



**FIGHT FOOD WASTE**  
Cooperative Research Centre

REDUCE - TRANSFORM - ENGAGE

What 1000 new products  
taught me...

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**Business**  
Cooperative Research  
Centres Program



*All courses of action are risky, so prudence is not in avoiding danger, but calculating risk and acting decisively. Make mistakes of ambition and not mistakes of sloth. Develop the strength to do bold things, not the strength to suffer.*

*There is no other way to guard yourself against flattery than by making men understand that telling you the truth will not offend you, but when everyone can tell you the truth, you lose their respect.*

*Men are so simple of mind, and so much dominated by their immediate needs, that a deceitful man will always find plenty who are ready to*

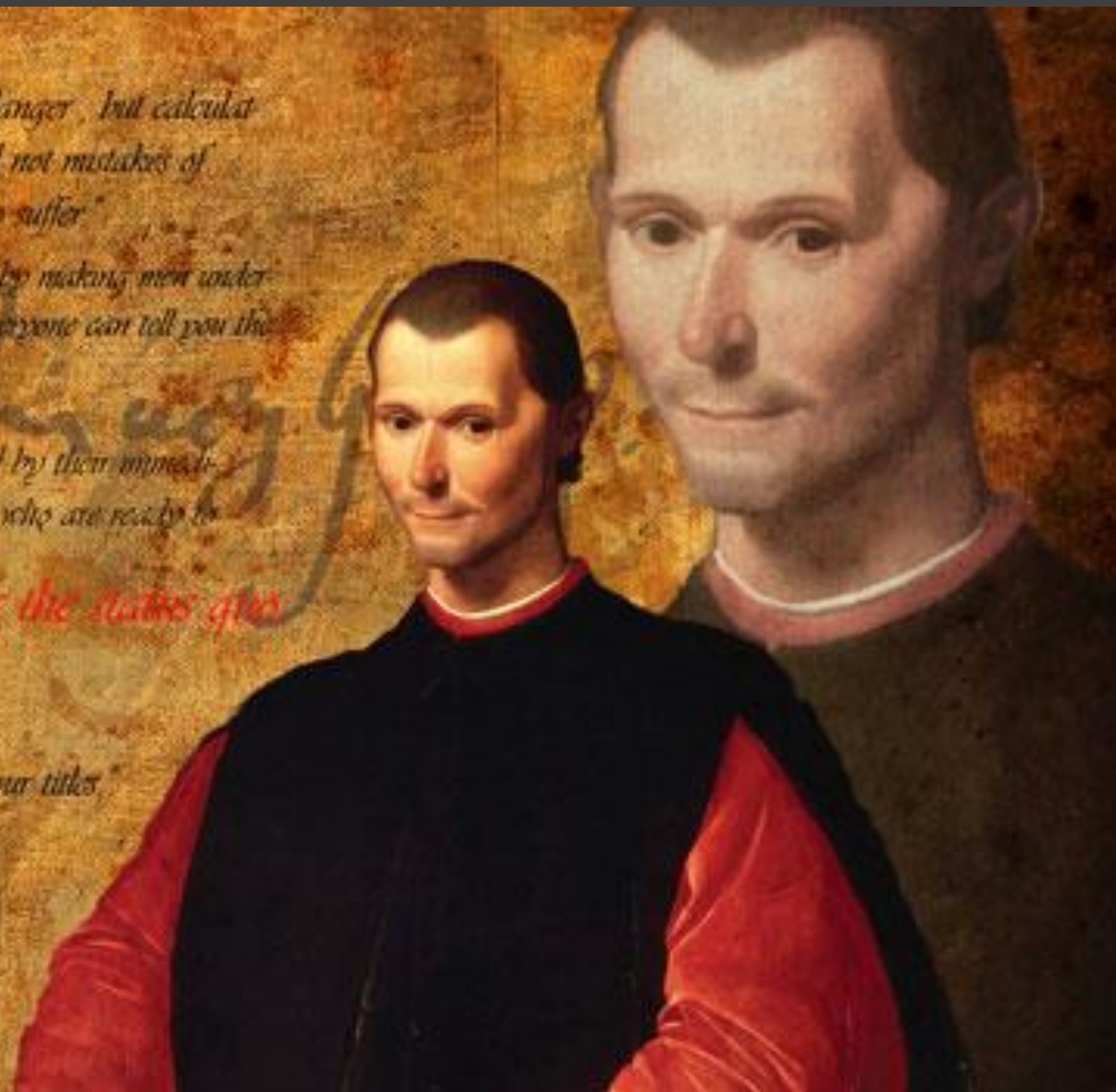
*I'm not interested in preserving the status quo  
I want to overthrow it*

