The Integrated Crop Production (ICP) partnership is an industry driven public-private collaboration that targets the need of the whole European agricultural value network to innovate sustainably.

→ To stepwise facilitate development of coordinated and collaborative innovation efforts.
→ To learn and benefit from previous successful & unsuccessful attempts to develop innovation-oriented partnerships.
→ To access information about the R&D capabilities of the participating stakeholders, their innovation interests & gaps.

The intrinsic value of the collaborations is that stakeholders innovate beyond their resources and make best use of internal and external ideas. Furthermore, engaging with consumers can increase the ability of the sector to develop a more agile approach to innovate and create value, as it allows to better understand customers’ needs and behaviours and their willingness to adopt products and their development accordingly.