

Smart Logistics in Horticulture

Joint Stakeholder Meeting of the Horticultural Trials in the Flspace pro.

6 June 2013, LogiXperience in Venlo, The Netherlands



Plants & Flowers Trial



*Quality Controlled Logistics in
the Floricultural Supply Chain*



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Robbert Robbemond, Cor Verdouw



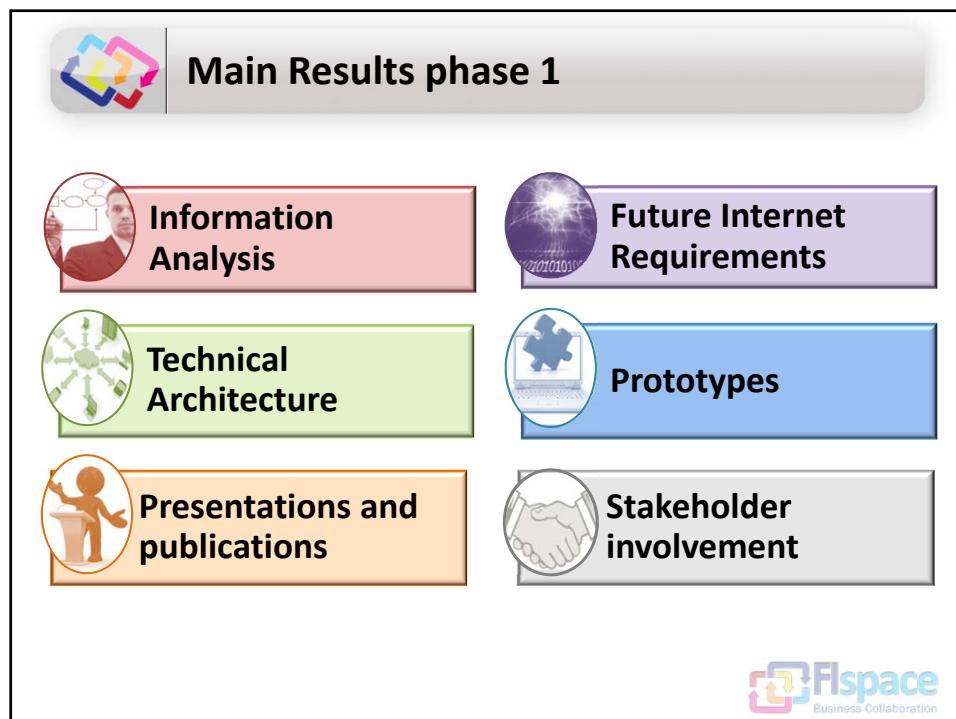
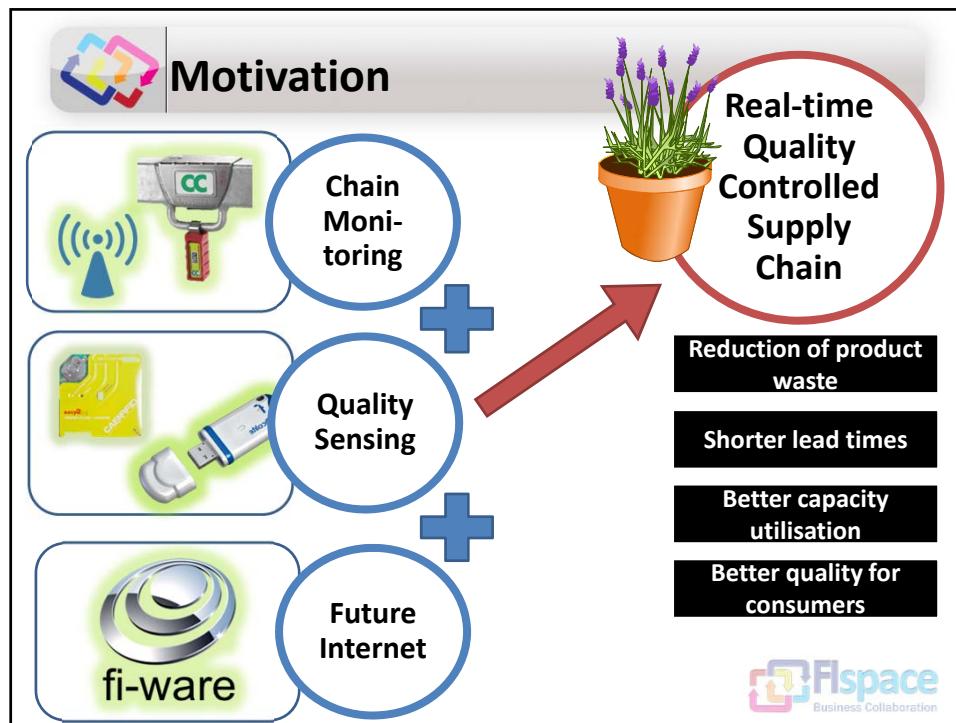
Contents