*It is not titles that honour men, but men that honour titles.*

*Never was anything great achieved without danger.*

*The reason is easy to understand, for it is the common good and not private gain that makes cities great.*

*A prince being thus obliged to know well how to act as a beast must imitate the fox and the lion, for the lion cannot protect himself from snakes.*



History...



Kraft Jacobs Suchard



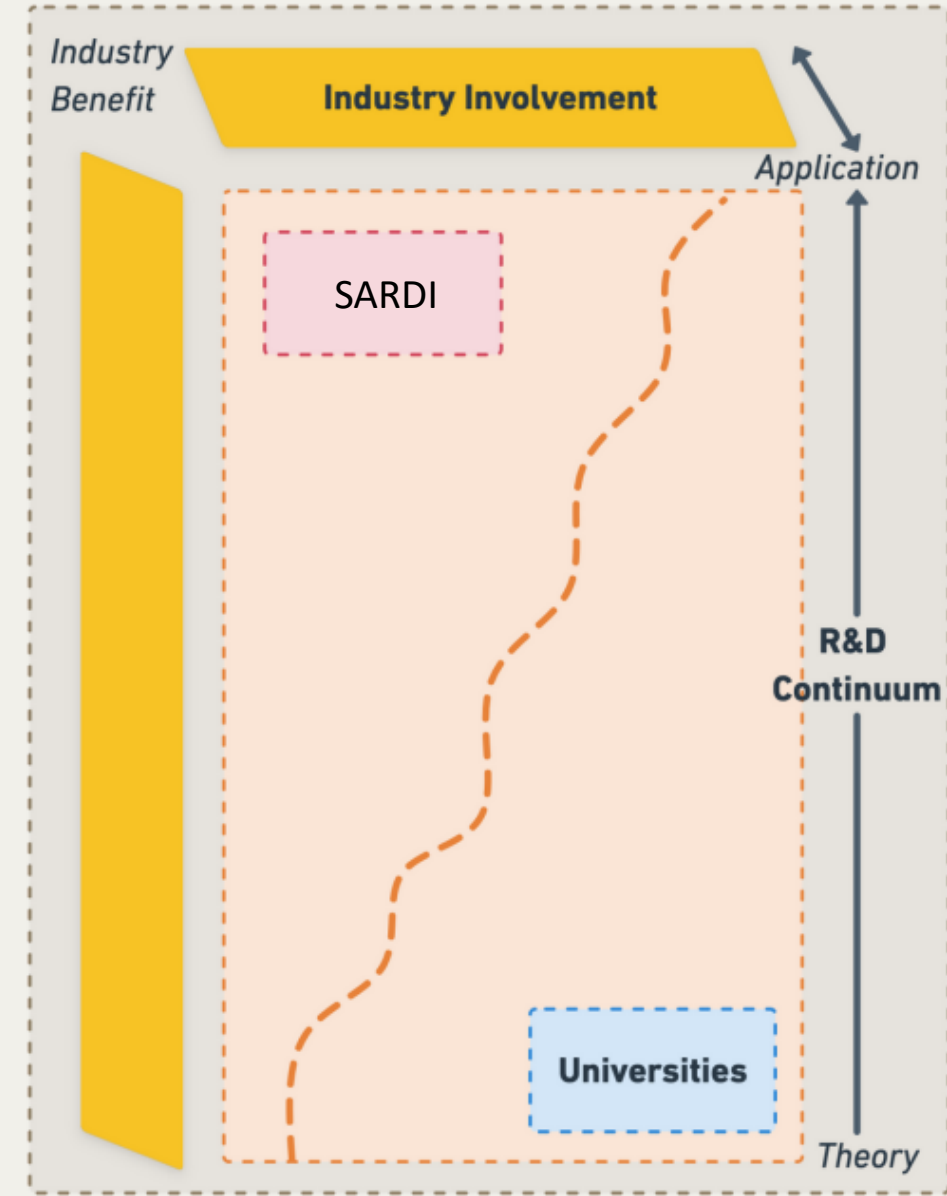
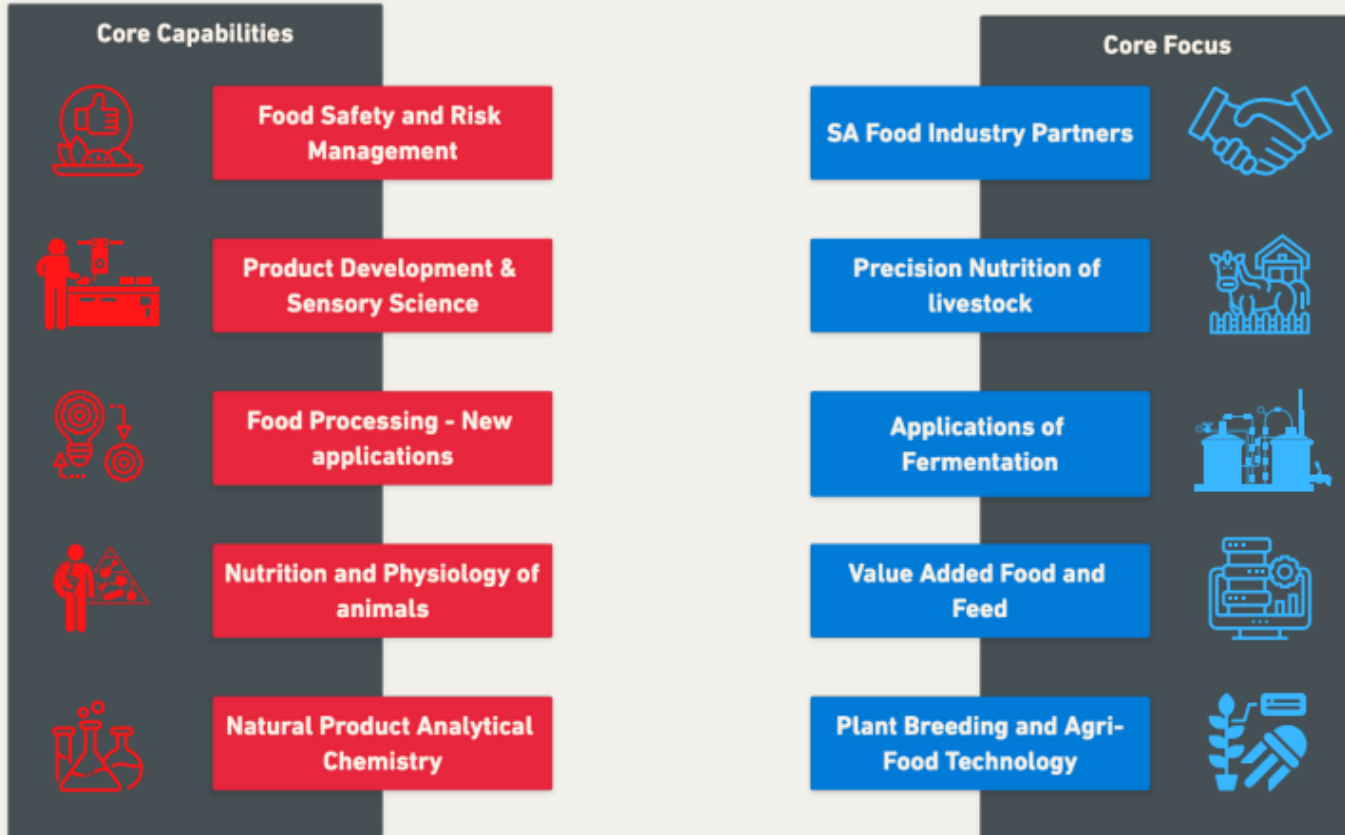
JDE

JACOBS DOUWE EGBERTS





4 of the best...





# Bigger Better Bolder

- Quality Index Manual
- Advanced Refrigeration Tech
- Natural Barriers / Shelf-Life Extension



## *So What...?*

- No-one of us is smarter than all of us – Collaborate or else
- If it was easy everyone would be doing it – Be bold
- We are actively looking for new projects and new partners to accelerate our program – Contact us!

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