



Blended course

Data-driven agri-food business

an integrated approach for digital innovation

Digitalisation is transforming the agri-food sector from production to consumption into a data economy. New digital technologies like generative AI are advancing at an overwhelming pace. It is quite a challenge how to utilize these for digital innovation that matters your business. This requires clear insight in how these new technologies can create new business value through data-driven products, services, processes, and business models. Successfully navigating digital transformation involves much more than just technical development. It is particularly about exploring, adopting, integrating, and implementing existing technologies in your organization. This course provides inspiration and actionable insights to help you achieve that goal.

Target group

This course is designed for professionals working in the agri-food sector and related public and private services with an interest in new business development, ICT, marketing and governance. For instance business analysts, information managers, project managers, policy makers and professionals involved in digital transformation. Technical data proficiency is not required and will neither be taught during this course.

Results

Upon completing this course, you are equipped with a multidisciplinary approach to make strategic choices on digital innovation for your own organization. You are introduced to collaborative data-driven business models, governance modes and business architectures that leverage digitalized data while addressing critical concerns such as privacy, transparency, and the distribution of power.

Date	27 & 28 Nov 2025
Location	Wageningen Campus and online
Duration	2-days on-site and 15 hrs online self-study in advance

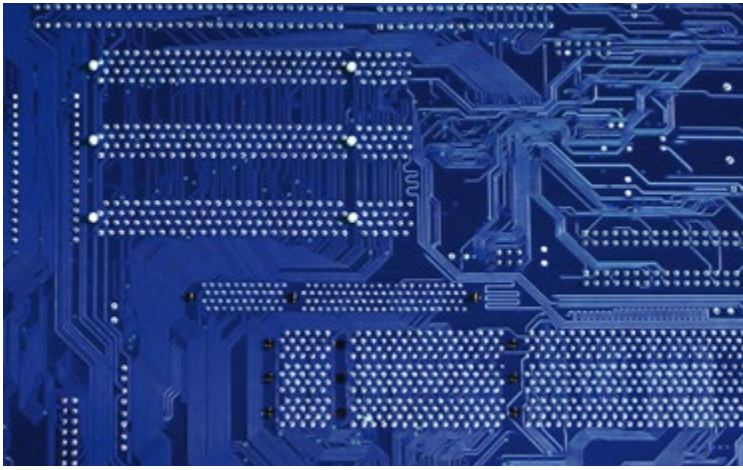
Course leader Dr. Sjaak Wolfert,
Wageningen Social & Economic Research

Outline and topics

This course introduces you to an integrated approach of organisational, societal and technical challenges and opportunities concerning data-driven agri-food business. The programme consists of online self-paced preparation followed by an on-site programme at Wageningen Campus where you meet your peers. Guided by experts you work on real-life case studies in a multidisciplinary way.

Together you will explore the future challenges of:

- Big Data Developments
- Data Economy
- Data Platforms and Data Spaces
- Responsible Data Sharing



Programme

This blended programme offers a variety of online and on-site learning activities with in total 30 hours of dedicated study time.

Online Self-Study

The online programme offers 4 modules that provide you with foundational knowledge on key elements and approaches towards data-driven agri-food business. Learning activities consists of knowledge clips, readings and quizzes to test yourself; the study-load is appr. 15 hours*.

- Module 1 **Digital Innovation in Agri-Food**
- Module 2 **Data-Driven Business Models**
- Module 3 **Data Sharing Architectures**
- Module 4 **Governance and Responsible Data Sharing**

On-site at Wageningen Campus

During the 2-days programme you apply your learnings on real-life use cases guided and supervised by WUR experts. This involves group work, peer reflection and in-depth lectures on **Artificial Intelligence (AI) developments for Agri-Food and The Data & AI Act; impact for Agri-Food****.

- 27 November 2025: 9-21 incl. lunch & dinner
- 28 November 2025: 9-15:30 incl. lunch

The team of WUR experts consists of Sjaak Wolfert, Course Leader (*Sr. Scientist/Theme Ambassador Digital Innovation in Agri-Food*), Marc-Jeroen Bogaardt (*Sr. Researcher Transition Risk and Innovation Governance*), Gohar Isakhanyan (*Sr. Scientist Socio-economic impact of AI robotics and digital innovations*) and Cor Verdouw (*Sr. Scientist Business and Supply Chain Informatics in Agri-Food*).

*Approximately 3 weeks before the start of the on-site programme you will get access to the online learning materials.

**Before the start of the on-site programme a detailed schedule becomes available.

Practical information



The course fee is € 1.450,- per person covering on-site tuition, one dinner, 2 lunches and 6 months access to the online course content.



Between 20 and 25 participants to secure small-scale teaching and personal involvement.



Based on your attendance a certificate is issued.

Registration

Enrollment is possible until the maximum number of participants is reached. Register via wur.eu/academy.

Register



Wageningen Academy

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

Contact

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tomorrow's business