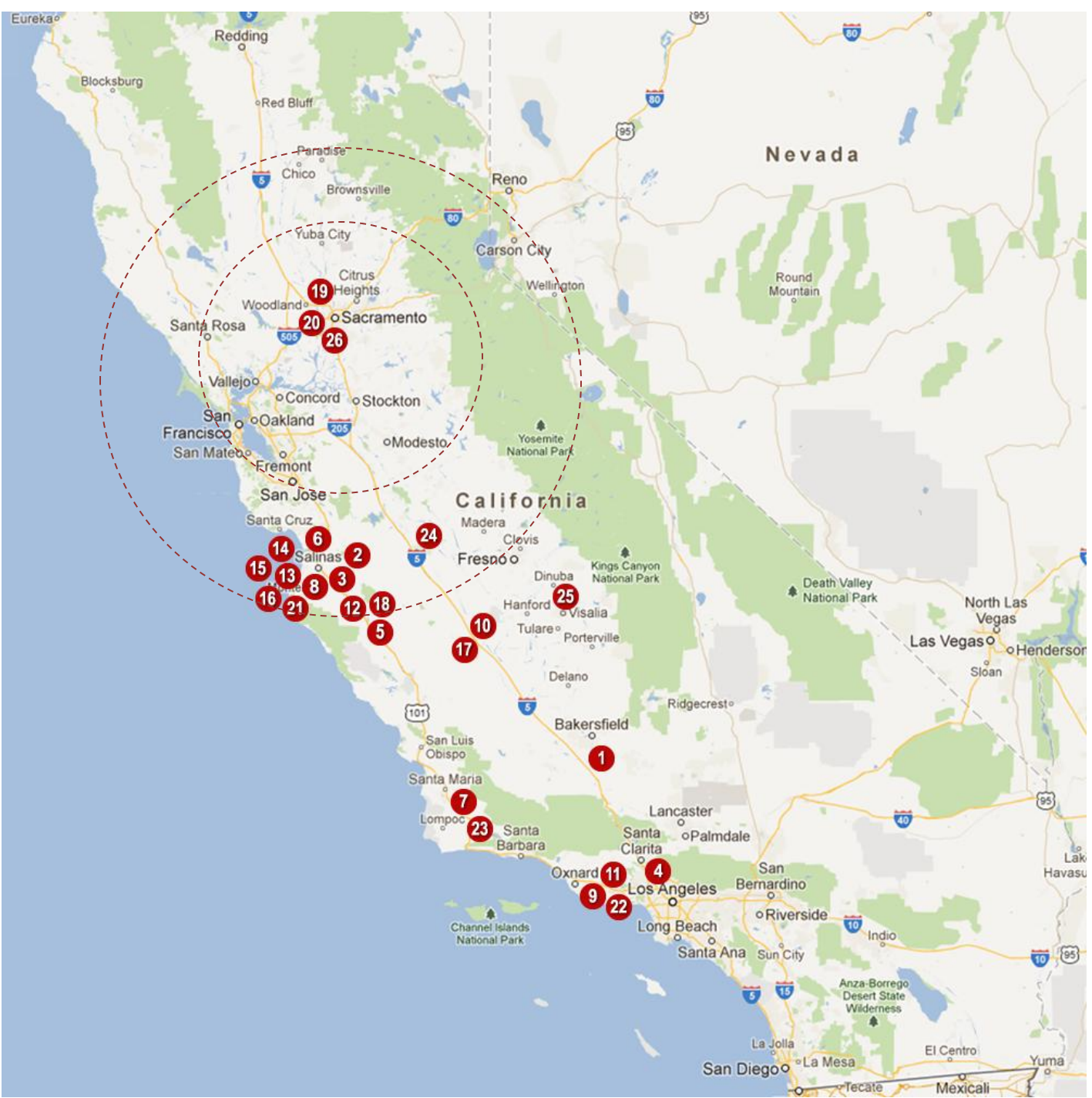
Tomato processors



