



Food - Alternative sustainable proteins

This document contains all messaging regarding the Food track of the Netherlands' participation at Expo 2025. This messaging is meant for external use and can be copied directly when communicating on behalf of the Netherlands. Please use it as a basis for all your communications from the Netherlands around this track. Below you will find; a slogan, a summary of this track in a few lines, the proposition of the track, the connection to Common Ground and the full long-read narrative.

In the Food track, there are two sub-tracks you can choose from for your communications: (1) Controlled Environment Agriculture, and (2) Alternative sustainable proteins. This explains why this narrative is longer than other track narratives for Expo 2025.

Slogan:

Farming the future together

Getting straight to the point:

The Netherlands is keen to partner with Japan to create long-term solutions in agriculture, focusing on sustainable practices and advanced technology to ensure food security and healthy diets for a growing global population. This partnership aims to enhance agricultural efficiency, productivity, and environmental responsibility in Japan and beyond. Let's farm the future together.

Proposition of the Food theme:

Food is life: energy, health, and happiness. With the global population exceeding 8 billion, food systems face increasing pressure from factors like urbanization, climate change, biodiversity loss, and food waste. The Netherlands is driving efforts to create a sustainable food system that benefits people, nature, and the climate by ensuring nutritious, accessible, and affordable food for all. Key innovations like Controlled Environment Agriculture (CEA) and alternative proteins enable efficient, year-round cultivation while reducing

environmental impact. By partnering with countries like Japan and combining government, industry, and academic expertise, we can accelerate progress toward sustainable, secure, and prosperous global food systems aligned with the UN Sustainable Development Goals.

Proposition of the track:

The Netherlands is excited to showcase alternative proteins as a key driver of sustainable food production. Alternative proteins reduce the reliance on traditional livestock protein production. This approach to food security not only reduces environmental impact but also increases the availability of healthy food globally, and economic opportunities. The Netherlands recognises the importance of partnerships in achieving the UN Sustainable Development Goals (SDGs) related to health, economic growth, innovation, and responsible consumption. By working together with Japan, combining government, industry and academic expertise, we can accelerate innovation in alternative proteins to create a healthy, more sustainable, secure and prosperous food system for all.

Connection to common ground:

Centuries of shared harvest pave the way for a future we cultivate together. Our shared vision on sustainable food and innovative spirit provide common ground for creative solutions. Now, as we stand at the threshold of a future shadowed by climate change and resource scarcity, our common ground becomes fertile soil for solutions. Both nations face the challenge of nourishing a growing global population with dwindling resources, while labour shortages and an ageing population at home pose additional challenges. But just as our historical ties fostered the exchange of knowledge in horticulture, so too can we join hands again. Let's turn this challenge into a flourishing partnership, a testament to collaboration on fertile ground.

Narrative:

Food is life. Food is energy, health, and happiness. With the global population now over 8 billion people, we need to work together to make sure everyone has access to nutritious, high-quality, tasty food. By 2050, the world will need to grow around 60%¹ more food to feed nearly 10 billion people. In the Netherlands, with its 18 million residents, innovative farming helps meet these demands, but the challenge remains. Right now, almost 3 billion people around the world don't get enough essential vitamins and minerals, showing just how crucial it is to find better ways to produce and distribute healthy food for everyone.

Food systems around the world are under increased pressure. Population growth, climate change, biodiversity loss, dietary patterns, new trade realities, and food loss and waste all play a role in keeping the system in balance. The Netherlands is working towards a sustainable food system that benefits people, nature, and climate. Our approach centres around creating and facilitating nutritious, accessible, available, and affordable food for everyone. By leveraging advanced technologies and sustainable practices, the Dutch agriculture and horticulture sectors are paving the way for a more resilient, efficient, and fair global food system. From the farmers planting seeds and the animals reared, to the scientists and private sector developing new technologies and retailers bringing food to our tables.

