

# Agro Hubs



**Ir. Jan Hak**

**CEO Hak&Partners and QuaTerNes, Chairman NAFTC Africa  
Vice President, Head 'Emerging Markets' Metropolitan Food Security**

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# Outline

1. Introduction
2. Trends & Understanding the Consumer
3. Agri Hub: essentials
4. Case Study: Agro Eco Valley in China
5. Opportunities for South Africa

# Signing Agreement



Signing Agreement NAFTA – SANEC

Opening Cape Town and J. Burg offices of NAFTA South Africa

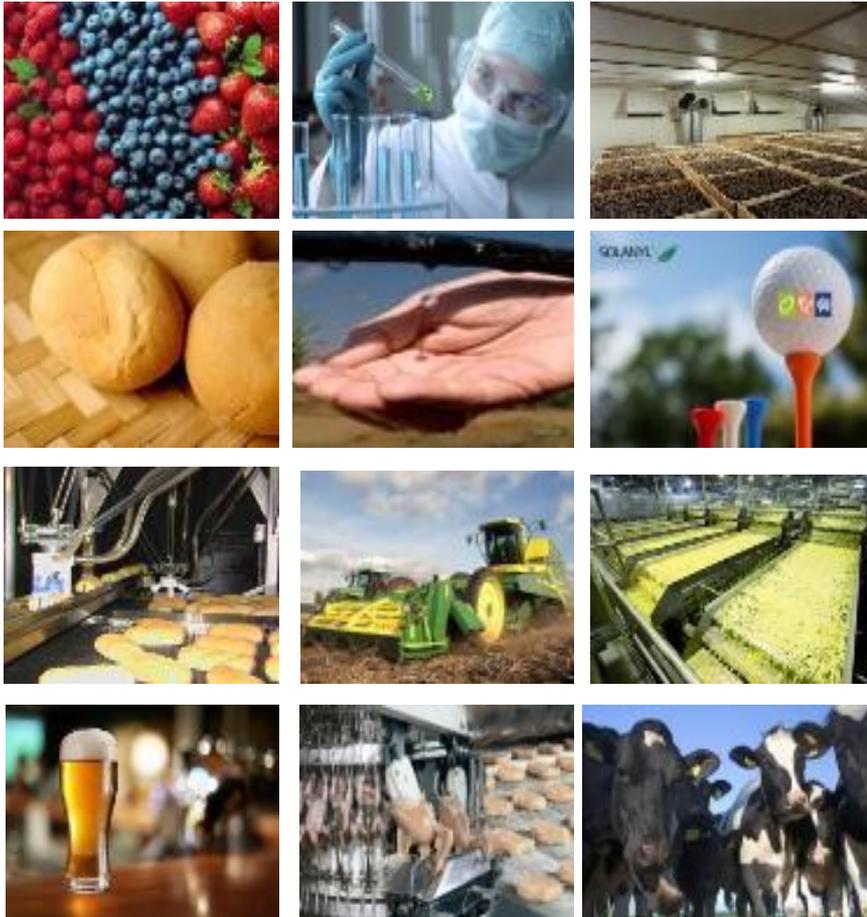
# Agro, Food & Technology

- 2<sup>nd</sup> Largest exporter of Agro-Food **Products**  
EUR 85 billion (13.4% of Dutch GDP)

and

- 3<sup>rd</sup> Largest exporter of Agro-Food **Technology**
- EUR 17 billion for Technology & Systems