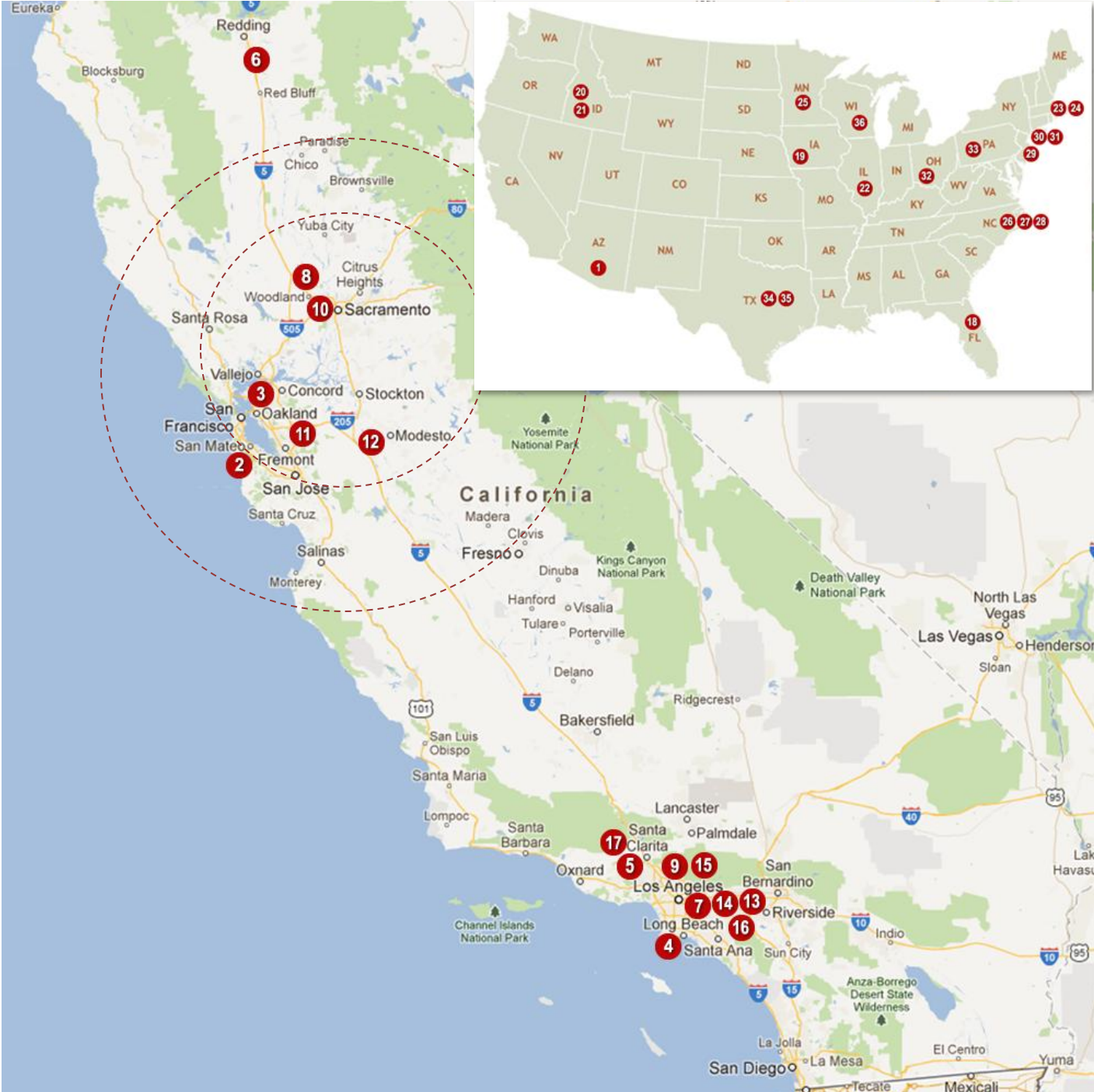
California producers



California producers (Top 25)