- Motivation
- Main results phase I
- Plans phase II
- Discussion



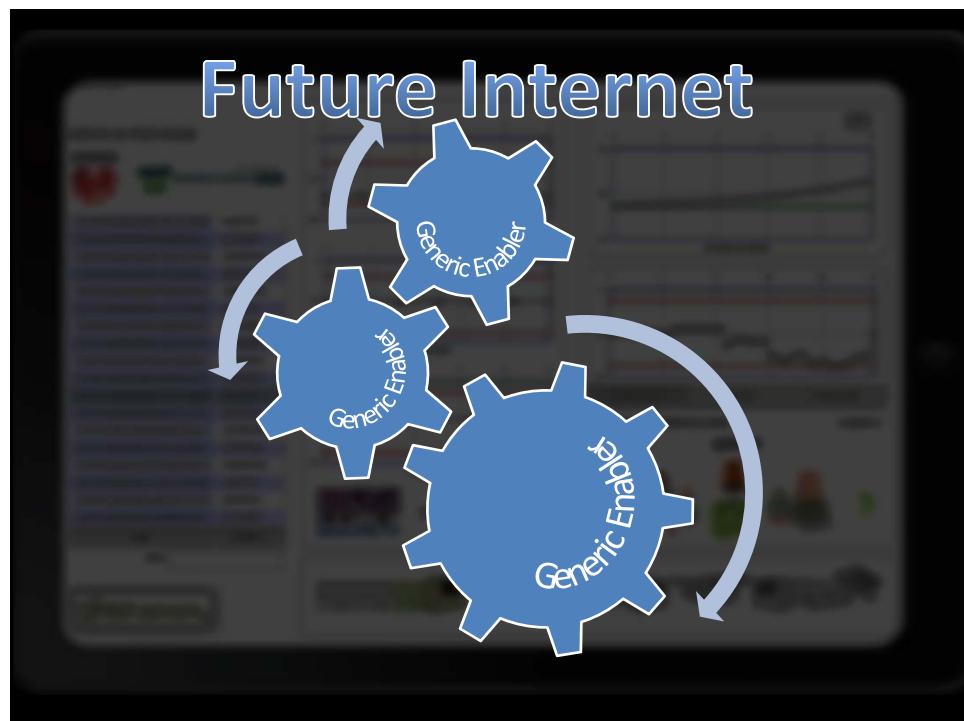
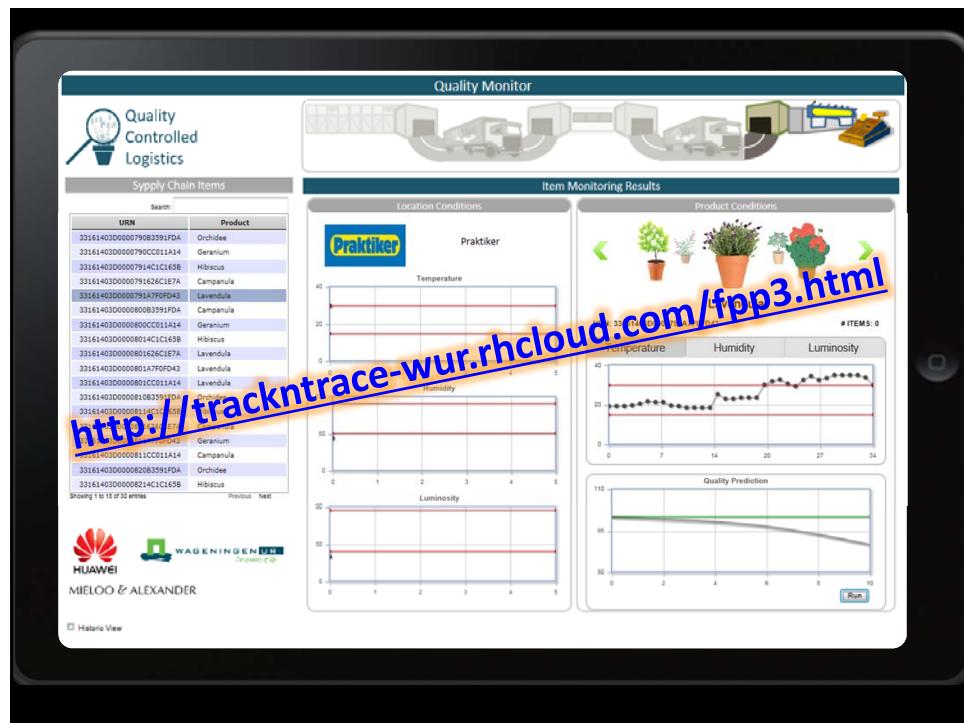
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Target improvements from stakeholder evaluation

The screenshot shows a software interface titled "Quality Monitor". It includes a sidebar with "Quality Controlled Logistics" and "Supply Chain Items" sections, a main area with a "Product" table listing items like Orchidee, Geraniun, Campanula, etc., and two graphs for Temperature and Humidity over time. Below the graphs are images of potted plants, specifically Lavendula. Red callout boxes highlight specific features:

- Focus on 'problemitems' and group items
- Improve representative photograph
- Add expert quality assessments and certificates
- Expand with contract agreements
- Improve quality prediction