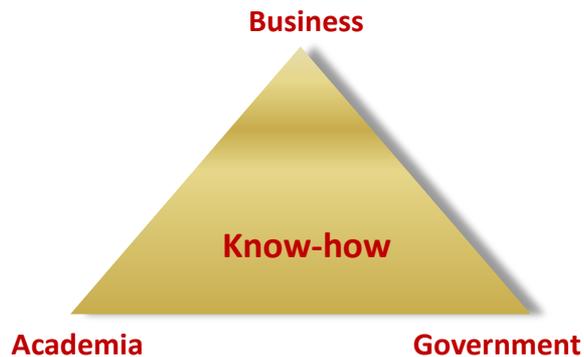
# Dutch Expert Clusters



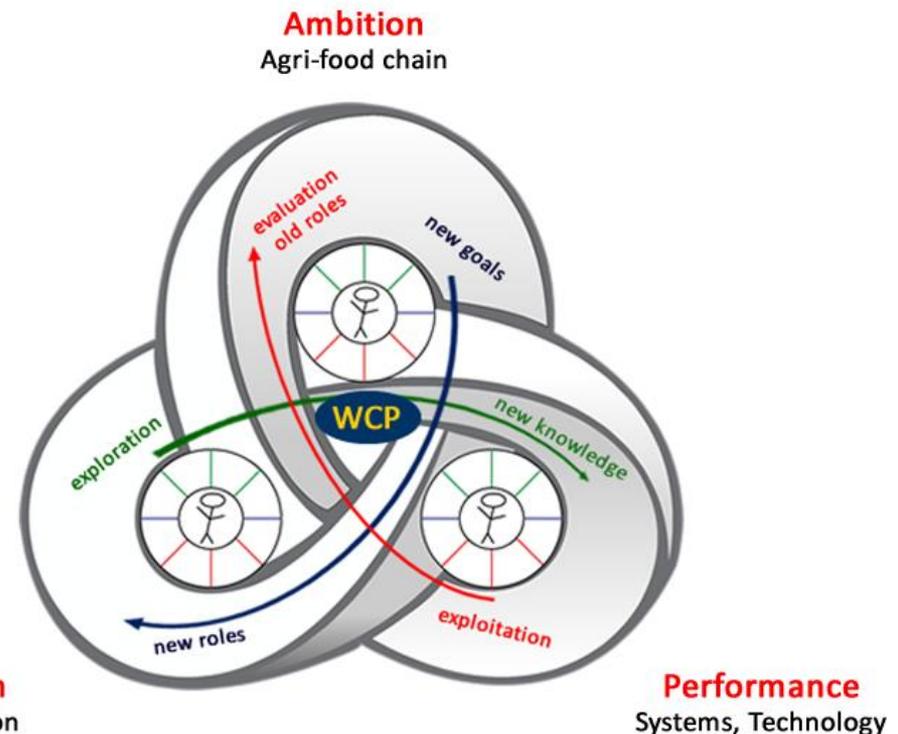
- Animal Protein
- Bakery
- Biobased Systems
- Cold chain & Logistics
- Confectionery
- Dairy
- Fruits Vegetables
- Horticulture
- Liquid Foods
- Packaging
- Potatoes

# Mission

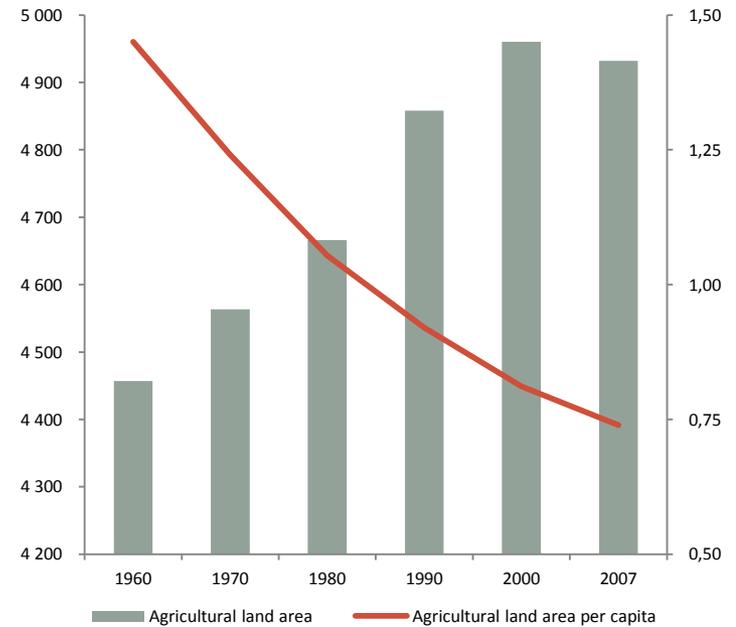
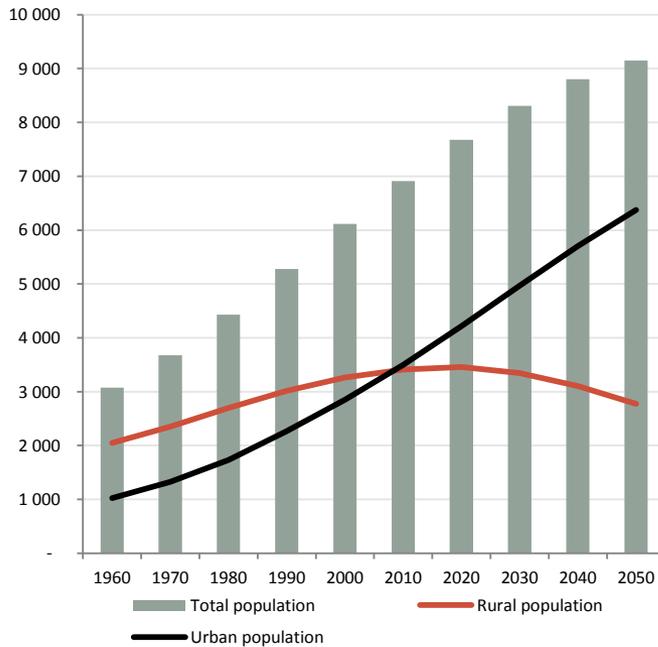
- Dutch Agro, Food and Technology Products for sustainable developments in agriculture, food production and distribution
- Supporting our members and partners world wide
- Cooperation in Dutch Golden Triangle



