

AgrofoodBIC and Eatable Adventures together to support the growth of the most promising start-ups in AgriFoodTech

The consortium of leading Italian agrifood innovation companies and the world's leading FoodTech accelerator join forces to discover and support cutting-edge start-ups, creating fertile ground for innovation and stimulating new forms of collaboration under the banner of Open Innovation.

Milan, 9 December 2024 - AgrofoodBIC S.r.l. (Business Innovation Center), the multi-company open innovation hub that has been operating on a national and international scale since January 2019 to seize and exploit valuable business opportunities, chooses **Eatable Adventures**, the leading FoodTech accelerator on a global scale, for the selection and support of new start-ups capable of responding to the growing needs of the national agrifood sector, promoting innovation and new forms of collaboration between traditional companies and emerging realities.

Strongly supported by a cluster of Italian excellences in the sector, such as **Granarolo, Camst, Conserve Italia, IMA and Eurovo**, AgrofoodBIC aims to support start-ups in converting their ideas into concrete business initiatives. The cluster offers emerging projects a range of acceleration services, support in research and development, access to a network of relationships in the business world, credit, access to pilot plants and mentoring.

In this context, thanks to its **strong know-how** and its **solid global network of national and international partners and start-ups**, **Eatable Adventures** will take care of the search for new realities with high growth potential and the deal flow management - i.e. the identification of investment opportunities - of start-ups already part of AgrofoodBIC programmes. Eatable Adventures will support the start-ups on a growth path, providing them with additional support from industry experts to maximise the chances of success of the new companies involved.

The research will feature around 30 of the most promising start-ups in the food & beverage and agro-industrial sectors, in **six different areas of interest**:

- **Sustainable packaging and supply chain:** search for solutions that extend the life of products and reduce/reuse packaging materials, with a focus on traceability, through smart labels and other innovative systems.
- **Smart and sustainable agriculture:** innovative proposals to improve agricultural practices and yields in different crops through the use of new technologies such as IoT, precision irrigation and agricultural robotics
- **New foods and beverages:** research and experimentation of new ingredients with a view to healthy food proposals and a reduction in environmental impact, responding

to challenges such as the rising cost of raw materials and new eating habits, in compliance with current regulations in Italy and Europe.

- **Animal Welfare:** innovative technologies to promote animal welfare, providing farmers with accurate information on the health status of animals, with the aim of increasingly improving their living conditions and reducing their stress. Not only that, the start-ups sought will integrate innovative systems for aquaculture, feed rations designed to increase sustainability and efficiency.
- **Technologies for better nutrition:** cutting-edge projects aimed at the prevention of diseases linked to bad eating habits, alternatives to sugar and salt, glucose control solutions and natural supplements, with a focus on the well-being and psycho-physical health of women and GenX.
- **Circular Economy:** the search for clean-tech solutions that can reduce environmental impact and improve energy and resource efficiency, through technologies that aim to create new product life cycles, turning waste into resources and contributing to more efficient and sustainable water management.

The main objective of the collaboration is to accelerate innovation in the sector and to support the Italian entrepreneurial fabric, contributing to the growth of new realities and new synergies that can have a significant impact on the agri-food industry.

"Constant research into food and nutrition represents a fundamental axis of development that unites the five companies of Agrofood BIC, fostering the sharing of knowledge and making not only financial but also industrial assets available to young growing companies, leading to the scalability of start-ups. We are convinced that the new partnership with Eatable can provide a further boost through specific, targeted research and common investment objectives," commented **Riccardo Sebastiano Piaggi, President of Agrofood BIC S.r.l.**

"We are excited to partner with AgrofoodBIC," says **José Luis Cabañero, Founder and CEO of Eatable Adventures.** *"This partnership allows us to continue our mission to accelerate innovation in the agribusiness sector. We will identify and support the most promising start-ups, offering them access to crucial resources. We are convinced that together we can create a dynamic ecosystem, based on new synergies between traditional and new companies, contributing significantly to the development of the sector, under the banner of Open Innovation".*

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About AgrifoodBIC

The shareholders of Agrofood BIC S.r.l. are Granarolo S.p.A., Camst Soc. Coop. A r.l., Conserve Italia Soc. Coop. Agricola, Cuniola Società Agricola A r.l. (IMA Group), Eurovo S.r.l. The shared objective is the creation of **an accelerator of promising and innovative start-ups specialised in:**

- Sustainability & Circular Economy
- Smart & HiTech Farming and livestock
- Nutrition & Health
- New Packaging Solutions
- Food Processing, Quality & Safety
- Personalised Experiences & Products

Agrofood BIC S.r.l. **supports promising start-ups in the development of their business project**, combining acceleration services - helping them solve the organisational, operational and strategic difficulties typical of newborn companies - with the specific skills and tools needed to grow their business idea in the food market, overcoming the barriers to entry. Agrofood BIC and its members provide start-ups with factories, pilot plants, R&D assistance and access to a network of relationships in the food supply chain that will decisively boost the new entrepreneurs' chance of success.

Three actors are involved in the new Business Innovation Centre: the University of Bologna, Enea, the National Agency for New Technologies, Energy and Sustainable Economic Development, and ART-ER, the Emilia-Romagna Region's company for research and innovation.

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About Eatable Adventures

As one of the leading food-tech accelerators, Eatable [Adventures](#) **identifies and supports the most innovative** and disruptive food **start-ups** and helps them grow in the global marketplace. Aiming to act on the food-facing front and drive the adoption of more sustainable business models, under the banner of a smarter use of technology, Eatable Adventures **has developed more than 50 annual programmes**, a **community of over 25,000 founders** and entrepreneurs and a deal flow of **3,000 projects in 2023**. **By fostering a synergy between innovation, ethics and sustainability**, the company works on the promotion, development and democratisation of technologies in food to build the food system of tomorrow: sustainable, efficient, healthy and safe globally.

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