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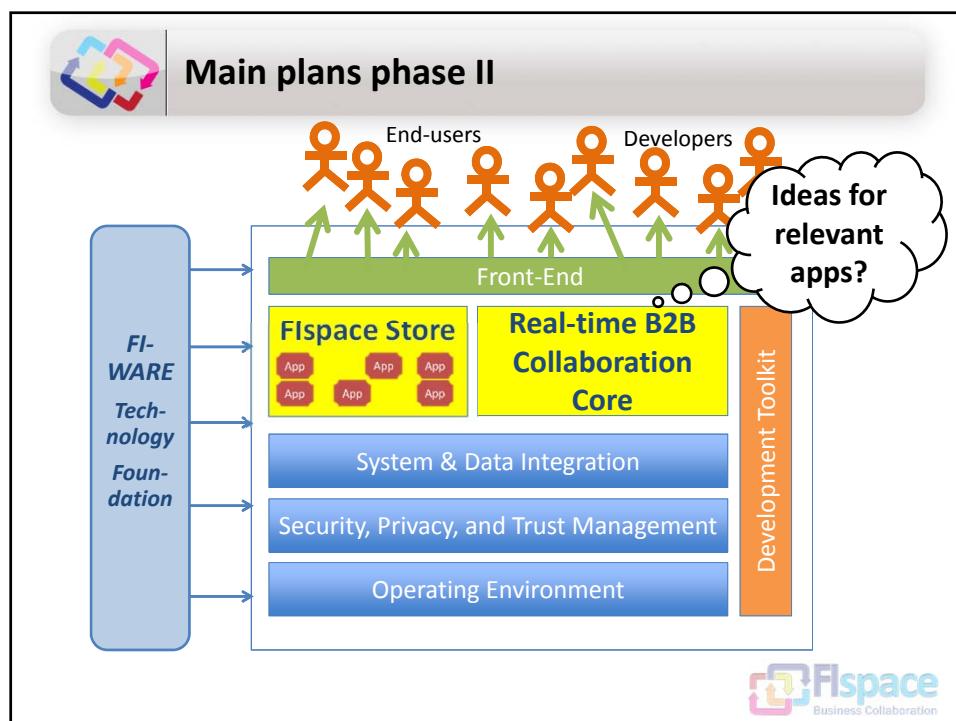
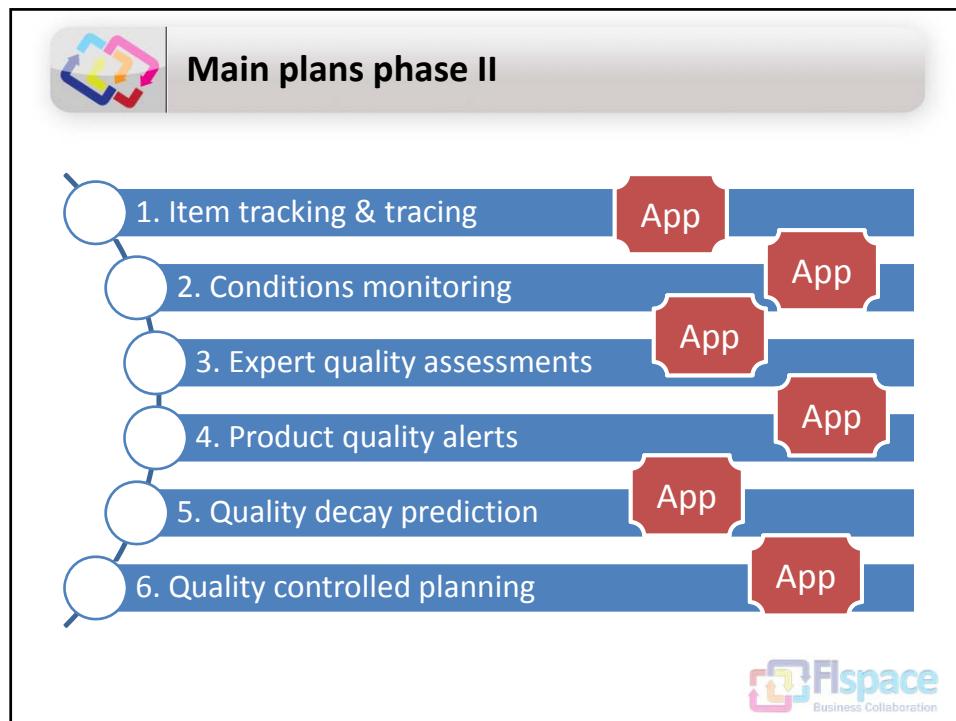
A video player window showing a man with glasses and a brown jacket. A small "Smart Agri-Food" logo is in the top left corner of the video frame. The video player has a progress bar at 00:02 and standard control buttons (play, stop, etc.). The video content is identified as follows:

Edwin van Lenthe
Baas Plantenservice

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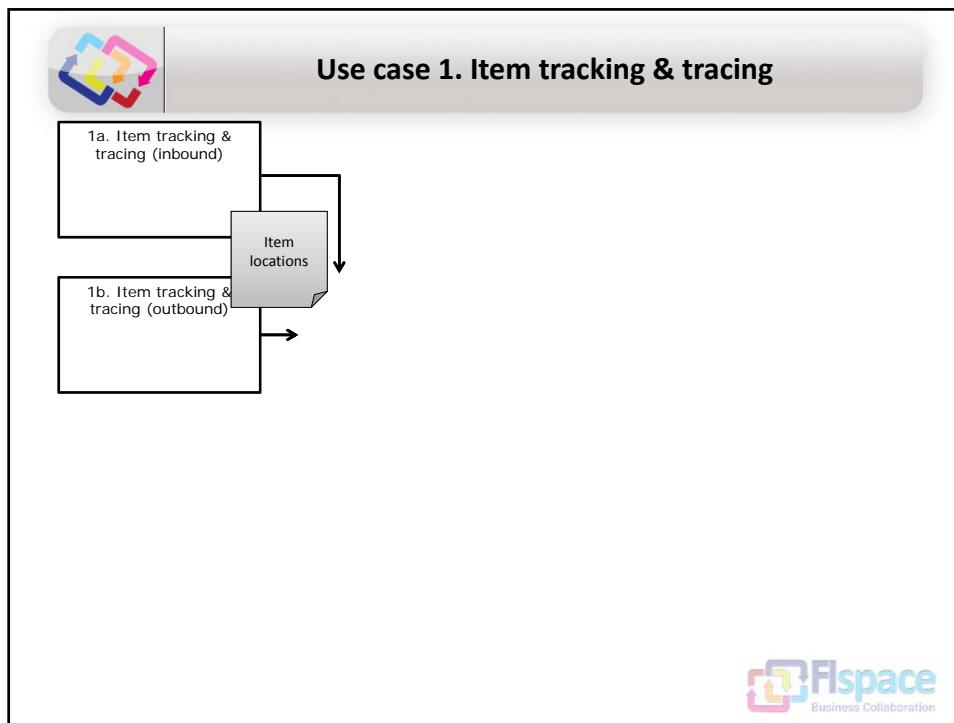
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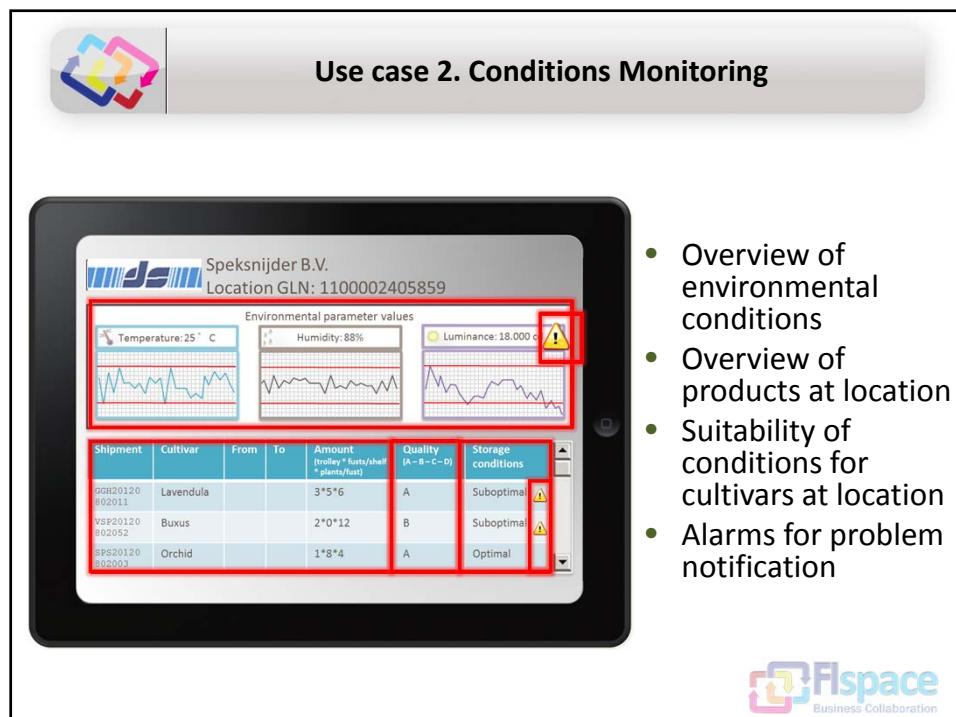
