



### **PURPOSE of the foundation**

To put it succinctly: Process unused agricultural raw materials into complete foods.

The foundation believes that this can be achieved in particular through more efficient use of raw materials and energy and the application of modern technologies and current scientific insights. More detailed in additional documents and on the website.

Article 2 of the articles of association states the target as formulated in 2016. This explicitly states maximum use of raw materials and minimum use of ingredients and initiation of research projects at universities and colleges.

### **GUIDELINES of Keep Food Simple (hereafter KFS)**

1. KFS is an ANBI foundation that advocates food production in which the best that nature has to offer is used as well and above all as fully as possible:
  - a. Maximum use of the nutritional potential of raw materials
  - b. Minimal creation of residual flows

The KFS board uses this as a first guideline when choosing cooperation partners, for connecting with activities of others and for initiating their own activities.

2. KFS supports and stimulates initiatives and projects aimed at optimizing food production processes. The new working methods are created by
  - a. Deployment of new technologies and application of valuable elements from traditional methods
  - b. Use of vegetable raw materials that fit in a sustainable diet

KFS board uses "bringing in knowledge, application potential and making a difference" as a second guideline in its choice for cooperation partners, for connecting with the activities of others and for initiating its own activities.

3. KFS facilitates and creates frameworks for (the most young) entrepreneurs and the SME food industry in developing and producing more sustainable and healthier foods.

### **CONCRETIZATION**

What objectives does KFS want to achieve by 2025?

1. Within the segments vegetables and fruit, tubers and root crops, grains and bread and legumes, KFS will realize at least 3 improved existing or new products (groups) in the next 3 years; see guidelines 1, 2 and 3.
2. The KFS board starts at least two new projects or programs every year in collaboration with knowledge partners and food producers; see guidance 2 and 3.
3. The KFS board brings 'the KFS story' to the publicity through at least once a year a recognizable contribution in national media (newspaper, TV program, radio) and at least twice a year in professional media (magazine, web- news); see guidelines 1 and 3.
4. The KFS board organizes a national meeting at least once every three years for the purpose of initiating new partnerships on a 'KFS theme' (50-80 participants; in which experts in product design, consumer perception, nutrition, production and marketing, both in the field of (scientific) research as an application, are proportionally represented); see guidelines 1 and 2.

### **METHOD**

For the KFS Foundation, volunteers are active in a Board and an Advisory Council.

Board members

- represent KFS towards cooperation partners and media;
- initiate and evaluate activities of KFS;
- collaborate with project and program partners, where necessary, in carrying out their activities within the framework of KFS;
- advising partners in the network in initiating projects and programs

- maintain contacts with knowledge and research institutions and with companies to use or have KFS knowledge used and increase for the benefit of economically profitable applications of "a food production in which the best that nature has to offer is used as well and fully as possible";
- meet four times a year to discuss and reassess policy, actions and progress.

Board members bear joint responsibility for the policy and implementation of the Foundation. In addition, each director has one or more action lines as primary responsibility. In accordance with the articles of association, directors are appointed for a period of 4 years in accordance with a rotation schedule to be drawn up by the Board. After that period, directors are immediately and indefinitely eligible for reappointment.

The members of the Advisory Council

- advise and support the members of the board in the above activities, solicited and unsolicited;
- meet twice a year and with the members of the board to discuss policy, actions and progress and, where relevant, re-establish them.

The financial resources required to carry out the KFS activities come from

- donations;
- project and program budgets;
- subsidies, gifts.

The KFS board works with processes and associated financial flows that fit within the legal and social frameworks as a Algemeen Nut Beogende Instelling (ANBI); think, for example, of income through subsidies and expenditure through project budgets; see guideline 1.

## **PERFORMANCE**

Objective 1 (commercialization):

- a. Encourages opportunities with interested parties to make the results of the work available to society and consumers
- b. Finding a party or someone who can help us realize the application of the results of projects

Objective 2 (new projects and programs):

- a. Annually at least two new projects or programs in collaboration with knowledge partners and food producers
- b. Supervising smooth progress from the director's position on current projects

Objective 3 (publicity):

- a. At least once a year a recognizable contribution in national media (newspaper, TV program, radio)
- b. At least twice a year in trade media (magazine, web news)
- c. Four times a year a newsletter to members of the KFS network (over a hundred)

Objective 4 (new partnerships):

- a. At least once every three years a national meeting for the purpose of initiating new partnerships on a "KFS theme"
- b. Maintaining the KFS network

To achieve the objectives (processes and finances):

- a. More sponsor contributions for current and new projects and programs varying from a minimum of 10,000 euros per project to a minimum of 50,000 euros per program