

Seeds&Chips 19

DigitalFoodLab's take on the
2019 edition of the summit.



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AUTHOR - MATTHIEU VINCENT



Founder - 2017-2019



SMART FOOD PARIS



Euralimentaire

Startup coach in various incubators



Founder & CEO - 2010-2017



AUTHOR - MATTHIEU VINCENT

Matthieu is the co-founder of DigitalFoodLab. He has been a FoodTech entrepreneur for almost 10 years. After his engineering master, he launched WeCook with Jérémie Prouteau and Alexandre Grimault. Together, they developed France's first meal planner in 2010. In 2017 they exited and created DigitalFoodLab with one mission: accelerate FoodTech in Europe. Today they work with corporates in Food & Beverage, retailers, incubators and startups. They inspire them and give them intelligence and insights about the best opportunities and the best means of actions to act on them.

Services

We give you inspiration,
knowledge and tools to innovate.

Contact us

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Seeds&Chips report by DigitalFoodLab

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Extract

Full report

Pricing:

Startups

3 startups

Top 15 startups

- Report: €750

- Personalised briefing: €1500

Trends

3 pages

17 pages

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THE GLOBAL FOOD

May 6 - 9, 2019 | MILANO

Welcome | Benvenuti | Bienvenue | Bienvenido

EXECUTIVE SUMMARY (1/2)

EMERGING AND DECLINING TRENDS

When your work is related to innovation, one of the best (or worst, depending on how you manage it) tasks is to keep up with what is “hot” right now. A single event can be used as a sample (with all the limitations due to the small number of startups it hosts and the bias created by the organisation).

In 2018, the 3 top trends were about traceability (and mostly blockchain), insects, urban farming (and mostly home sized shelves to grow your vegetables). It's interesting to see that only the first trend is still there one year later. In 2019, the 2 top trends are:

- **plant-based and clean meat**
- **Innovations on the supply chain** (with very few startups mentioning blockchain)

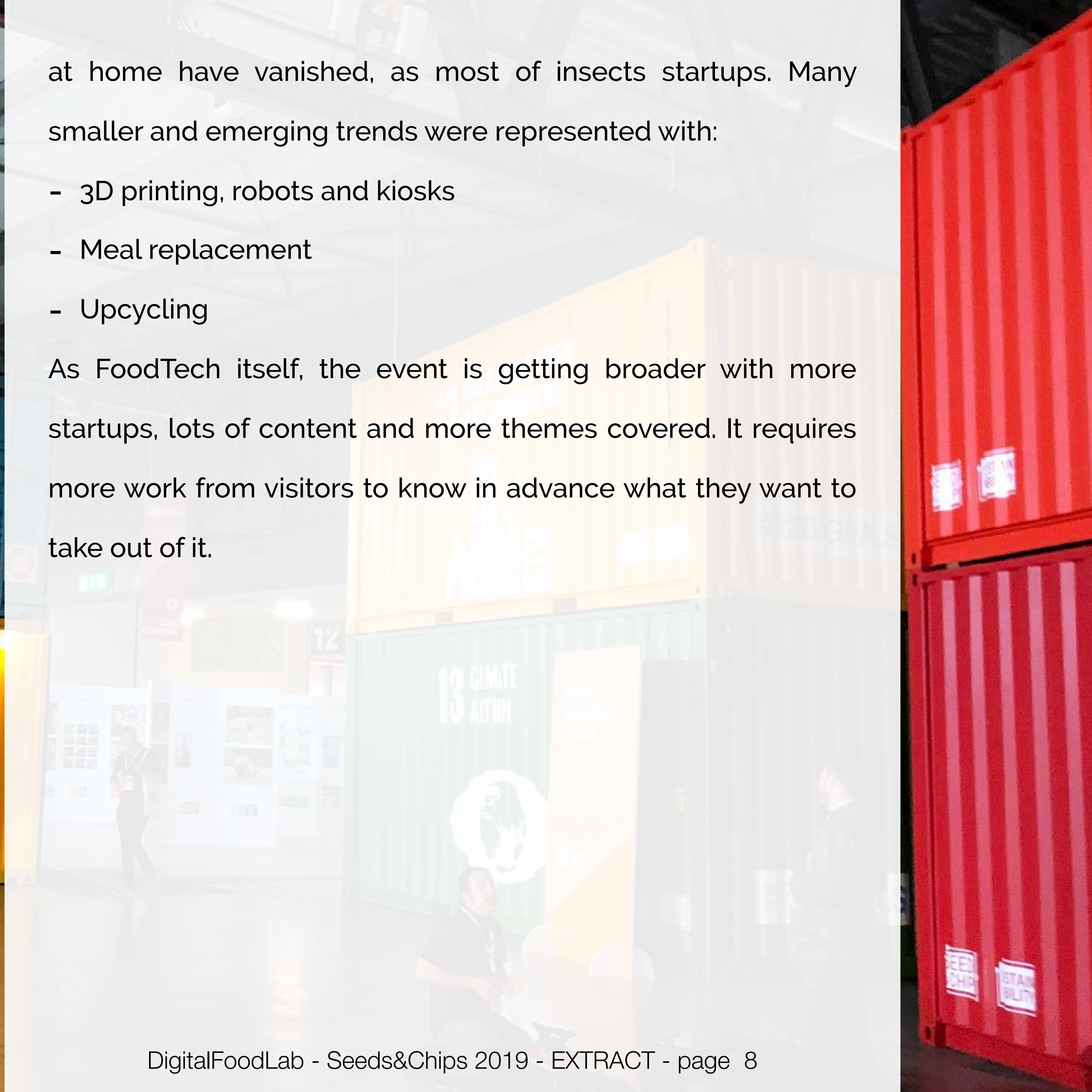
It seems that all those devices supposed to help you grow food



