

**a SMARTER Greenport**  
ICT in Topsector Tuinbouw & Uitgangsmaterialen

# Towards a Smarter Greenport

*Public-Private Partnership to boost digital  
standardisation and innovation in the Dutch horticulture*

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8 th Int. European Forum on System Dynamics and Innovation in Food Networks  
February 17-21, 2014, Innsbruck-Igls, Austria



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## Problem context

- Dutch horticulture is a strong sector
  - Organised in Greenports
  - Designated as a top sector
- Information management important to stay in the lead
- Dutch horticulture is active in info management, but too fragmented



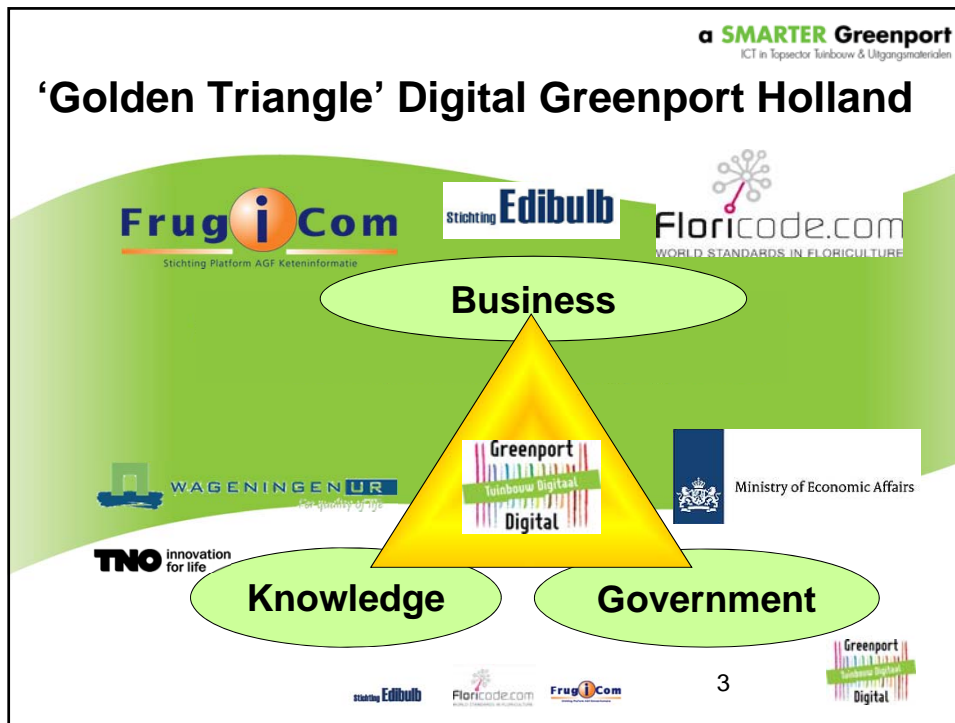
**Digital Greenport Holland**

- Connect existing projects and knowledge
- Accelerate adoption of standards and new technologies
- Conduct a common reserach and innovation programme