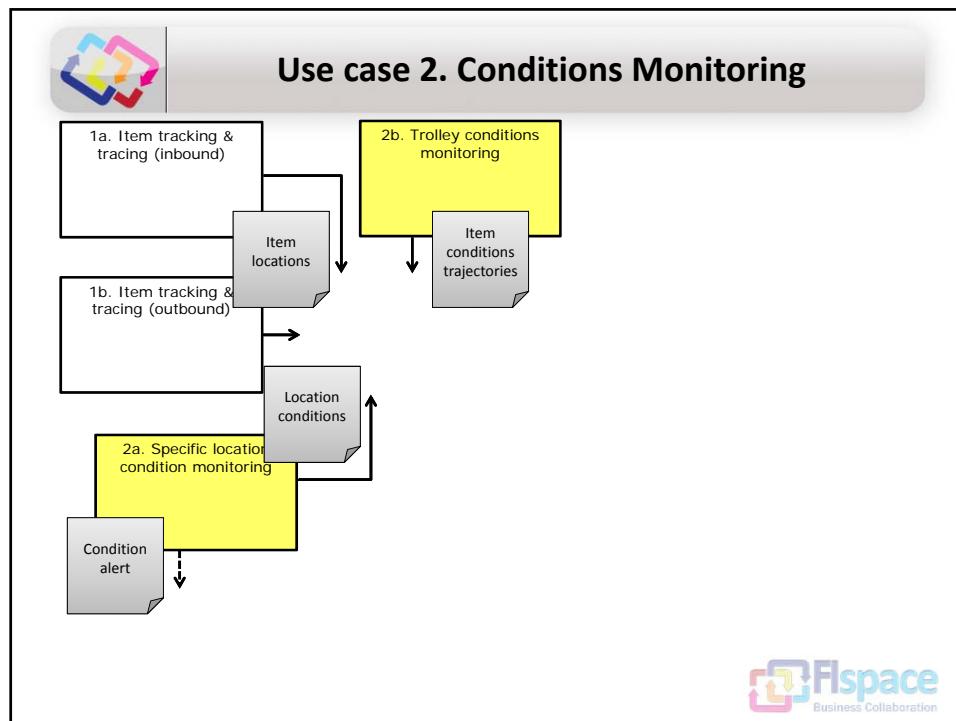
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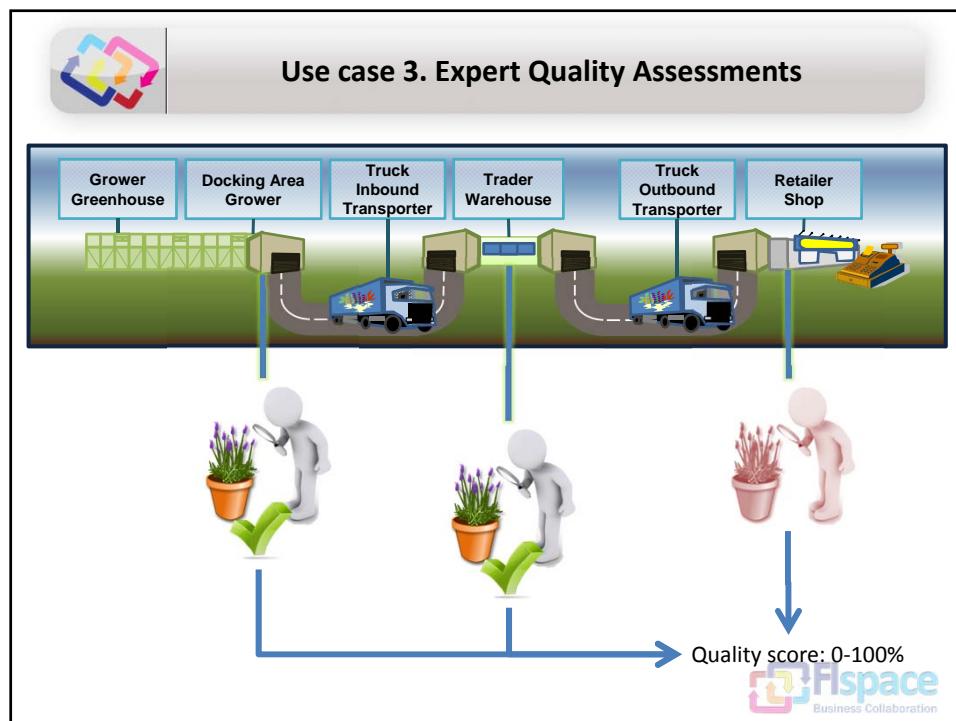
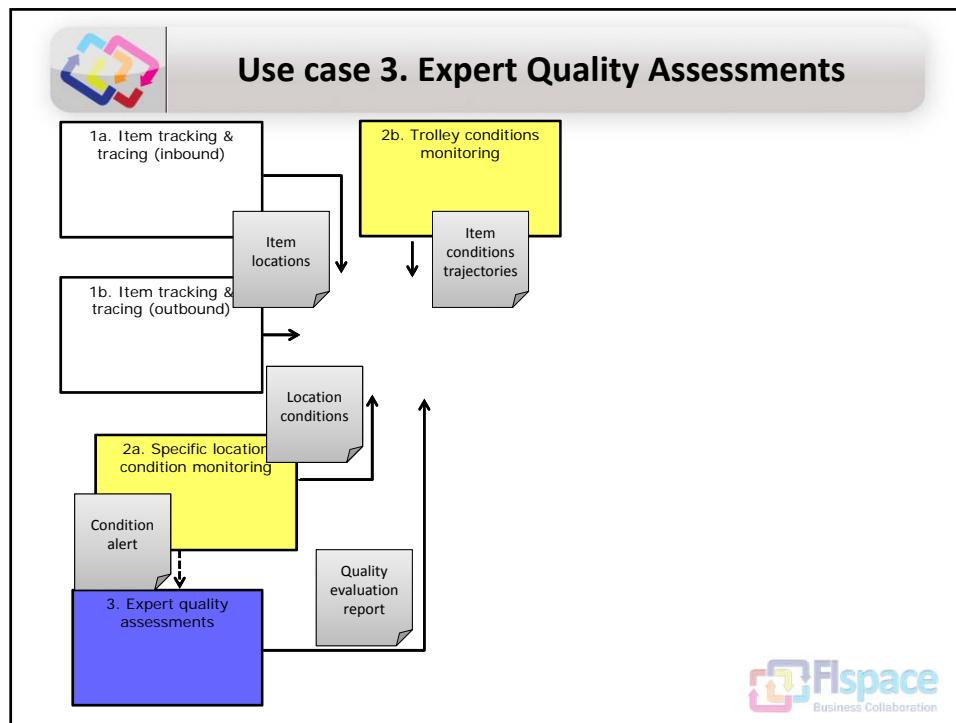