at home have vanished, as most of insects startups. Many smaller and emerging trends were represented with:

- 3D printing, robots and kiosks
- Meal replacement
- Upcycling

As FoodTech itself, the event is getting broader with more startups, lots of content and more themes covered. It requires more work from visitors to know in advance what they want to take out of it.





SEEDS&CHIPS: YEAR TO YEAR COMPARISON AND KEY FACTS

193

STARTUPS - EXHIBITORS

WHY SEEDS&CHIPS ?

Seeds&Chips

Seeds&Chips is undoubtedly the biggest European FoodTech summit. It succeeds in gathering corporates, investors, entrepreneurs around a diverse selection of startups and key speakers (this year: Giuseppe Conte, Italy's PM and Olusegun Obasanjo, former president of Nigeria, previously, Howard Schultz from Starbucks, John Kerry, former US secretary of states and Barrack Obama).

What it is and what it is not?

Seeds&Chips is a Food Innovation and startup oriented event. Speakers mainly talk about disruptive innovations and exhibitors are mostly entrepreneurs. However it's not a show about food innovation (like Vitafood / SIAL) but a place to meet mostly early stage startups.

Why this event?

DigitalFoodLab's mission is to accelerate FoodTech with a focus on Europe. To complete this mission we provide data and insights about the ecosystem and the best startups. Another key part to accelerate FoodTech is to gather the ecosystem regularly with successful events.

WHY Seeds&Chips ?

We have the conviction that Europe needs a flagship event to showcase its best innovations and attract other startups from the rest of the world (both to inspire local entrepreneurs, find investors there and obviously to find markets). Right now, Seeds&Chips is the best-suited event to succeed in this mission.

What can you expect from this report?

This document is our take on our visit on Seeds&Chips 2019. Being there last year helps to draw a comparison and to see evolutions in the ecosystem. This document is a “spot” review about the event, the startups we met there and the conferences we assisted. Even if not exhaustive, it will give you all the facts you need to can get about the event without getting there.