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## Industry involvement

Association	Industry involvement
<i>Frug i Com (fruit &amp; vegetables)</i>	<ul style="list-style-type: none"> <li>• <b>Direct members (companies)</b> represent over 70% market share in the Dutch fruit &amp; vegetables industry (including companies like The Greenery, Fruitmasters, FresQ, Haluco, ZON Fruits &amp; Vegetables amongst others).</li> <li>• <b>Dutch Produce Association (DPA):</b> Dutch sector association for marketing organisations of fruit, vegetables and mushrooms, 14 Producers Organisations are the members of DPA;</li> <li>• <b>Frugiventa:</b> Dutch Fruit and Vegetables Trade Association with 420 members;</li> <li>• <b>CBL,</b> Dutch Retail and Food Service Association with 27 members, including for example Albert Heijn, Metro NL and Deli XL;</li> <li>• <b>LTO:</b> Dutch Federation of Agriculture and Horticulture, an entrepreneurial and employers' organisation, representing almost 50,000 agricultural entrepreneurs;</li> <li>• <b>Commodity Board for Horticulture;</b></li> <li>• <b>GS1</b> The Netherlands.</li> </ul>
<i>Floricode (flowers and plants)</i>	<ul style="list-style-type: none"> <li>• <b>FloraHolland,</b> the biggest flower auction in the world, growers cooperative with about 6,000 members;</li> <li>• <b>VGB,</b> Association of Wholesale Trade in Horticultural Products : about 270 flowers and plants traders are member;</li> <li>• <b>HBAG,</b> Trades Council agricultural wholesale trade: over 2.300 wholesalers are members, of which 725 companies export;</li> <li>• <b>Commodity Board for Horticulture</b></li> <li>• <b>Plantform</b> (producers association with over 70 members)</li> <li>• <b>GS1</b> The Netherlands.</li> </ul>
<i>EDIBulb (flower bulbs)</i>	<ul style="list-style-type: none"> <li>• <b>Anthos:</b> the Royal Trade Association for Nursery Stock and Flower Bulbs)</li> <li>• <b>B4,</b> association of mediators in bulbs, tubers and perennials with around 1.500 members</li> <li>• <b>KAVB,</b> Royal General Bulb Growers' Association</li> </ul>

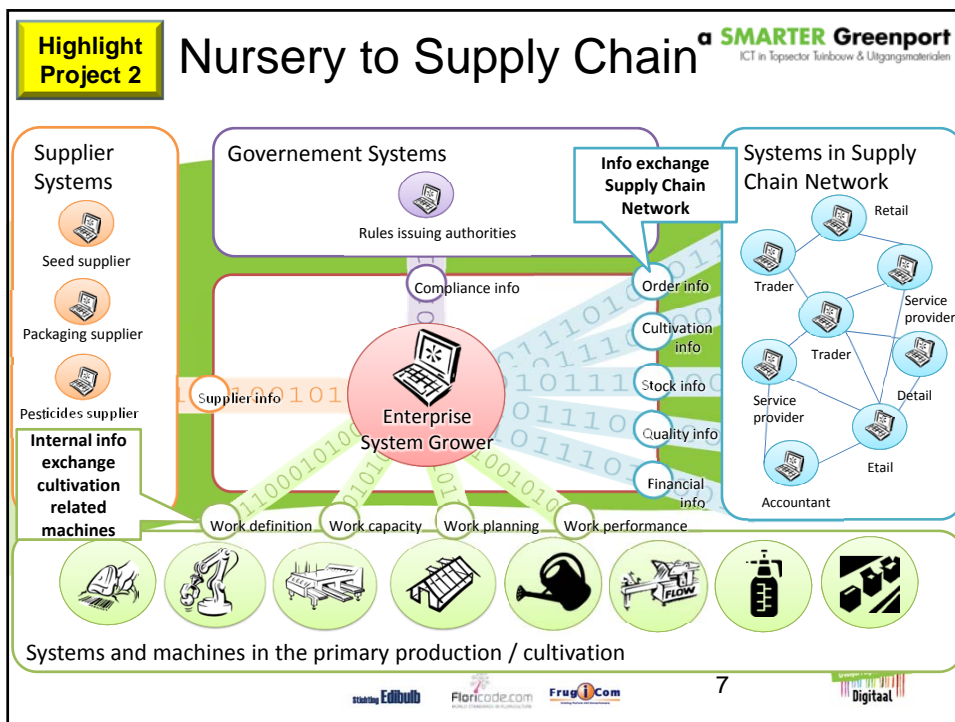
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## Research and innovation projects