**Innovation**  
R&D, Education



# More people, Less land

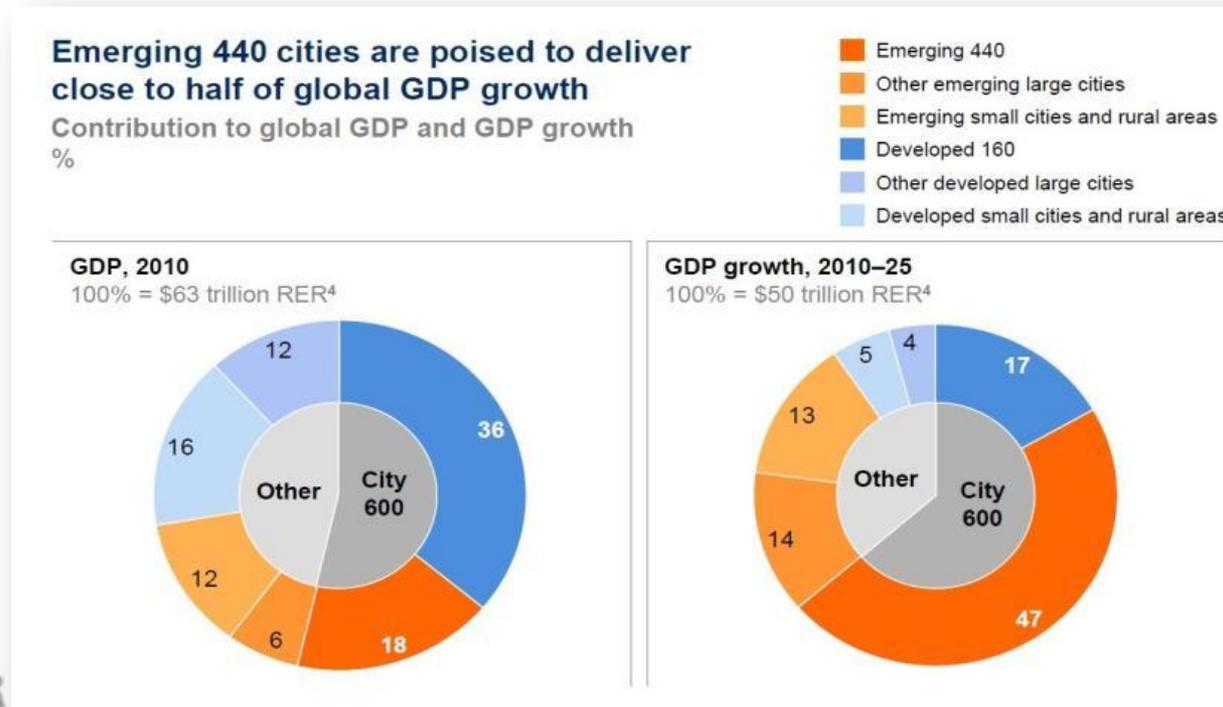


**90% of population growth will occur in  
Sub-Saharan Africa (one billion or 49%)  
and Asia (900 million or 41%)**

# Trends

## Economic Growth

Economic growth (2010-2025) for 75% comes from emerging economies  
 Economic growth (2010-2025) comes for 82% of large cities