The Netherlands uses a unique framework that fuels economic growth while advancing sustainable practices at the same time. This is born from our aim for a future where innovation serves as a driver for societal benefit. It's often referred to as the Dutch Diamond, but more formally known as the Dutch Quadruple Helix approach. This framework epitomises a collaborative synergy between knowledge institutes, NGOs, governments, and the private sector. Consumers and society are also not forgotten in this approach. The model fosters innovation by leveraging the strengths of each sector, facilitating partnerships that transcend traditional boundaries. By integrating research expertise with governmental support and entrepreneurial drive, the Quadruple Helix approach accelerates the development and scaling of solutions.

Common ground: The Netherlands and Japan

Japan, facing challenges such as an aging population, urbanisation, increasing labour shortages, and a heavy reliance on food imports, shares the Netherlands' goals in the quest for a sustainable food system providing healthy food for all. The Dutch horticulture industry has already forged successful collaborations in Japan, including partnerships in Kochi and Mutsu, where Dutch greenhouse technology has boosted agricultural productivity and efficiency.

International partnerships are part of the Dutch strategy of fostering innovation to ensure global food security. The Netherlands seeks to partner with Japan to address this pressing challenge. By sharing expertise in advanced agricultural technologies and sustainable practices, Dutch and Japanese companies can innovate and implement efficient, eco-friendly farming solutions. This collaboration can enhance resource management, increase crop yields, and reduce environmental impact, benefiting both nations' agricultural sectors. The Netherlands is committed to promoting diversity and inclusion by involving female entrepreneurs and small-scale producers alongside larger enterprises in these initiatives.

Sustainable alternative proteins

The Netherlands brings valuable expertise in functional food and personalized nutrition, with innovations and sustainable practices that could complement Japan's food system. World-renowned Dutch research institutions conduct extensive research on bioactive compounds and developing foods that support better health, while advancements in genomics and AI are helping to tailor nutrition to individual needs. The Netherlands also prioritises sustainable food production, focusing on reducing waste and promoting eco-friendly practices. By sharing our knowledge and fostering collaboration, we hope to support Japan in addressing global food challenges and enhancing public health together.

For the Netherlands, producing and distributing healthy and nutritious food is of high priority as it directly impacts public health, well-being, and sustainability. As a country that values innovation and sustainable practices, we focus on developing food solutions that not only improve health outcomes but also promote a balanced, eco-friendly food system for future generations. While resource management is imperative in achieving a sustainable food system, we need to ensure our food meets societal needs. The development of alternative protein sources alongside animal-based meat, dairy, fish, and eggs provides an excellent opportunity to rise to the challenge. The International Panel on Climate Change (IPCC) report strongly underlines the importance of exploring alternative proteins to stay within planetary boundaries and deal with resource scarcity.

The Netherlands aims to increase the availability of high quality alternative proteins. Our strategy includes the development of land and ocean-based, cell-based and fermentation-based plant proteins for consumers, as well as using insects for animal feed.

The Netherlands has a highly developed and competitive agri-food sector, with a strong emphasis on innovation, intersectoral collaboration and international orientation. These building blocks have also been instrumental in developing an innovative and ambitious alternative protein sector, bound together in an elaborate protein ecosystem in which national and international stakeholders take part. By sharing our knowledge and practices globally, we strive to lead the way in sustainable protein development, ensuring a healthier planet for future.

Farming the future together

The urgency to combat climate change and ensure food security has never been greater. As the second-largest agricultural exporter, the Netherlands plays a pivotal role in climate-proofing food systems. By focusing on innovations like sustainable proteins and controlled environment agriculture, and through partnerships with nations like Japan, we can create a resilient, sustainable, and healthy future for all. Join us in farming the future, together.

Expo 2025 is the upcoming World Expo, held in Osaka from 13 April to 13 October 2025. The communications materials provided are to be used when communicating about the Netherlands participation at Expo 2025. For more information visit www.NLexpo2025.nl