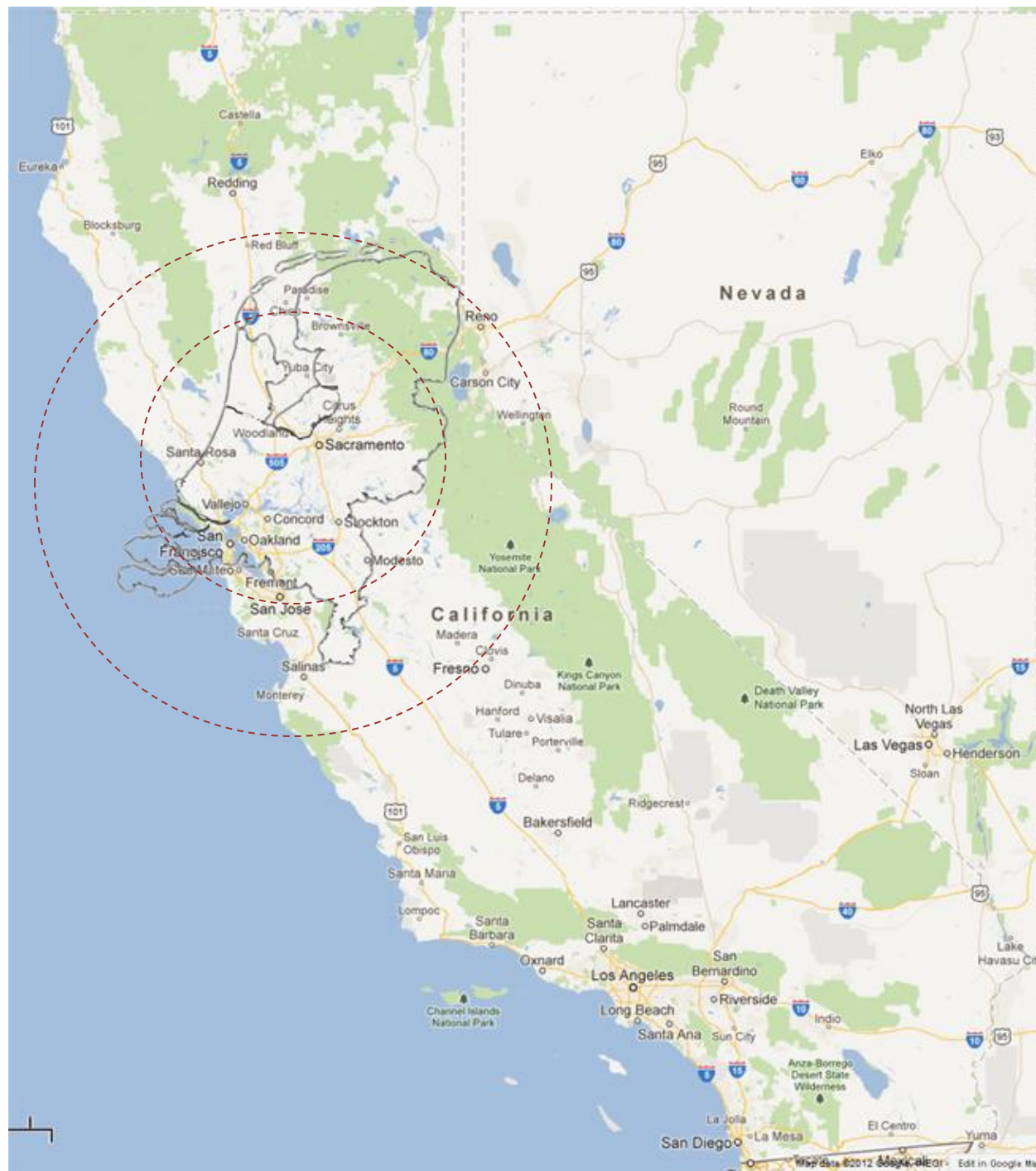


Grocery chains



California & The Netherlands

The contours of The Netherlands overlaid over California



Seed Valley

The mission of the cooperation within Seed Valley is **the reinforcement of the economic position** and anchoring of the cluster in North Holland.

Seed Valley hopes to achieve this by:

- investing in its image,
- the influx of skilled workers,
- innovation, and
- the sharing of expertise.

Seed Valley

The area between Enkhuizen and Warmenhuizen.

Home to dozens of companies specializing in the breeding, production and sale of high-quality seeds and basic plant material.

