

Laurent Genet
Chief Strategy Officer
Member Nutreco Management Board



Laurent Genet joined Nutreco in 2007. He has held a variety of senior management positions in Europe and Asia related to livestock and aquaculture nutrition, health and farming. Earlier in his career, Laurent worked internationally for the largest French feed producer. He is a Doctor of Veterinary Medicine. Laurent also studied at both the London Business School in the UK, and Affärshögskolan in Norway from which he earned qualifications in business management.

With a key focus on innovation, Laurent has contributed to Nutreco's overarching mission of feeding the future in numerous ways. He spearheaded the company's first operations in Southeast Asia for both Trouw Nutrition and Skretting, as well as introducing shrimp as a new species for Skretting. Laurent also led the creation of NuFrontiers – Nutreco's corporate venturing arm. Latterly, he has been heavily involved in identifying and bringing forward new initiatives in the fields of digital technologies, biotechnologies and alternative proteins. With 30 years of experience in animal nutrition, health and farming gained around the world, Laurent has a very clear understanding of the need to be able to look beyond current circumstances in order to prepare for the future.

“Feeding 10 billion people by 2050 while halving the resources required to do so is a compelling necessity. We have a number of pathways, including animal farming, alternative proteins, circular agriculture, food waste reduction, but also allocating fairly the real cost of producing food. New technologies are powerful enablers, but changing our behaviour will be even more critical.”

- Laurent Genet

Much of his work at Nutreco is about understanding three important factors: the challenges of sustainability, external innovations and the advance of digital technologies. Taken together they pose a significant risk of disruption but they also present considerable opportunities.