Project	Objective	Theme
<b>1 Quality of Standards Dutch Horticulture</b>	To assess and improve the quality of information standards in the Dutch horticulture concerning the implementation, the content (in particular semantics), standardisation process and organisation.	E-standards
<b>2 Standardisation from Nursery to Supply Chain</b>	To develop guidelines for the integration of nursery systems with administrative systems for enterprise management and exchange of cultivation and product information within horticultural supply chains.	E-information-integration
<b>3 Consumer Interaction</b>	To analyse of the opportunities of smartphone apps to interact with consumers about horticultural products.	E-information-integration
<b>4 Quality-based Tracking &amp; Tracing</b>	To develop and demonstrate an innovative system for real-time management of product quality in horticultural supply chains.	E-information-integration
<b>5 Big Data in the Dutch Horticulture</b>	To analyse the opportunities of big data in horticulture, comprising structured data (including linked open data) and unstructured data (including social media).	E-business-to-government
<b>6 Hort-I-management Scan</b>	To stimulate awareness and support competence development on information management in horticulture, by interactive tools such as self-assessment and gaming	E-competence
<b>7 Knowledge Portal Digital Greenport Holland</b>	To develop a knowledge tool in the web portal of Digital Greenport Holland that support personalized and self-learning internet searches .	E-competence
<b>8 Community of Practice</b>	To set up and maintain a physical community (network meetings and conferences) and digital community (web portal <a href="http://www.tuinbouwdigitaal.net">www.tuinbouwdigitaal.net</a> and social media).	Overall



**Highlight Project 3** **Consumer Interaction** **SMARTER Greenport**  
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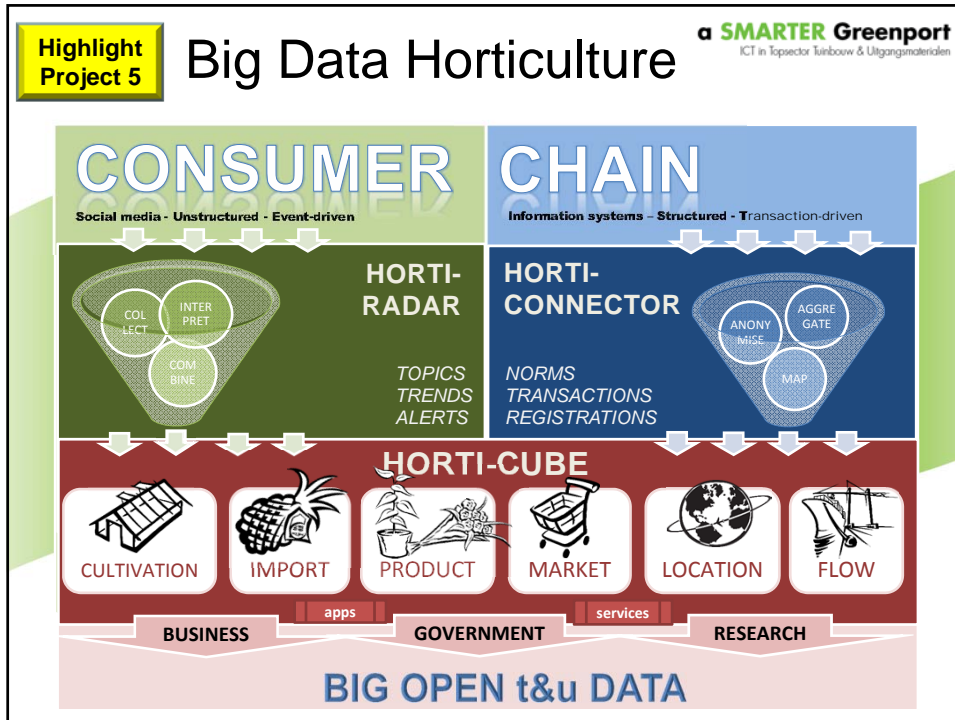
**Wat eet Holland?**

**A. Quick Scan Food Apps**

1. Generic product information
2. Specific product information
3. Cooking information
4. Purchase support / retailer
5. Food safety

**B. Qualitative Reserach**

**C. Quantitative Research**



**Highlight Project 8** **Community of Practice** **a SMARTER Greenport**  
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**GET CONNECTED!**

**Tuinbouw Digitaal** Greenport Digital Community

Home | Agenda | Thema's | Projecten | Nieuws | Onderzoek | Community

**E-INFORMATIE-INTEGRATIE**  
"Het Nederlandse tuinbouwcluster is in 2015 in Europa leidend op het gebied van informatie-management in tuinbouwketens en is dat mondiaal in 2020."

[www.tuinbouwdigitaal.net](http://www.tuinbouwdigitaal.net)

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Greenport Digital





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steeding **Edibulb** **Floricode.com** **FruigCom**

**Tuinbouw  
Digitaal**