



INVITE HEROFESTIVAL | JULY 8, 2021 | HYBRID EDITION | EVENT IN DUTCH
SEEDING THE FUTURE BY HORTIHEROES & RABO FOOD FORWARD

On Thursday 8 July 2021, the annual HeroFestival will take place. With a programme that is extremely relevant due to the fast-paced world we live in, the continuous drive for sustainable innovation and the quest for health and happiness: Seeding the Future. **Would you like to join? Register via www.herofestival.nl.**

The **Dutch Food & Flower industry** is a high-tech sector that develops the most advanced greenhouses and technology, in which crops, plants and flowers can grow by using minimal amounts of water, fossil energy, fertilisers and pesticides. Circular systems in which residual flows regain value and drones that fight insects and predict harvests based on vision technology.

HeroFestival unites frontrunners, innovators, start-ups, scale-ups, intrapreneurs and future leaders from inside and outside the Food & Flower industry to accelerate innovation in the Food & Flower industry.

Programme HeroFestival 2021 (event is in Dutch)

13.30-15.00 | Pioneers of the Food & Flower industry (student programme)

As a student or starter, get to know this unique impact industry full of sustainable innovations. Check how you can make the difference tomorrow with your talent on an international playing field around the themes of health and happiness. And experience the opportunities through the 'eyes' of passionate entrepreneurs and young professionals from the fresh Food & Flower chain:

- Maikel Hogervorst | Crop Coordinator Radish | [Rijk Zwaan](#)
- Dionne Oomen | Tea Maker | [LocalTea](#)
- Kaz Vermeer | Co-founder | [VanBoven](#)
- Rogier Becker | Trainee | [Bakker Barendrecht](#)
- Ard van de Kreeke | Owner & CEO | [Growx](#)
- Bart van Meurs (chatmaster) | Entrepreneur | [Bart van Meurs Productontwikkeling](#)

This programme is created by HortiHeroes in cooperation with Glastuinbouw Nederland, Handel Groeit, AVAG and World Horti Center and with the support of the Colland fund.

16.00-17.45 | Innovation by Intrapreneurship | The HortiHeroes Class of 2021

19.00-20.30 | Rabo Food Forward Pitch Event

Check the [complete programme with all speakers and partners here](#) or follow us on [LinkedIn](#) or [Instagram](#) for updates.

Register for the online programme (with 30 early bird spots in the Greenhouse Studio)

[Register now via this link](#) for the online programme (or parts of it) and get a chance to win one of the 30 tickets to the [Greenhouse Studio](#) (Hazerswoude-Dorp) where the recordings will take place and you will have direct access to all speakers and partners of the HeroFestival and the HortiHeroes Community. We hope to see you on 8 July. Let's seed the future! **Team HortiHeroes & Rabo Food Forward | www.herofestival.nl**