I - Seeds&Chips: YEAR TO YEAR COMPARISON AND KEY FACTS

YEAR TO YEAR



	2018	2019	Comparison 18/19
Location	Feira Milano city	Rho-Feira Milano (where was located TuttoFood)	Rho fear is huge and well equipped location, but ill-suited for a startup event
Exhibitors	140 startups some corporates (Carrefour, ...) as exhibitors	193 startups 0 corporate or retailer with a booth	Startups were more numerous with a level generally higher but the absence of corporates presenting their innovation was missed
Speakers and content	As in 2018, speakers were very very numerous in 2019 (around 300 listed) with this time 3 major halls. Many exhibitors had the opportunity to be on stage at some point. This abundance of content and the vastness of the location could give an impression of emptiness even if many people were present at the same time.		
Visitors / B2B meetings	Good B2B meeting organisation	Very few people registered on the B2B meeting platform.	This year, the best meetings (as many startups have told us) were directly made on the booths with few meetings planned.



TREND #1: THE FUTURE OF MEAT

0 —> 3

From 0 in 2018 to 3 clean meat startups in 2019



BEYOND MEAT WAS ON EVERYONE'S MIND

The \$4 billion valuation of Beyond Meat and the huge success of its IPO (from an investor's perspective) was in everyone's mind and at the core of most of the conversations held at Seeds&Chips. This first plant-based IPO (and also the first FoodTech IPO) is seen as a proof of the potential for innovative solutions for the future of meat (and to a later extent of proteins).

Many exhibiting startups were showcasing their plant-based and clean meat alternative. In a stark contrast, insects startups were almost absent after having been dominant in 2018.



FOODTECH CLASSIFICATION:



Food Science

SOLUTION:

Green Wise is developing a range of plant-based meat alternatives with the tastes of pork, beef and chicken.

COUNTRY: Russia

WHY WE LIKE IT:

We liked the idea of focusing on various alternatives to meat, especially on beef jerky which is a highly consumed snack and great way to educate to plant-based products.

Link: <https://greenwise.ru/en/>



Plant-based beef jerky



TREND #2: THE SUPPLY CHAIN GETS SEXY



II - TREND #2: THE SUPPLY CHAIN GETS SEXY IS B2B THE NEW TREND?

Blockchain, where are you?

As said earlier in this report, one of the most common factors among Seeds&Chips' 18 startups was the use of blockchain (either real or as a buzzword). Not only startups were in frenzy of blockchain, but also corporates launching experiments of various (and often dubious) sorts. This year, the word has almost disappeared and is avoided even by those using the technology.

While traceability and transparency are key, a new focus is put on food safety and procurement

Helping consumers to make good choices about their food and reassuring those who have lost faith in the food industry is one of the key challenges of food corporates in the incoming years. Doing this requires making the food supply chain more transparent and therefore more traceable. While most started with consumer facing apps or tools to create transparency at the end of the value chain, it is often more needed at the start, notably in developing countries. It's a new trend that we have seen in very interesting startups using AI to develop procurement solutions and sorting machines to improve the supply chain.



FOODTECH CLASSIFICATION:



Retail

SOLUTION:

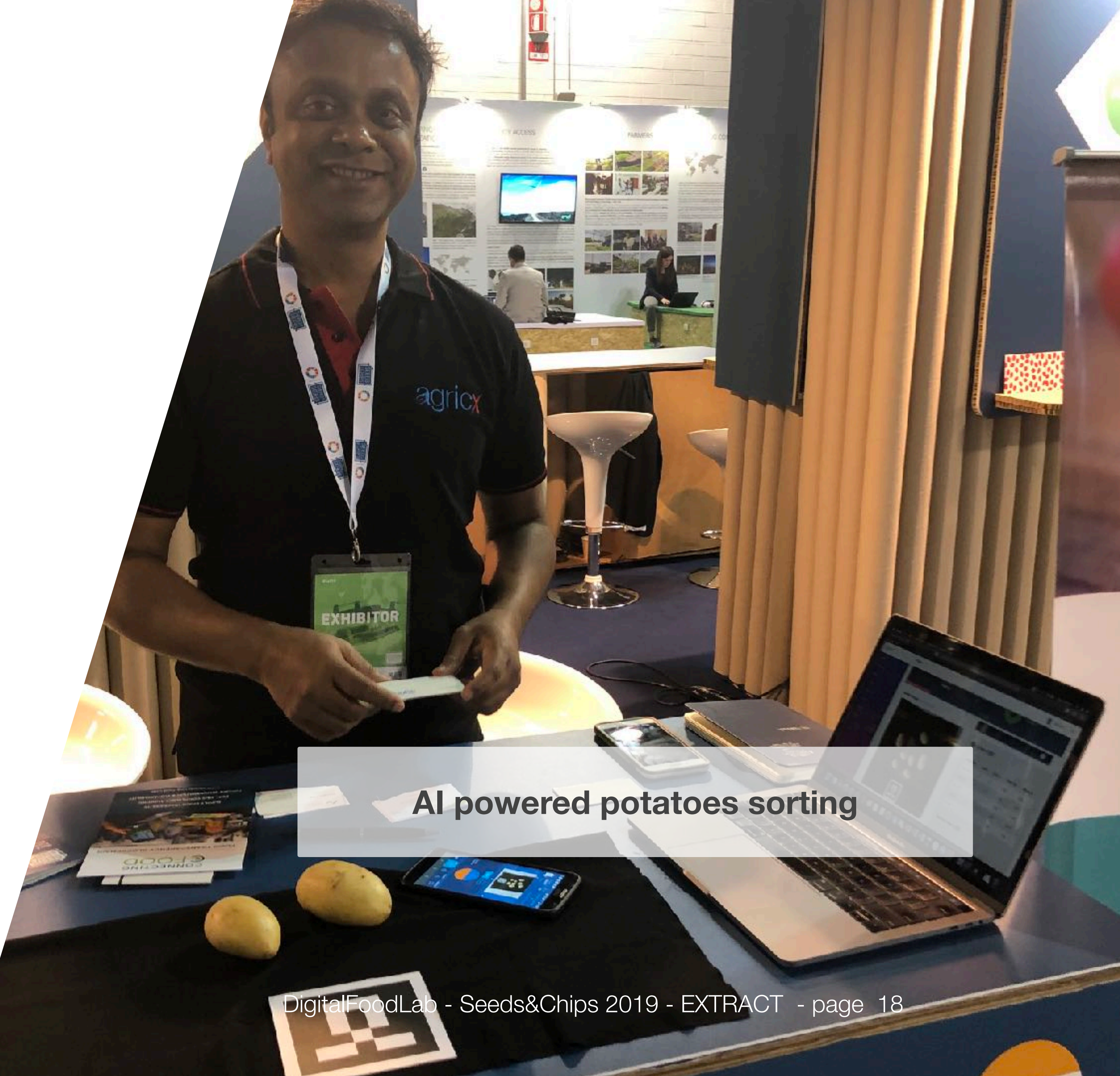
Agricx has developed an AI powered solution to sort potatoes and detect defaults. It is already used by McCain in India when it buys potatoes.

COUNTRY: India

WHY WE LIKE IT:

We liked the customisable backend enabling Agricx's clients to manage what percentage of which defaults is acceptable. A great way to avoid fraud in procurement.

Link: <http://www.agricx.com/>





EMERGING TRENDS



IV - EMERGING TRENDS

TOP EMERGING TRENDS

What is an emerging trend?

It is a subjective choice to rank a trend as emerging or “hot” as the two previous ones. We have identified here a few trends represented by a cluster of startups, interesting enough to follow but not numerous enough to be a “big trend”.

Emerging trend #1: meal replacements

3 meal replacement startups were represented at Seeds&Chips 2019 with Feed, Soylent (distributing generously its bottles) and Vitaline. .

Emerging trend #2 : upcycling

Upcycling is basically using waste or a byproduct as the primary ingredient of a new product. FoodTech startups have started to work on this for some years.

Emerging trend #3: robotics, kiosks and 3D printing



FOODTECH CLASSIFICATION:



Foodservice

SOLUTION:

ByFlow is food 3D printer with a focus on chocolate and pastries.

COUNTRY: Netherlands

WHY WE LIKE IT:

The focus on making people with swallowing disorders with can make the food “fun” again.

Link: <https://www.3dbyflow.com/>



3D Food printing

**WANT TO KNOW MORE?
CONTACT US**

Matthieu VINCENT

matthieu@digitalfoodlab.com

+33 6 82 48 92 91



Jérémie PROUTEAU

jeremie@digitalfoodlab.com

+33 6 23 22 40 10