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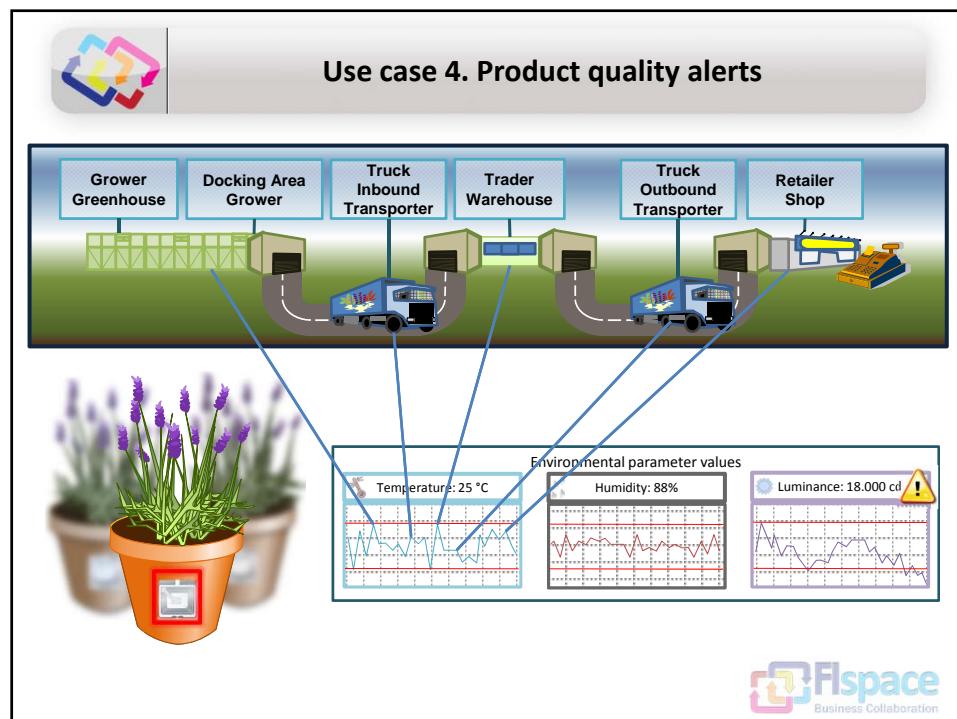
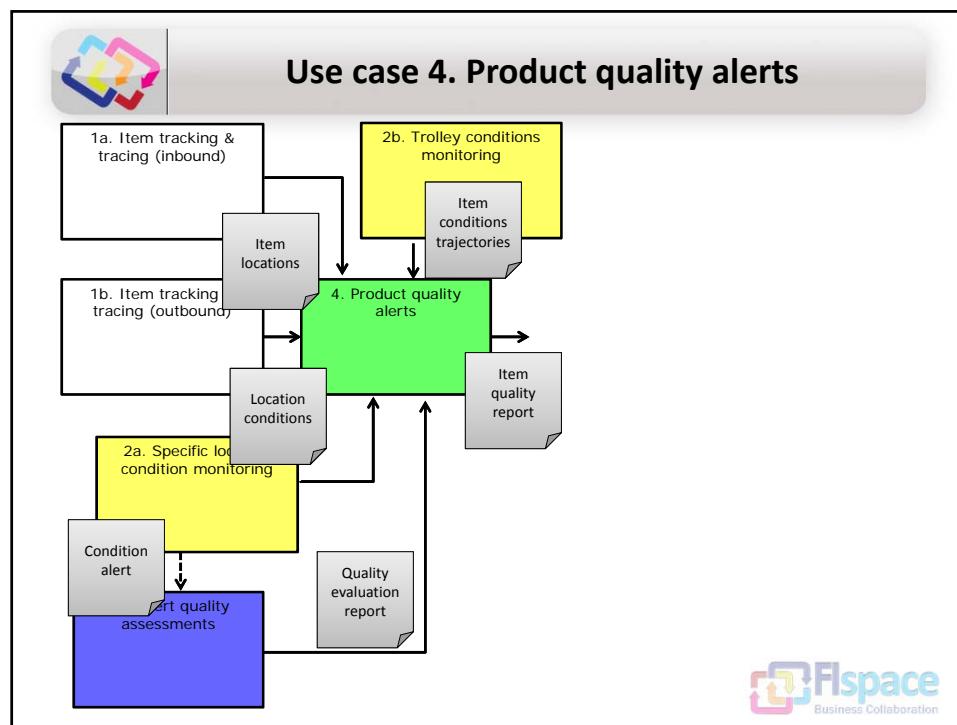
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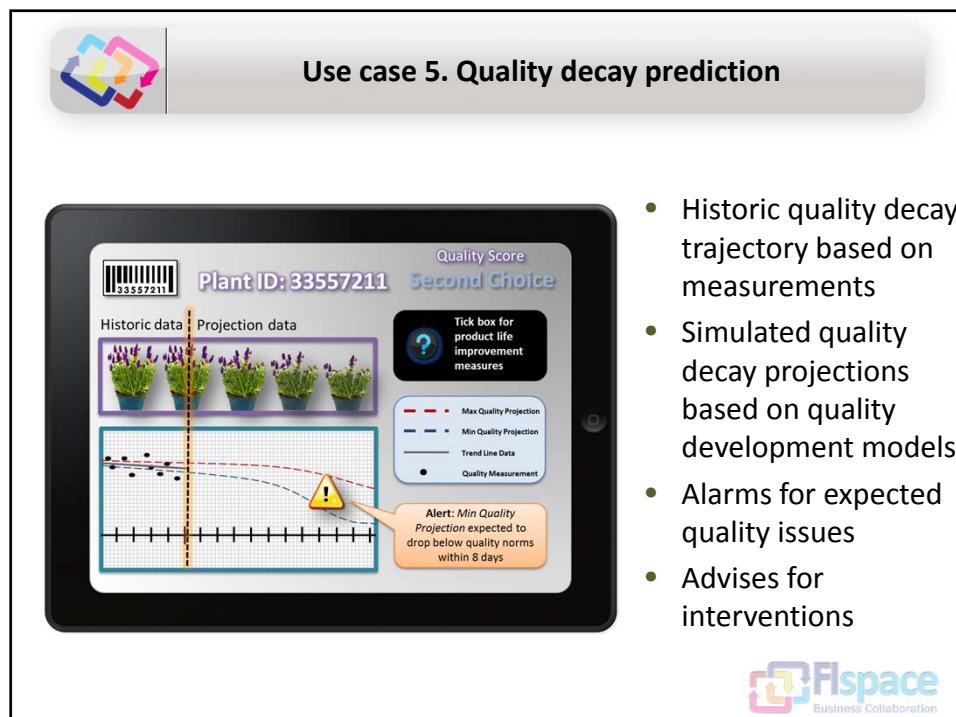