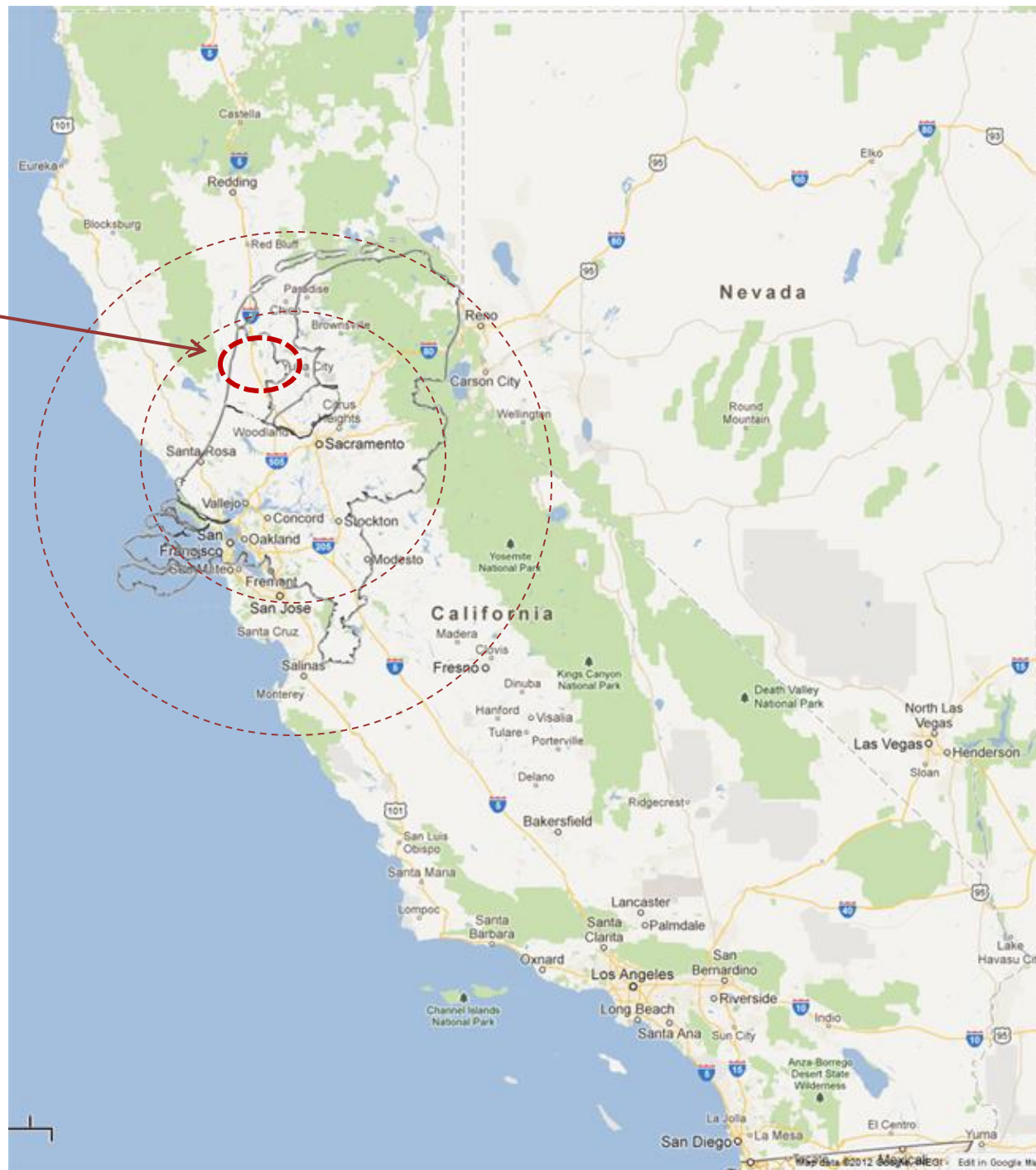
This cluster also includes suppliers of services and machines specific to the seed sector.