Source: MC Kinsey Global Institute, June 2012

# Understanding the Consumer

## Customer Trends

### Key trends enabled by Processing and Packaging:

- Nutrition / Health
- Flavor
- Convenience
- Value
- Variety
- Fun
- Time
- Affordable luxury
- Security and Authenticity
- Quality
- Sustainability and Environment



# Understanding the Consumer

## Improving supply: retail



## food service

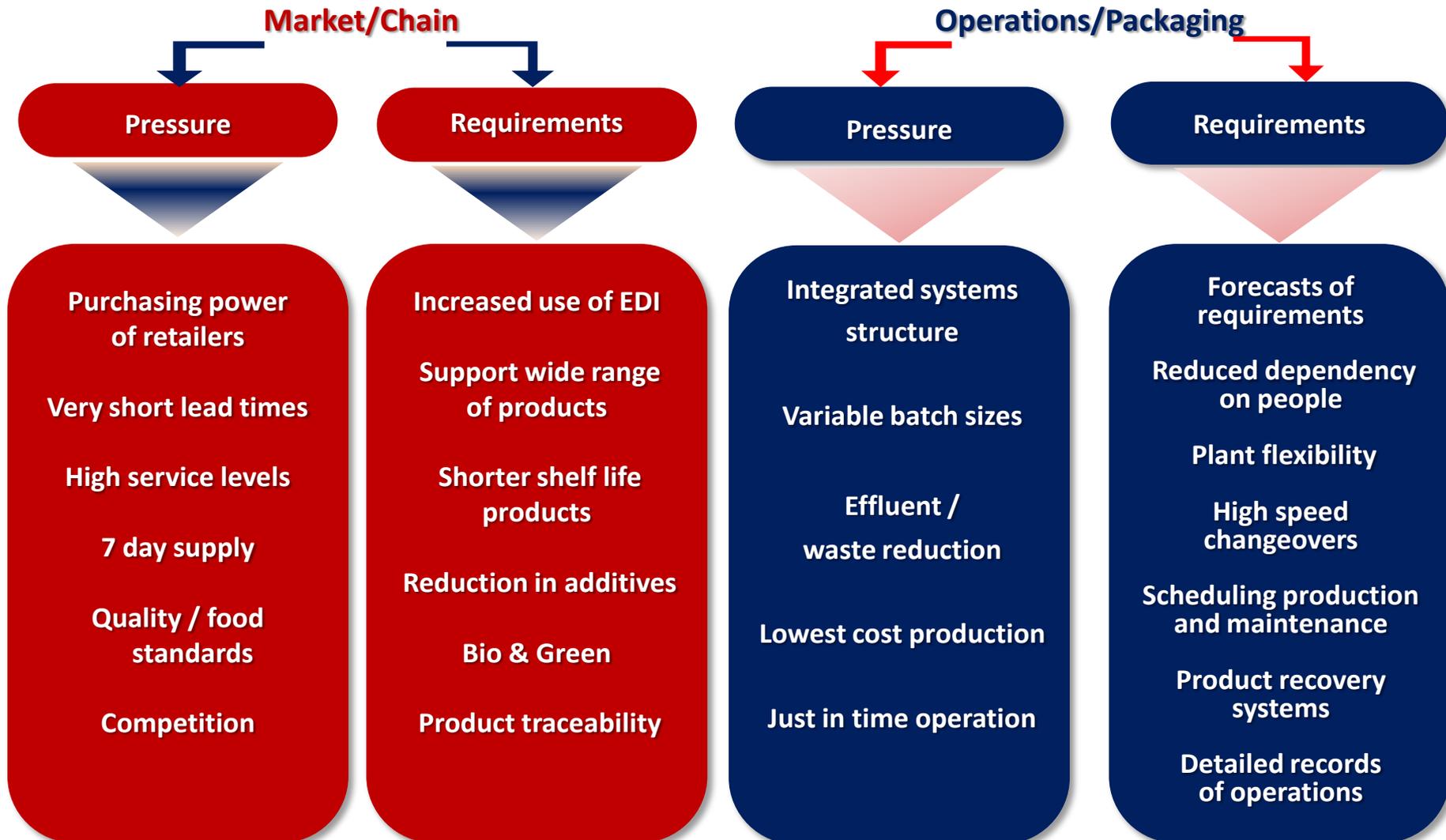


**Shift of power to retailers and food service sectors:**

Closest to the consumer, Multi-channel strategy, Vital marketing information, 70 - 80% Buying decisions at P.O.P., Co-marketing

