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As a member of the Google Food Lab, GrwNxt Founder and CEO prof. dr. Annemieke Roobeek was interviewed to highlight what GrwNxt is doing to help move the needle towards a sustainable future of fresh food and a more healthy way of living.

Annemieke Roobeek

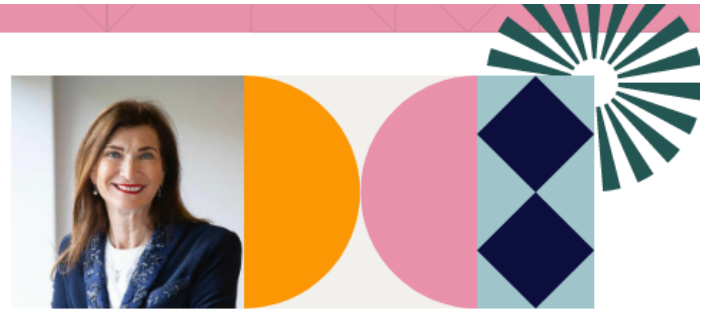
Annemieke Roobeek is the Founder of [GrwNxt](#) and a Professor of Strategy and Transformation Management at [Nyenrode Business Universiteit](#).

"I am a proud daughter of my country, the Netherlands, a small country, but famous for its horticulture. So, our startup GrwNxt builds on strong shoulders. But, as a professor of strategy, I see that the powers that be in agrifood are staying behind, they are not in tune with future breakthrough ideas and opportunities. That's why we started with GrwNxt the next food revolution. The old leadership has no room for new technology. That's where we jump in."

"GrwNxt is an Amsterdam-based deep tech start-up company with a team consisting of data scientists, biologists, plant physiologists, business economists, business developers and ecosystem designers. We work as a networking company and are linked with universities, the AI science community, horticulture and green tech industry, and the hospitality industry."

What can the Food Lab community do to help?

I would very much like to connect with people from the Food Lab. I have a feeling we understand each other. We can do totally different things, but we are all on the same journey. I can help people with my connections, and they help me with theirs. That's the invisible value of the Food Lab.



"We want to create the next food revolution with nutritious fresh food production on-site in high design; modular growth modules in the spotlight. You could say, we want to make plants happy again. We combine deep learning technologies with plant science for excellence in food taste and the unleashing of natural nutritious food components in the plants."

"At GrwNxt we believe that our biggest challenge is not hunger, it's malnutrition. With every dollar we spend on healthy food, we save \$17 on care and cure. Just think about that. We are in need of more healthy plant-based diets so we must increase the availability of fresh food for everyone whilst reducing the impact on the environment. GrwNxt is one of the solutions."

"We also foster biodiversity by using rare seeds. We tried working with conventional seeds, but large seed companies are interested in yield, not in nutritional value. We focus on rare and premium varieties that are high in nutrition such as Broccoletto, Swiss Chard, Pak Choi and Kale. We do not use GMO. Societal impact with healthy diets is an important part of our job. We like to think big."

"In recent tests we applied so-called DDR™ (dynamic digital recipes), based on a fusion of plant science and deep learning technologies (AI, ML, IR). We wanted to increase the level of nutritious food components (vitamins, proteins and minerals) and taste in a variety of crops for indoor farming on hydroponics. We focused on nutrition and healthy fresh food, and with the recent research findings we prove that there is great potential to increase the natural food components in crops. With a DDR™ on Lettuce Cristobal, we were able to increase the protein amount to 50%, the vitamin C to over 400% and the beta-carotene to over 180%. For the majority of our DDRs we have found similar results. But don't forget about taste. Healthy food is also tasty food. Our food is tasted by Green Star Michelin chefs and they love it! In the end we all want to go for natural foods with the highest quality."