California & The Netherlands

Contours of The Netherlands overlaid over California

Seed Valley



Seed Valley members

Bakker Brothers

Bejo Zaden

De Groot en Slot Dekker

Chrysanten

East-West Seed

Enza Zaden

Ergon International

Germain's Seed Technology

Incotec

Iribov

Kees Broersen Zaden

Kieft-Pro-Seeds

Krishidhan

Monsanto

Nickerson-Zwaan

PanAmerican Seed

Peerdeman Orchideeën

Plantenkwekerij Gitzels

Pop Vriend Seeds

Proeftuin Zwaagdijk

Seed Processing Holland

Syngenta Seeds

Four main objectives:

- giving substance to the concept of an international **food community** within Food Valley
- reinforcing **contacts** within the food community
- creating international **ambassadors** for Food Valley and its partners, and
- through the members of the food community, also reinforcing the **international network** for Food Valley and these partners

Food Valley members

- Adifo N.V.
- Agrojobs B.V.
- AgruniekRijnvallei
- Akzo Nobel Functional Chemicals B.V.
- Alewijnse Industrie B.V.
- Allfoodplaza.com
- AVEBE U.A.
- Aviko B.V.
- A-ware Food Group
- Baltussen Konservenfabriek B.V.
- Barentz Europe B.V.
- BasidioFactory
- Bieze Food Groep
- Biqualy, The Advanced Analysis Company
- BLGG AgroXpertus
- Buisman Ingredients B.V.
- Bunge Limited
- Cargill R&D Centre Europe
- Chainfood
- Clean Light B.V.
- Codrico Rotterdam B.V.
- Contined B.V.
- Convenience Food Cooperation B.V.
- CRV B.V.
- CSK Food Enrichment B.V.
- Culios B.V.
- Danone Research
- De Vries Nutrition Solutions
- Denkavit Nederland B.V.
- Dishman Netherlands B.V.
- DMC - Dutch Meal Components
- Docomar B.V.
- Donny Craves
- Dumocom B.V.
- DUPPP/Den Uijl Ploeg & Partners
- Ecolab B.V.
- Europroxima
- Eve's Choice B.V.
- Extensor B.V.
- Fagron Industry
- Foodcase B.V.
- FoodResult, marketing based solutions
- Foodstep
- FrieslandCampina
- FyrdroFire Baking Stones
- Genetwister
- Givaudan Nederland B.V.
- Herbalife International Netherlands
- HiFi
- H.J. Heinz B.V.
- Imtech Food & Feed
- Ingrepuro Micro Ingredients B.V.
- Innova Market Insights
- International Flavors & Fragrances
- IsaCert B.V.
- IsoLife B.V.
- IXL Netherlands B.V.
- Jadis Additiva
- Kadans Biofacilities
- Kennisinstituut Bier
- Keygene N.V.
- Kikkoman Foods Europe B.V.
- Koninklijke DSM N.V.
- LaVitella B.V.
- Leloux, Science & Business
- Mead Johnson Nutrition •MicCell Bioservices
- Microos B.V.
- Nederlandsch Bakkerij Centrum NBC
- Nederlandsch Octroobureau
- Newtricious B.V.
- Nippon Suisan Europe R&D
- NIZO food research B.V.
- NOC*NSF
- NSure B.V.
- Nutreco N.V. / Nutreco R&D
- Nutri-akt
- Ojah B.V.
- OMVE Netherlands B.V.
- P.G. Korver Transport B.V.
- Philips Innovation Services •Phycom B.V.
- Plantologica B.V.
- PNO Consultants
- Provalor B.V.
- Proviand B.V.
- Puur Veltman
- Royal VIV Buisman •SanoRice
- Scelta Mushrooms B.V.
- Schouw Informatisering B.V.
- Schulteman Corporate Consultants
- Schutteelaar & Partners
- Shieltronics B.V.
- Silliker B.V.
- Sime Darby Unimills B.V
- Sodexo Nederland B.V.
- Solynta B.V.
- Struik Foods Europe
- Suiker Unie
- Syngenta Seeds B.V.
- TaliTec B.V.
- TNO Triskellion B.V. •Top B.V.
- Vaessen-Schoemaker B.V.
- Veldhuyzen Kaas B.V.
- Vermeulen Brand Design
- Vika B.V.
- Vitablend
- VMEngineering
- VNO-NCW
- W&G Groep
- Well Design BV
- Yama Products
- Yumm! Concepts B.V.
- Zeelandia H.J. Doeleman B.V.
- Zetadec B.V.
- Ziekenhuis Gelderse Vallei
- ZON Fruit & Vegetables / Fresh Park Venlo



EXPECTATIONS

- **Finding science & technology**
- **Connecting with scientists**
- **Sponsoring research on campus**
- **Finding industry partners for**
 - **sponsored research consortia**
 - **commercial ventures**
- **Finding customers**
- **Working with local governments**

EXPECTATIONS

• Finding science & technology

Current tools: <http://www.seedcentral.org/resourcesformembers.htm>

UC Davis available technologies can be found at:

<http://research.ucdavis.edu/u/s/ia>.

