

# Top quality crops and produce

## Wageningen UR Greenhouse Horticulture

Companies working in greenhouse horticulture are continually confronted with the demand for new products and new requirements for crops and produce. Long-term success depends to a large extent on the way in which demands from the chain and the authorities are anticipated. Wageningen UR Greenhouse Horticulture offers companies the tailored support they require.

### Crop quality

Consumers, the retail industry, wholesalers and the authorities are setting ever more stringent demands on greenhouse horticulture production methods. A 'license to produce' is earned when companies can offer maximum quality with minimal input of energy and nutrients. Together with industrial partners, Wageningen UR Greenhouse Horticulture develops new crop concepts and optimises existing crops. A practical example is minimising environmental impact by developing a greenhouse that generates energy rather than consuming it. Other important issues are improving working conditions and decreasing the amount of labour.

### Chain quality

As all members of the chain set requirements in terms of product quality and production methods, Wageningen UR Greenhouse Horticulture actively partners with them. In terms of plant material for example, we cooperate with plant propagators. Questions that are less related to crops - for instance market research and breeding research - are passed on to other WUR teams, made up of top researchers who are specialised in that subject.



### Product-innovation

European consumers expect diversity in their choice of vegetables. Wageningen UR Greenhouse Horticulture supports partners in developing new products or entirely new product concepts. Especially these areas offer huge opportunities for expansion. At the same time, classic business elements are involved such as the identification, assessment and taking of risks. We support our partners in meeting the challenges with which they are confronted.

### Knowledge platform and support

In developing innovations, Wageningen UR Greenhouse Horticulture keeps the existing knowledge and skills of the sector in mind. We actively contribute to organising the knowledge flow, enabling innovations to be put into practice simpler and faster. Practical networks are organised and courses offered on business, strategy, company development and management. Moreover, we create opportunities for the informal exchange of knowledge – such as networking meetings with companies in the sector, chain members and intermediate and social organisations.

#### For more information:

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### Forgotten vegetables

Wageningen UR Greenhouse Horticulture supports the development of new product concepts, such as those based upon old vegetable fruits like the ancient cucumbers from the Orient. We are concerned here with new breeds that have a distinctive taste, appearance and application, while also standing out on the shop shelf. A key part of this work is testing the crop, keeping in mind the actual requirements of retailers, consumers and the authorities. Based on this kind of research, we identify preconditions for successful introductions of new crops and breeds.

Partners: breeding companies, growers, sales organisations



### Flavour studies

As one of the increasingly important demands of today's consumers, flavour is playing a greater role in purchasing behaviour. Wageningen UR Greenhouse Horticulture researches the flavour of all sorts of greenhouse vegetables. Methods include consumer panels and developing ways to measure flavour in laboratory settings. In this manner a method was developed to measure tomato flavour based on a small amount of laboratorial tests. This allows us to test large numbers of breeding lines at lower costs.

Partners: breeding companies, growers, sales organisations

### Increasing pot plants' bloom

Many ornamental crops do not bloom during winter, most likely as a result of the low intensity of natural radiation. This small number of flowers might be due to a slow growing speed, meaning that flowers appear later. Another possible cause is the dying off of young flowers. Wageningen UR Greenhouse Horticulture is researching which light intensity and length of exposure enhances the quality of pot plants, with the aim of generating a better price.

Partners: growers