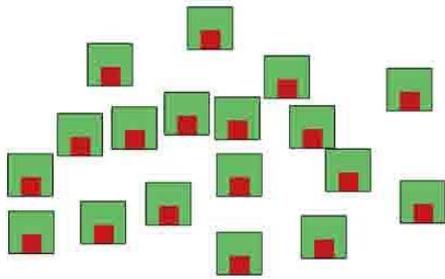
# Understanding the Consumer

## Supply Chain Management

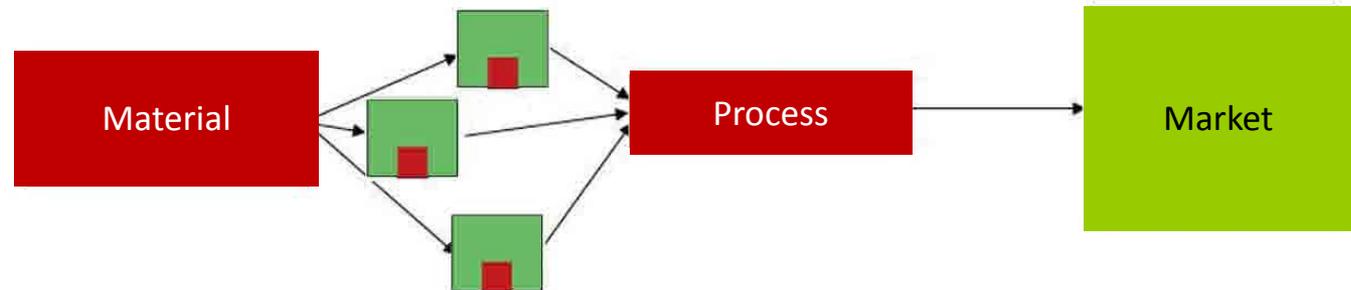


# Agro Hub

## Supply Chain Development & Integration



Survival Agriculture

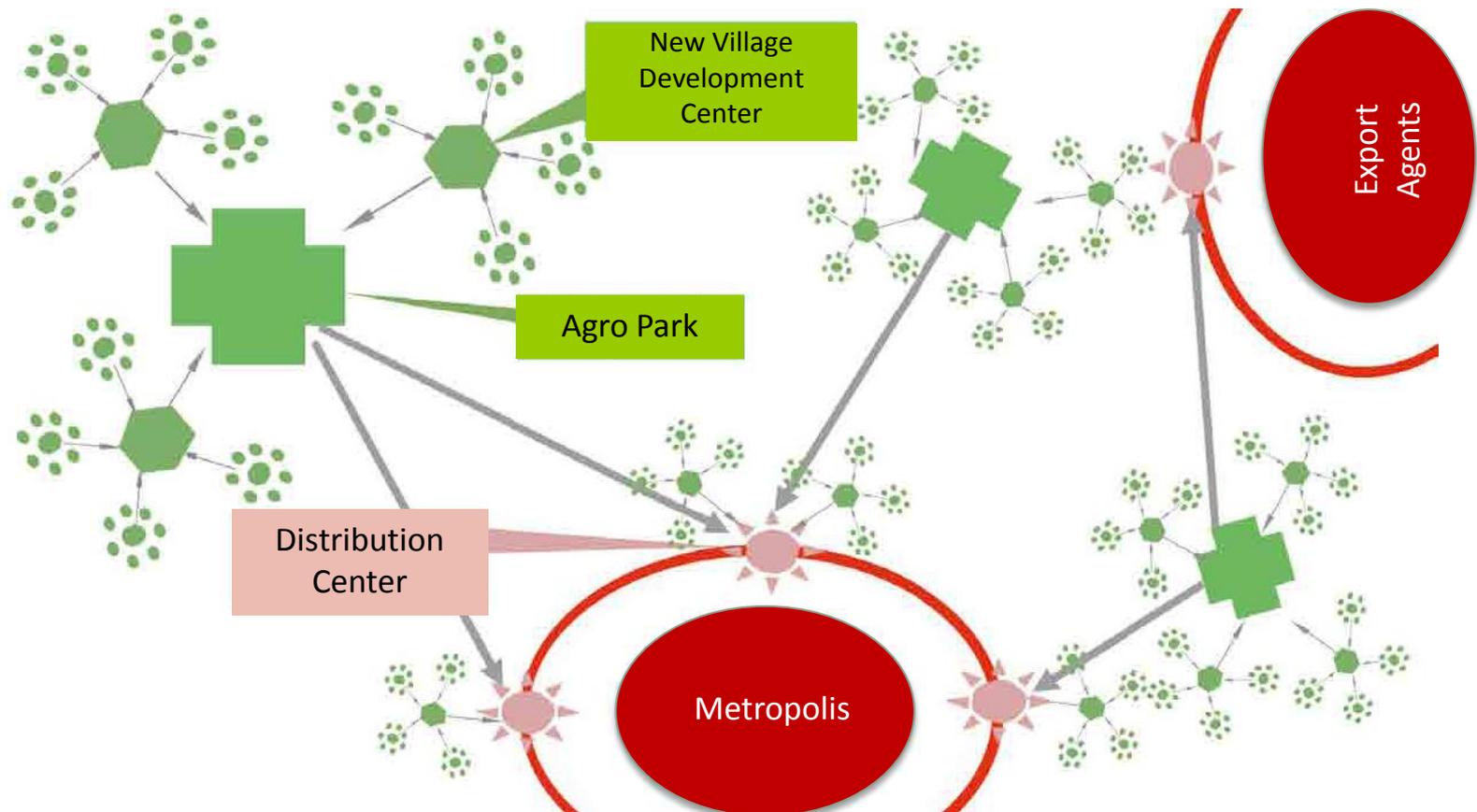


Integrate and coordinate the supply chains with supplier

# Agro Hub

## Supply Chain Development & Integration

### Intelligent Agro Logistics Networks



# Agro Hub

## Freshpark Venlo



*Source: 'Agricultural Eco-Valley, Beijing China, Conceptual Master Plan, DHV – GMV – WUR (2011)*

