

# KLV UPDATE

number 4 | December 2013

## KLV2020: CONTOURS ARE BECOMING VISIBLE

Foodcase: At the interface  
between long shelf life  
and staying tasty



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**KLV** | WAGENINGEN  
ALUMNI NETWORK

# FROM THE CHAIR

## Ladies and lords

In the context of the strategy project 'KLV2020' we are holding discussions with various groups of members. For example we have sat around the table with young members, pension members, former chairs and also board members on the numerous study circles and networks of KLV. These KLV study groups and networks are independent and have their own membership registers. Members are often graduates of Wageningen University, but also come from other universities and universities of applied sciences. Each study circle and each network therefore fulfils its own unique role for a specific group of alumni within and at the boundaries of the alumni network of Wageningen University.

On 3 October 2013, I was a guest at the Network for Wageningen University Alumni Women (VWI), as one of the 11 leading lords in the debate 'King's Castle'. This was a follow-up to a programme earlier this year with leading ladies in the debate 'Queen's Palace'. May I take this opportunity to congratulate the VWI for hosting an extremely pleasant and varied programme and for continuously drawing attention to the fact that far too few women are promoted to higher positions within Wageningen University.

A publication from earlier this year reveals that compared to all other Dutch universities, Wageningen University, with almost 9% female professors, scores only slightly less bad than Eindhoven University of Technology. How can this be when talented young women are gradually becoming the majority of students in the lecture theatres of Wageningen University? In view of all the top positions Wageningen University occupies in the international lists of best universities this is nothing less than a shame; and all leading lords agree on this.

KLV values its study groups and networks and would like to increase the connections between them as we move towards 2020. Besides the specialised symposia and congresses, KLV is also pleased that the study circles and networks independently or jointly organise debates about current public issues. And they dare to broach sensitive issues like the limited promotion of women within our Wageningen University. Public debate continues to be a valuable asset for the KLV study circles and networks. This is to the honour and glory of all current and future ladies and lords alumni and the Wageningen University.

*Han Swinkels*

Chair of the Board KLV Wageningen Alumni Network

Further info: [vwi-netwerk.nl](http://vwi-netwerk.nl). Read more about KLV2020 on page 3



# COLOFON

KLV Update is the magazine of KLV Wageningen Alumni Network, the Wageningen Alumni Association, which has been fostering contacts between its members and with the university since 1886. We want our role to be that of a lively meeting forum, both face to face and online. The advantages of KLV membership include:

- a way of keeping up to date about Wageningen's fields of interest
- a professional network
- a link with Wageningen

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You can cancel your membership in writing (address: KLV Membership Administration, Spinozalaan 33, 2273 XC Voorburg, NL) until 1 December of the current year. After 1 December, your membership will be automatically renewed for the next year.

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# 'WHEN YOU'RE FINISHED CHANGING YOU'RE FINISHED'

*(Benjamin Franklin)*

The changes in our 'relevant social environment' have formed an important subject of discussion within KLV during the past two years. Examples are changing communication patterns, the large influx of young members, the intensification of Wageningen University's alumni policy, the fall in our income, and the fact that our members have increasingly less time to participate in activities.

What must we do as an association to stay as attractive as possible for our current and future members so that we can still fulfil a worthwhile role in 2020? We studied the literature and talked with a lot of different people, members and non-members, individuals and groups. The most important conclusions from all of this preparatory work are:

1. KLV will focus more clearly on supporting members. We can let the rest of the alumni be served by Wageningen University. As a consequence of this we will transfer the management of the alumni database to Wageningen University.
2. KLV wants to devote more attention to retaining members. We need to be far clearer about what KLV offers and what the added value of membership is. Adjusting our services and reshaping our communication are aspects of this.
3. KLV will provide more support for the study circles and subsidiary networks, with particular attention for joint activities.
4. KLV wants to improve the collaboration with the Wageningen University Fund

(WUF), the University's alumni relations & fund and the Wageningen Ambassadors. That is important because all four of us are operating in the same area in an increasingly intensive manner. We are realising steps towards an improved administrative cooperation but also towards the realisation of a joint working organisation.

