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Innovation in Agriculture – Driving Forces

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AgroTech – a new member of the knowledge transfer system in Denmark

- * Established 1.7.07
- * 75 employees
- * A turnover of 10 million Euro
- * GTS – Approved by the Ministry of Science
- * Owned by Danish Agricultural Advisory Service, National Centre.



Knowledge is our passion and basis

- * Bridge between the research and the business world
- * Objective advising, knowledge and technology transfer
- * Focus on small and medium-sized companies.



Advising and technological service – examples on projects

- * New technologies within air cleaning
- * Management systems for early warning of biological conditions in relation to production animals
- * Sustainable greenhouses
- * Carbon footprint strategies
- * Crops for biofuels
- * Test and demonstration of new crops.



Innovation: Driving forces

**It's hard to make predictions –
especially about the future.**

(Quote: Storm P – Danish humorist)

Warning: The following driving forces are identified as a result of personal non-scientific observations during the last 15 years within the Agri and Food Innovation area.

Innovation: Driving forces – new tech

The entire scientific world develops new possibilities all the time, e.g. nanotechnology, biotechnology, ICT technology, RFID – traceability etc.

The central driving force seems to be:

Because we can do it – we must do it!



Driving forces – the companies

- * Global market – easy transportation around the world
- * New economies demanding western style food products (safety, quality)
- * Increasing interest in investing in food production
- * The retail structure - merges / acquisitions among food producers
- * Traceability / new technologies for...

Driving forces - research

- * The infinite search for the undiscovered
- * The ranking among scientists
- * Publications
- * Combining research, education and a new trend: collaboration and tech transfer.

Driving forces – the politicians

- * Public opinions
- * Food crisis = traceability
- * Hot topics = shifting agendas (is the climate issue long lasting?)
- * Competitions between systems (at country, ministry or political wing levels).



Driving forces – the consumer



Driving forces – the unexpected

- * The prize crisis (double prize = hunger and raids)
- * The fraud crisis (melamine in pet foods and baby products, the Belgian feed situation)
- * Food induced public health risks (BSE, E-coli etc.)
- * Capital speculation raids
- * Bioethanol
- * ????????

Driving forces: Dilemma

- * **Publication vs. IPR** – it's in the public interest to see IPR at work
- * **Basic research vs. innovation** – each element at a particularly time
- * **Adjusting to changes vs. long term programmes** – a matter of planning
- * **Food vs. biofuels** – or is it?
- * To be continued...

Possible suggestions (proposals for policy makers and research organizations)

- * Seek for the blue ocean – make a strategy and dare to stand by it
- * Regard a research proposal as a business plan (new elements)
- * Look at university generated IPR from a society perspective
- * Concentration – prioritizing research (do's / don'ts)
- * Wider view of collaboration (cross industry borders).