### **Freshpark Venlo (The Netherlands):**

Consolidation centre of 120 ha with controlled storage space, crossdocking stations, processing facilities, service providers, auction halls. Here, over 100 enterprises are located

# Agro Hub

## South Africa Agri-Parks

### Static representation of the Agri-park Model



# Agro Hub

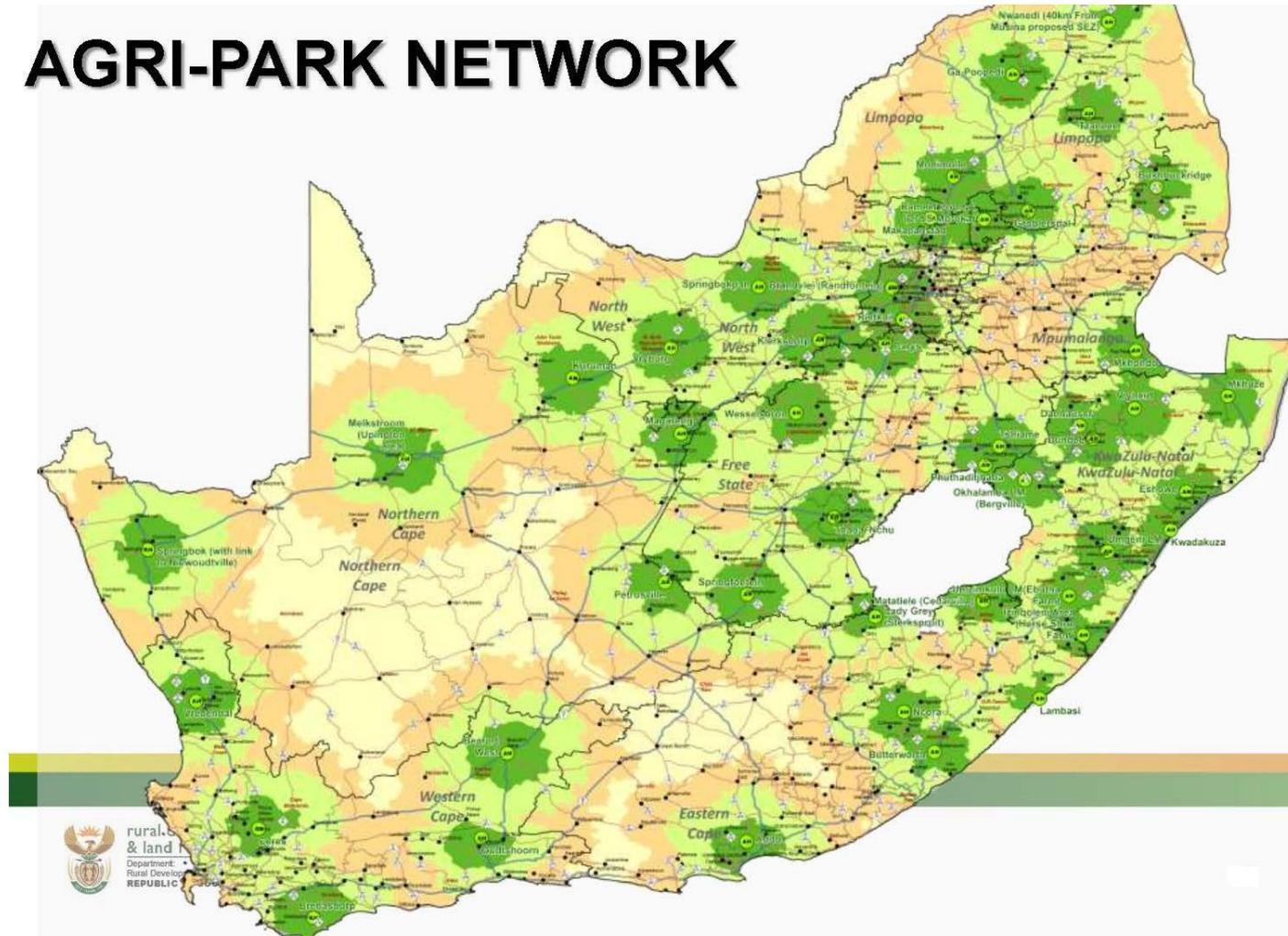
## South Africa Agri-Parks (3D Model)