5. In relation to the aforementioned points our income and expenditure can be re-adjusted.

**Paul den Besten,**  
director KLV



Creating a network at KLV's jubilee conference in 2011, Theater Junushoff, Wageningen. Photo: Guy Ackermans.





**Foodcase**  
AIRLINE SOLUTIONS



## Spotlight on a startup business

# FOOD CASE: PASSION FOR FOOD AND DRINK

Interest in the leisure sector and the passion for food and drink brought Wilbert de Louw to the hotel school. Upon graduating he set up the company Horeca Uitzendbureau JMW. But his heart lay elsewhere. De Louw sold a flourishing temping agency; he now leads Foodcase.

### Born entrepreneur?

“When you are 18 or 20 you do not suddenly think: I want to be an entrepreneur. It happens to you. It started at the hotel school with a couple of fellow students. First some catering jobs at restaurants in Wageningen and then at large companies such as the RAI. When these companies asked us if we knew fellow students who wanted to work, we thought: we can organise that better. So we started to organise personnel for the hotel and catering industry. After graduating we made a serious business of it and set up JMW Horeca Uitzendbureau.”

### But?

“I’ve never had the dream of starting a temping agency. In the end I wanted to go back to my roots. In 2003 I sold JMW and went and did interim work at catering organisa-

tions and organisation consultancy firms. But I still found that too boring and soloistic. Then I met a former client who said: I want to do something in the food business, do you want to join me?”

### And that was Foodcase?

“Indeed. At Foodcase we develop products in niche markets where somebody else largely determines what people are offered to eat. We focus on three markets: the care sector, aviation industry and remote operations, such as drilling platforms and soldiers in Afghanistan. Complex logistic dilemmas play an important role there. How do you get the product to Afghanistan or into the air? The aim is to keep the logistic chain as simple as possible. And it basically comes down to the question: how do you ensure that products remain fresh for as long as possible without the need for cooling and without a loss of quality?”

### How do you do that in practice?

“We have a multidisciplinary team. It starts with people who understand what tasty food is: chefs. Their ideas must be translated into a product. That is the scientific side, with

food technologists and nutritionists. Which is one of the reasons why we are located in Wageningen: 99% of our staff are alumni from Wageningen UR. KLV helps us to find many of our staff. Finding the way to Wageningen UR and high-quality staff is still a difficult step for many entrepreneurs. KLV is a sort of matchmaker, a superb role!”

### What are you proud of?

“We recently developed a snack from chicken in satay sauce and a freshly baked bread roll that remains fresh for six months without cooling. In the aeroplane, it only needs to be briefly warmed up in the oven and for the passenger it tastes like it has been freshly prepared. Another key advantage is that you do not have much waste on board: fresh products that are kept uncooled must be thrown away. This product is therefore interesting for the airline company and is also more sustainable. This interface between creating a sustainable economic solution and being involved with food and drink is what I am passionate about!”

[www.foodcase.nl](http://www.foodcase.nl)

# ACTIVITIES

Unless stated otherwise, please refer to the [klv.nl](http://klv.nl) calendar for further details and registration.

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## DECEMBER 2013

*WED 18*

General Assembly KLV (in Dutch)

*WED 18*

SKOV - Alternative food sources and food security

*THU 19*

KLV & StartLife - Wageningen Business Christmas cafe - Hotel de Wageningsche Berg  
Sponsored by Food Valley.

## JANUARY 2014

*WED 15*

KLV & Wageningen Academy - Debate - Role of SME's in food security in Africa, inclusive business by African entrepreneurs

*THU 16*

KLV & StartLife - Wageningen Business Cafe

*FRI 17*

VWI - New year gathering - Queens & Kings Get ToGetHer

Public debate with the rector & other guests about female talent at Wageningen UR. Free entrance for women & men. Further info: [vwi-netwerk.nl](http://vwi-netwerk.nl)

## FEBRUARY 2014

*WED 19*

Being the best you can be

*THU 20*

KLV & StartLife - Wageningen Business Cafe

## MARCH 2014

*THU 20*

KLV & StartLife - Wageningen Business Cafe

For Young KLV events check [klv.nl/youngklv](http://klv.nl/youngklv)