



Food - Controlled Environment Agriculture (CEA)

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, a long-term partner of Japan, is keen to collaborate in shaping sustainable innovation in horticulture. By combining Dutch expertise with Japanese ingenuity, we can address global food challenges through smart solutions like Controlled Environment Agriculture (CEA). Together, we can enhance productivity, promote sustainability, and create economic opportunities, not just for Japan, but for a healthier, more prosperous world. 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 CEA track:

The Netherlands is excited to showcase Controlled Environment Agriculture (CEA) as a key driver of sustainable food production. This approach allows for year-round cultivation of fresh, healthy fruits, vegetables, and flowers in nearly any climate, using less water, land, and energy than traditional methods. CEA can also create more economic opportunities, inspire innovation, and revitalise rural areas, offering a future where agriculture is both resilient and profitable.

The Netherlands, with our history of energy-efficient and sustainable horticulture, is a trusted partner in advancing CEA. By combining Japan's strengths in robotics and precision engineering with Dutch expertise in modern cultivation, we can create a long-term partnership to achieve economic growth, innovation and a healthy society. By working together with Japan, combining government, industry, and academic expertise, we can accelerate innovation in CEA to create a healthy, more sustainable, and secure food system for all.

Connection to common ground:

Centuries of shared experience have paved the way for a future to cultivate together. Japan's technological excellence, paired with the Netherlands' horticultural expertise and our shared vision for safe, fresh food find common ground for creative solutions. Together, we have a remarkable legacy of collaboration in agriculture, a shared journey that has sown the seeds of innovation. Our common ground is fertile soil to strive together towards Japan's vision for a prosperous future.

Narrative CEA - Expo Osaka

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. Food systems around the world are under increased pressure for a variety of reasons. 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.

In Japan, unique challenges are present. A declining population leaves rural areas underpopulated, threatening agricultural production and weakening local communities. Many farms have a labour shortage, as younger generations are drawn to urban opportunities, leaving Japan to rely heavily on food imports. Addressing these issues is critical for a stable food supply, to revitalise the countryside and to strengthen the economy. Meanwhile, Japanese produce is renowned across Asia for its exceptional quality and its global demand is growing, making it an optimal market for sustainable investment and development.

As long-standing partners of Japan, the Netherlands shares this vision for a sustainable future. The Dutch horticulture industry has already forged successful collaborations in Japan, including partnerships in Kochi and Mutsu, where Dutch-style horticultural facilities have enhanced agricultural productivity and efficiency. By offering expertise in Controlled Environment Agriculture (CEA), the Netherlands can support Japan in enhancing sustainable horticulture production, boosting food self-sufficiency, and increasing yields of healthy, pesticide-free products.

Dutch expertise in automatised, energy-efficient, and pesticide-free cultivation creates opportunities for smart, scalable production tailored to local needs. Meanwhile, Japan is a global leader in precision, robotics, and automation. Their culture of innovation has already produced groundbreaking technologies that are shaping industries worldwide. Through shared expertise in advanced horticulture technologies, both countries can optimise resource use, reduce reliance on fossil fuels, and work towards a sustainable, future-proof food system.

Together, we can scale up CEA, transitioning from mid-tech to high-tech solutions, and showcase the profitability and innovation of modern agriculture to younger generations and business leaders. 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 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