# Agro Hub

## South Africa Agri-Parks

# AGRI-PARK NETWORK



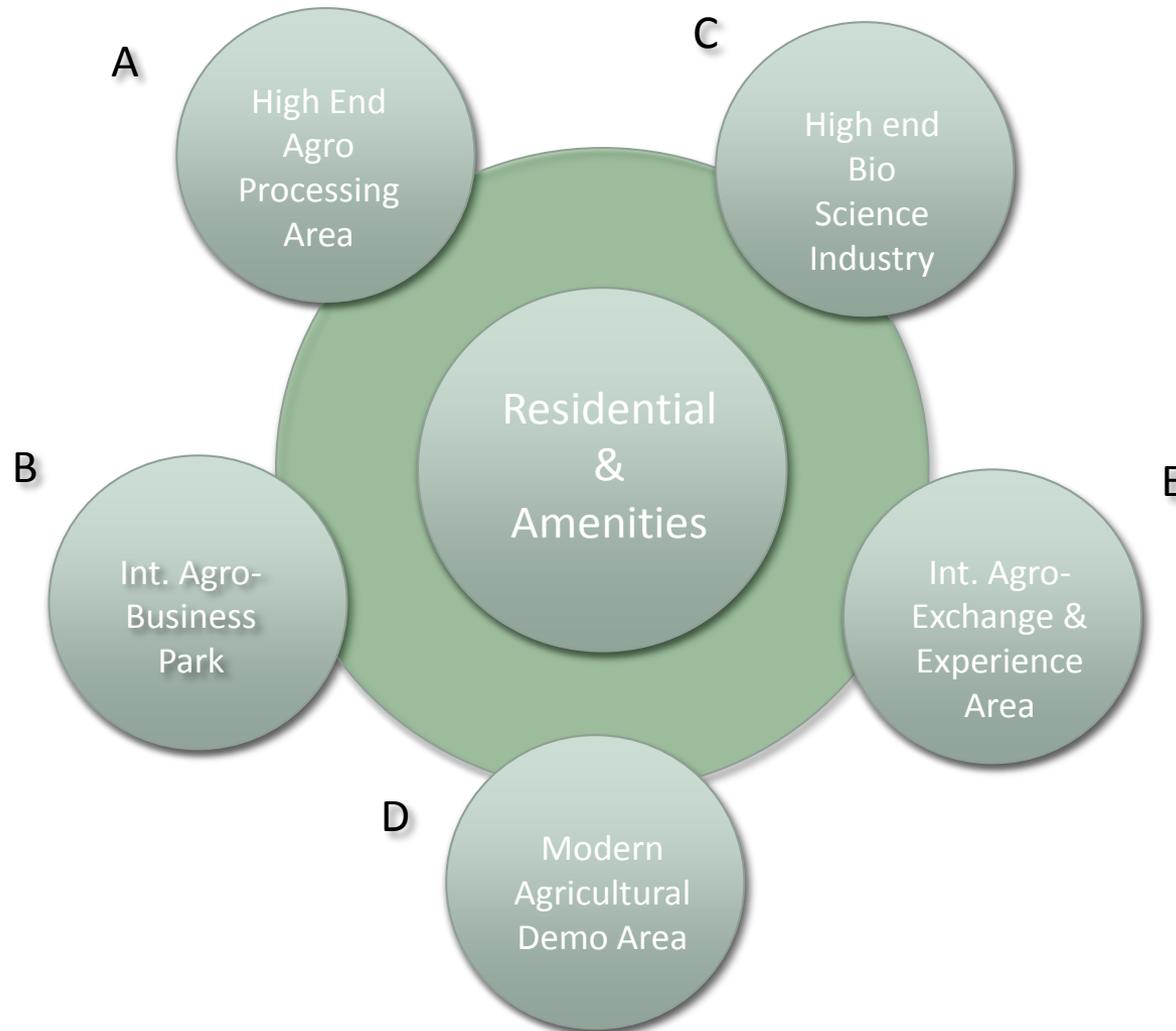
# Case Study

## Main Principles 'Agro Eco-Valley in China'

- Embedded in the region
- Well connected to larger cities
- Advanced production clusters
- Strong processing area
- Integrated green design
- Respect for existing landscape
- Attractive living and working conditions

# Case Study

## Functions



# Case Study

## Master Plan

Master plan



# Case Study

## Conceptual Agro Food Park



加工区总平面  
Master plan processing area

# Case Study

## Conceptual Agro Food Park



# Case Study

## Functional Agro Processing Areas

### Cereal chain

#### The flourmill



# Case Study

## Functional Agro Processing Areas

### Cereal chain

#### Flour Cluster



# Case Study

## Functional Agro Processing Areas

# Beekeeping and Api-Products



# Case Study

## Functional Agro Processing Areas

### Dairy Chain

Dairy Cluster



# Case Study

## Functional Agro Processing Areas

### Fruit Chain

Fruit Cluster



# Case Study

## Functional Agro Processing Areas

### Vegetable Chain

Vegetables Production  
(Open field and Greenhouse)  
&  
Fresh Cluster



# Case Study

## Functional Agro Processing Areas

### Vegetable Chain

Vegetable Cluster

Ketchup and Pasta Sauces



# Centers of Excellence

## Hardware, Orgware & Software

Hardware	Orgware	Software
Contextual relationships	Implementation and operation	Knowledge management
Infrastructure	Business planning	R&D
<b>Centers of Excellence</b>	Investment in infrastructure	Team development
Trade facilities	Types of consortia	Management of emotions
Production facilities	<b>Stakeholders network</b>	Communication
Processing facilities	External relations	Marketing
Industrial ecology	Policy and politics	Branding