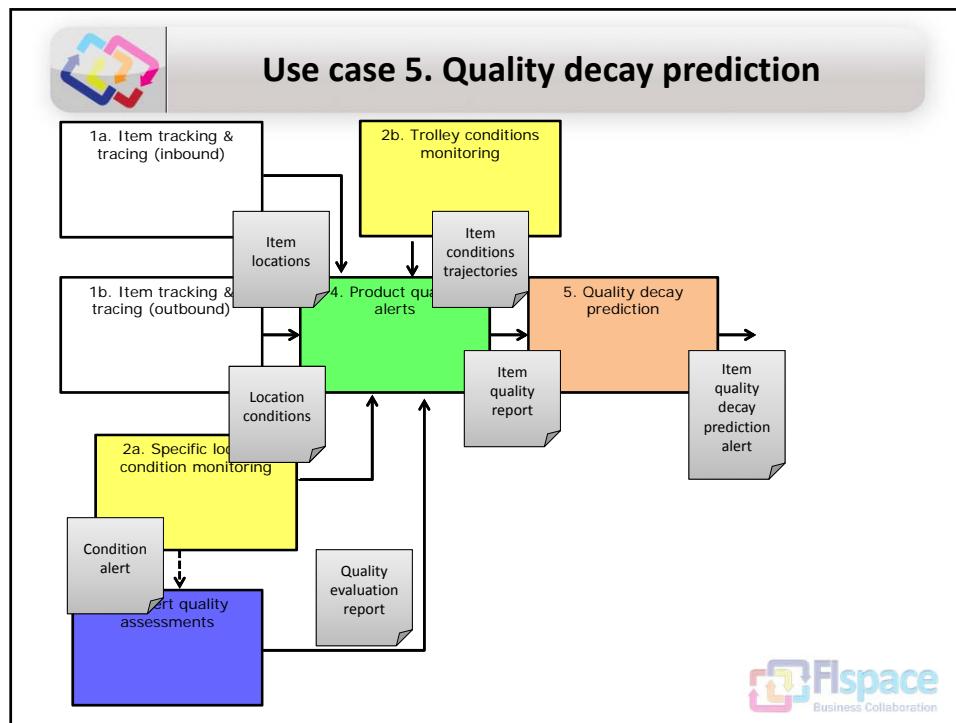
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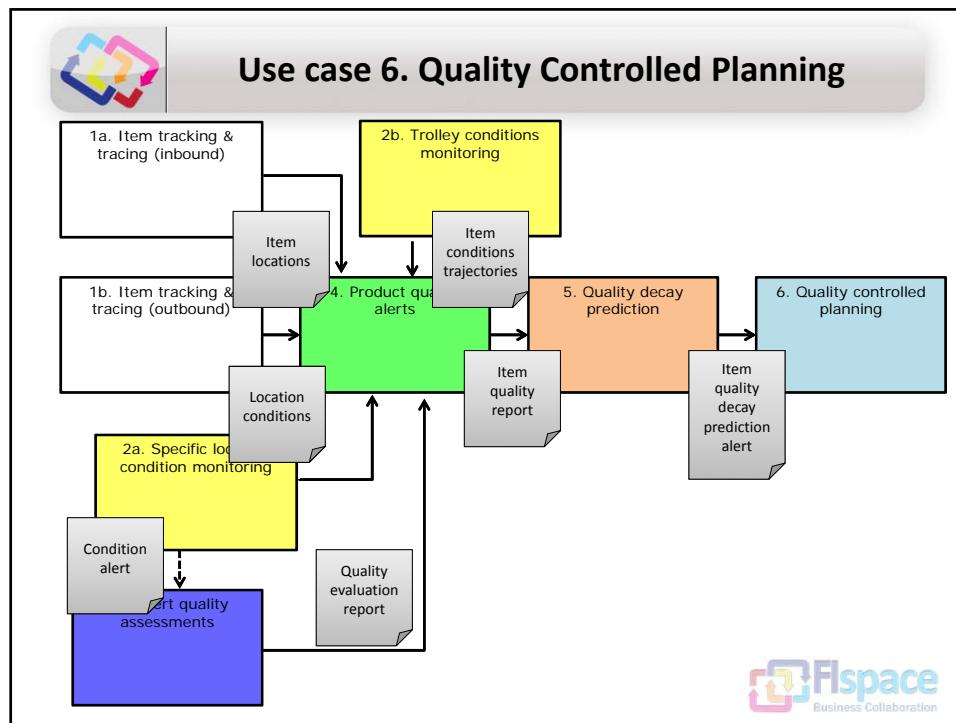
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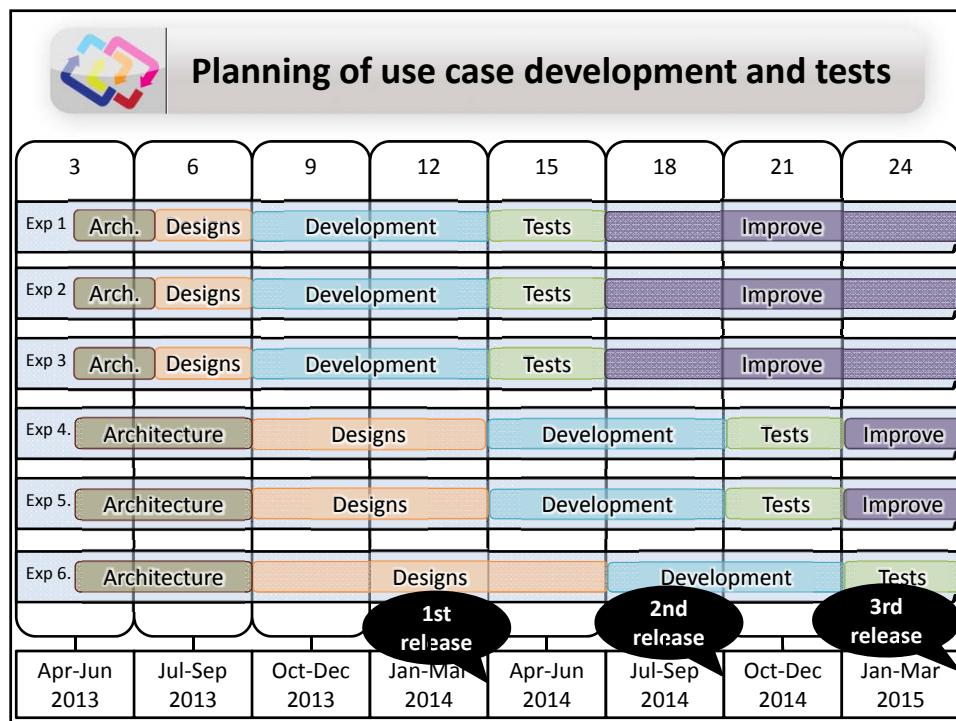