Search by keyword or category area.

All these technologies are also posted on the:

UCOP website, along with technologies from the other UC's -

<http://techtransfer.universityofcalifornia.edu/>

AUTM website, along with technologies from many other universities across the nation - <http://www.autm.net>

iBridge website - <http://www.ibridgenetwork.org/>.

This website also has a newsfeed that is free to subscribe.

Published work can be found on:

<http://pivot.cos.com/>

UC Davis researchers can be specifically identified using the Pivot website.

Pivot creates faculty profiles automatically by mining the internet for publications.

<http://www.webofknowledge.com/>

Web of Knowledge lets you search published work in all fields, including by a specific principle investigator.



Seed Central advocates the development of a tool, or set of tools, code-named the **ScienceFinder**, which will let industry researchers find UC Davis science and scientists with ease and speed.

EXPECTATIONS

- **Connecting with scientists**

**Contact UC Davis
Office of Corporation Relations**



Dr. Mona Ellerbrock mellerbrock@ad3.ucdavis.edu



Dr. Jamie Shattuck jkshattuck@ad3.ucdavis.edu

EXPECTATIONS

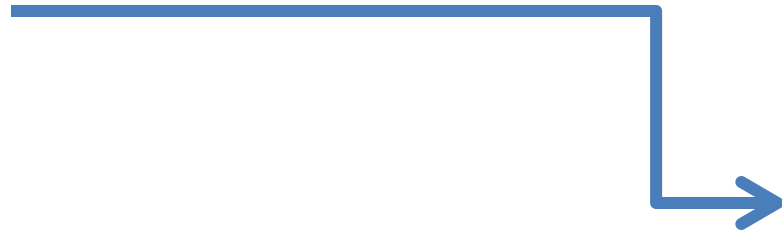
- **Sponsoring research on campus**

Contact Seed Central:



Dr. Cecilia Chi-Ham

clchiham@ucdavis.edu



**Faculty
InnovationAccess
SPO**

EXPECTATIONS

- **Finding industry partners for**
 - **sponsored research consortia**

Contact Seed Central:



Dr. Allen van Deynze avandeynze@ucdavis.edu



Dr. Cecilia Chi-Ham clchiham@ucdavis.edu

EXPECTATIONS

- **Finding industry partners for
- commercial ventures**

Contact Seed Central:



François Korn

fkorn@seedcentral.org

EXPECTATIONS

- **Finding customers**
 - **Attend trade associations' conventions**
 - **Attend Seed Central / Food Central networking events**
 - **Advertise in the trade media**
 - **Hire a local representative**
 - **etc.**

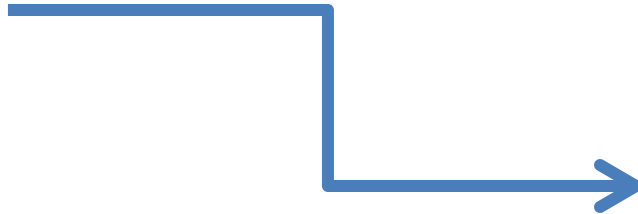
EXPECTATIONS

- **Working with local governments**

Economic development specialists

- **SACTO** Sacramento Area Commerce & Trade Organization

➤ **Shari Little** slittle@sacto.org



**Counties
Cities**

The logo for Seed Central is set against a background of golden wheat stalks. The text "Seed Central" is written in a white, serif font, with a small "SM" trademark symbol at the end.

Seed CentralSM

An initiative of the Seed Biotechnology Center at UC Davis and SeedQuest

Thank you

www.seedcentral.org

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Next brainstorming session **May 9th**

- **The Initiative to Standardize Identification of Plant Pathogen Strains and Races using Differential Hosts**

An APS/ ISF project