



#EU  
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# AGRI DIGITAL

*A digital transformation for farmers and rural communities  
for sustainable future*



Brussels,  
8 December 2023

On-site event,  
With web streaming



European  
Commission

# Digital Transition in Sustainable Food Systems – Policy Support

*Inspirational speech*

**Sjaak Wolfert,**  
*Wageningen Economic Research*

**EU AGRI-Digital Conference**  
*Brussels, 8 Dec. 2023*

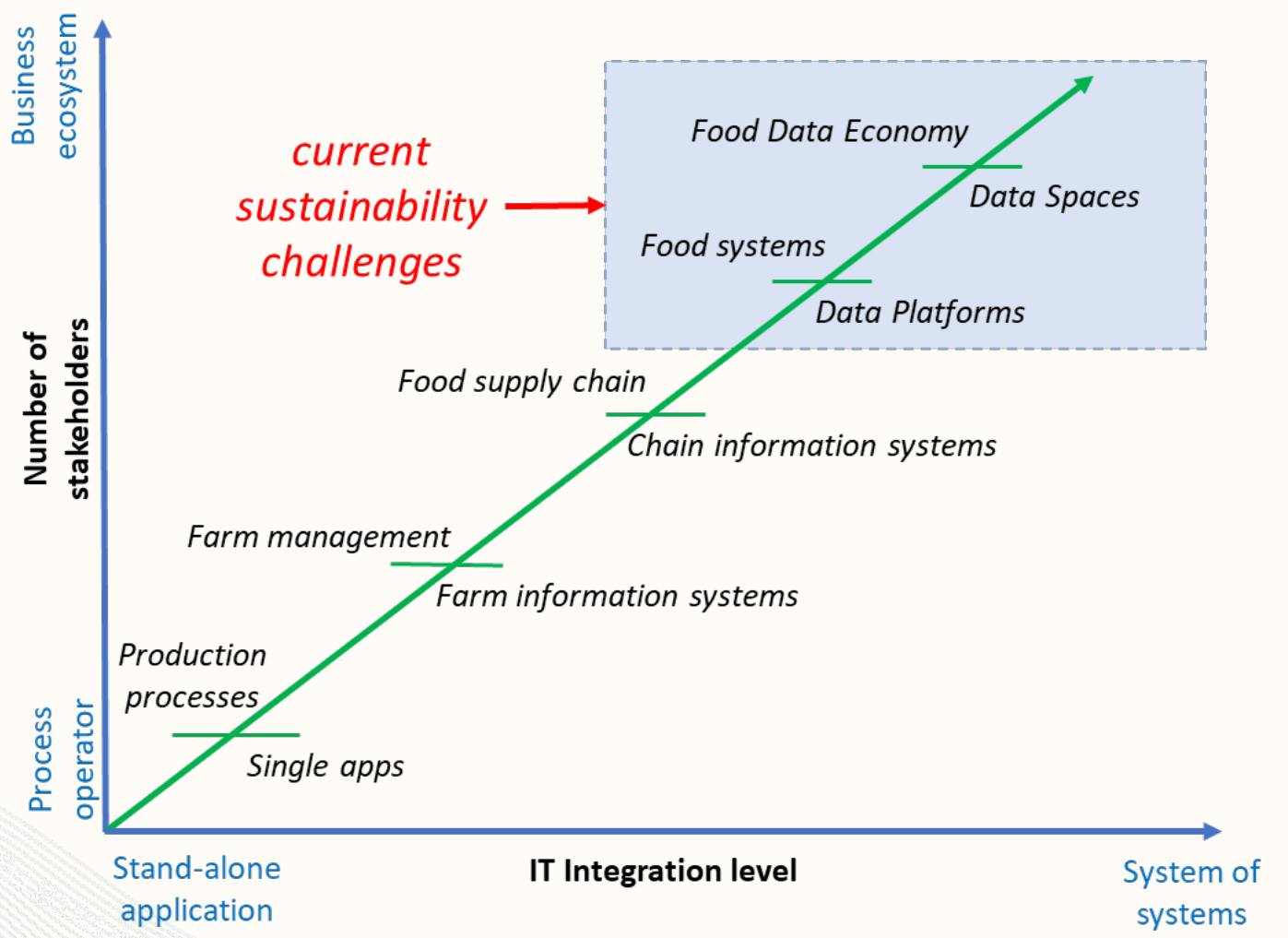


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# Evolution of IT in AgriFood



Source: Mansholt Lecture, 2021



# 5 Principles for organizing the Digital Transition

1. use **lean multi-actor approach** based on **trust**
2. create **common technical infrastructure** for collaboration
3. identify **value streams** with **user engagement**
4. engage the right **partners and stakeholders** at the right time
5. apply **strategic** planning & **dynamic** management





# Thanks for your attention

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