Energy management	Procedures and protocols	Quality management
Landscape and nature	Licences and approval	HRM
Routing	Supply chain management	Education
Design	Project management	<b>Capacity building</b>
<b>What can be held</b>	<b>What can be organised</b>	<b>What can be thought and felt</b>

# South Africa

## Agro Hub Strategies

- Create New Business Opportunities and Stimulating Entrepreneurship
- Jointly Securing Food for Urbanized Areas
- Spin-off Effects in Innovations in Science, Technology, Education, Training and Know-how Transfer

# South Africa

## Agro Hub Aim & Advantages

### Aim

Ensure safe food

Water saving: close system production

Efficient distribution

Safeguard the rural areas

Research production & education per food type combined

Food clusters: for foods based on consumer demand (market-led)

### Advantages

Synergy !

Central monitoring of quality and best practices

One logistics structure for many flows

Sharing facilities: water, energy, by-product circulation

# South Africa

## Agro Hub Functions

### Functions

#### **Packaging and Processing:**

Facilities for added value creation

#### **Logistics:**

Transportation & Road System

(roads: residential (provincial) roads, industrial roads, village roads and farmland road system)

#### **Experience Centers and R&D:**

Contact with consumer

Demo / Conference areas

# Gauteng Province

## Strategy to Success

### Strategy to Success - 7 P's:



1. **People**
2. **Professionals**
3. **Plan**
4. **Pro-active**
5. **Performance**
6. **Planet**
7. **Prosperity**



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# Thank You!



[www.naftc-africa.com](http://www.naftc-africa.com)  
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