



**WAGENINGEN**  
UNIVERSITY & RESEARCH

Online course

## Data-driven agri-food business, find practical but sound solutions for your organisation

**Digitalisation is rapidly changing the way food is produced and consumed. Existing and new players are trying to get a position in this fast-changing environment. The battle for data from farmer to consumer is on! Data-driven agri-food business requires developing new business models including data sharing platforms. Concurrently, you have to deal with public concerns about privacy, transparency and distribution of power. This course offers insights into these complex developments and provides you with concrete ideas how to deal with this for your own business or organisation.**

### Target group

This course is designed for professionals working in the agro and food sector and related (public and private) services with an interest in new business development, ICT, marketing and governance (legal). For instance policy makers, business analysts, information managers, project managers and professionals involved in (current or future) digitalisation initiatives.

### Results

The course provides an overview of technical challenges and organisational issues concerning data-driven agri-food business. The focus is on understanding through self-study and application in group and case studies (example use-case and your own case). After the course, you are able to design data-driven solutions for your own future practice taking into account both technical and organisational aspects.

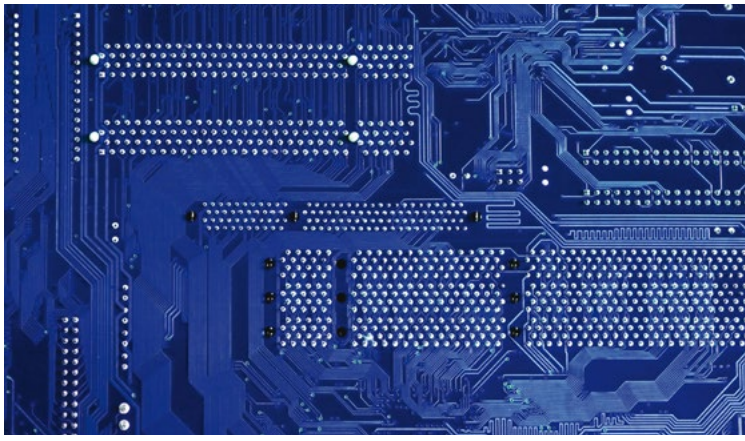
<b>Date</b>	<b>27 September 2021 – 29 November 2021</b>
<b>Location</b>	<b>Online</b>
<b>Duration</b>	<b>10 weeks, 45 hours in total</b>

Course leader Dr. Sjaak Wolfert, Wageningen Economic Research

### Outline and topics

This course has an attractive set-up; you work under supervision of experts on an existing use-case with fellow participants and apply your learnings to your own situation. This goes parallel with interactive tuition in live Q&A sessions, 1 on 1 talks, peer review and self-study of the learning materials (knowledge clips, readings & quizzes to test yourself). This way you will:

- Get a general overview of developments in data-driven agri-food business;
- Learn how data leads to new business models and consumer markets;
- Understand the role of data sharing and platforms;
- Understand how data applications cause shifts in roles and power relations and how you can deal with this.



## Programme

The 10-weeks programme consists of 6 blocks. The substantive blocks have a variety of self-study and peer review in the first week and group work and Q&A with the experts in the second week. Within 45 hours dedicated time you learn and work on the many interesting facets of data-driven agri food business.

The **virtual live kick-off** is on Monday 27 September at 15.30 hrs, from then onwards you have access to the learning materials. On 5 more dates live Q&A sessions are scheduled. These sessions last maximum 75 minutes. *All times are scheduled in Amsterdam time zone.*

### Week 1 Introduction

- Live Kick-off session: 27 September, 15.30 hrs.

### Week 2-3 Big Data Developments and Applied Digital Trends in Agri-Food

- Live Q&A session: 4 October, 15.30 hrs.

### Week 4-5 Data-Driven Business Models in Agri-Food

- Live Q&A session: 18 October, 15.30 hrs.

### Week 6-7 Data Platforms Architecture and Standards for Interoperability

- Live Q&A session: 1 November, 15.30 hrs.

### Week 8-9 Governance and Responsible Data Sharing

- Live Q&A session: 15 November, 15.30 hrs.

### Week 10 Wrap-up, evaluation and certificates

- Live Wrap-up session: 29 November, 15.30 hrs.

## Technical aspects

This course is available on the online learning platform of WUR. Participants sign in with their personal guest account. To follow the course a valid e-mail address is required, speakers or headphones are needed to join and speak up during Q&A sessions.

## Practical information



The course fee is € 1,395.- per person and gives you in total 4 months access to the online course content.



Between 12 and 20 participants to secure small-scale teaching and personal involvement.



After attending this course a personalised certificate is issued.

## Registration

Enrollment is possible until the maximum number of participants is reached.

[Register](#)

## Wageningen Academy

We develop and organise trainings and courses for professionals, based on Wageningen University & Research expertise.

### Contact

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