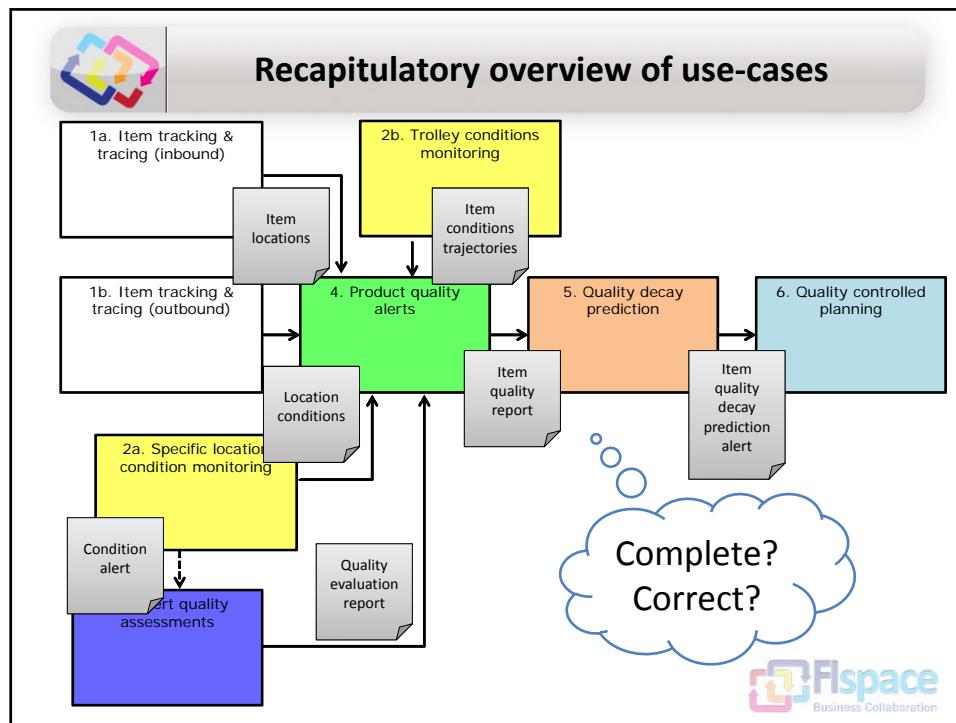
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**Thank you for your
attention!**



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