

Agrifood in the Netherlands

A global powerhouse driving
innovation worldwide

INVEST IN
Holland



Why choose the Netherlands to realize your ambitions?

Fueled by a great international business climate, world-class research institutes and universities and public-private collaboration between science, industry and government, the Netherlands is the ideal breeding ground for sustainable agrifood production and innovation. Being the second largest exporter of agricultural products in the world, and one of the leaders in innovation, we are a true agrifood powerhouse. We welcome you to join us and take your Agrifood ambitions to the next level.

Leading agrifood companies choose the Netherlands

The Netherlands is home (away from home) to a diverse and large group of food companies across the entire value chain including companies like Ausnutria, Avebe, BASF-Nunhems, Bunge, Cargill, Coca-Cola, Danone, DSM, FrieslandCampina, Heineken, JDE, KraftHeinz, LambWeston, Marel, Mars, McCain, MeadJohnson, Nestlé, Syngenta, Unilever, Upfield, Yakult and Yili. In addition to these food giants, we are home to fast-growing innovators like Apeel, Beyond Meat, Innocent Drinks, Livekindly, Meatless, MosaMeat, Protein Brewery, Protix and Oatly. Together, this vast pool of companies and innovators creates a highly competitive and innovative environment across the board.

An innovation-driven business environment

With the Netherlands ranked among the world's top five most innovative countries, it's not surprising that agrifood companies not only find customers, but also fertile ground for innovation here. Companies at the frontier of agriculture are developing new technologies whether it is top quality breeding materials or highly efficient growing systems. Dutch farmers are using precision farming and storage technology to produce top yields with minimal inputs, and the Netherlands is pulling its weight in the development of plant-based nutrition. Meanwhile, Dutch horticulture shows at its best how automation, robotization and AI are changing the way we produce food.

“We are pleased to be able to recruit from the brilliant talents in the Netherlands educated at some of the finest universities in the world.”

—Melissa Werneck Chief People Officer Kraft Heinz



World-class research institutes and universities

Our world-class research institutes and universities provide international companies with excellent know-how and talent. Wageningen University and Research Center, currently ranked first worldwide in the agrifood domain, is one of the leading research facilities looking to revolutionize food production. The concentration and multidisciplinary nature of universities in Amsterdam, Delft, Den Bosch, Eindhoven, Groningen, Maastricht, Utrecht, and Wageningen and institutes like NIZO Food Research enable the Netherlands to come up with innovations that address global challenges.

Collaborative mindset

Collaboration is in the Dutch DNA: collaboration between technological disciplines as well as between businesses, knowledge institutions and government. Examples of unique public-private partnerships in the Netherlands include the Dairy Campus, which unites dairy farmers, suppliers and processors across the industry, and Foodvalley, one of the largest food communities in the world. Other examples are the Protein Cluster, a network on protein expertise; the Farm of the Future illustrating the latest in arable farming; WorldHortiCenter and Brightlands Future Farming Institute, showcasing the expertise in horticulture; and FoodTech Brainport, where new food technologies are developed and tested.

Excellent connectivity

The Netherlands' excellent connectivity to Europe and all continents provides access to 244 million consumers within 1,000 kilometers and makes the Netherlands your gateway to the world. Dutch infrastructure is among the best in the world, powering business growth through its sophisticated airports, ports, rail, road and waterway connections. We are home to leading transport hubs with the Port of Rotterdam, Europe's largest port, and Amsterdam Airport Schiphol, ranked as the second-best airport in Europe in 2020. Furthermore, the Netherlands has outstanding digital connectivity, powering agrifood business and innovation.

Future-focused government

The Netherlands has a future-focused and approachable government working towards an innovative, healthy and sustainable future. It aims to become the global leader in circular agriculture by 2030. Digitalization, robotization and the protein transition are seen as key factors in the realization of these missions. To stimulate innovation, the Dutch government offers competitive research incentives to fuel future agrifood development.





Let us help you realize your ambitions in agrifood

The Invest in Holland Network is a collaborative team of the Netherlands Foreign Investment Agency, regional economic development agencies, several large cities and Holland International Distribution Council. The network works to provide a continuum of free, confidential support services to new foreign investors, as well as existing foreign investors that already have operations in the Netherlands.

Our services consist of providing:

- Connections with relevant networks, regulators, clusters and consultants
- Information about incentives, business locations, regulations and procedures
- Tailor-made fact-finding trips, physically and digitally
- Tailor-made support by our own specialists in the Dutch agrifood sector

Let's start the conversation about expanding your business in the Netherlands.

