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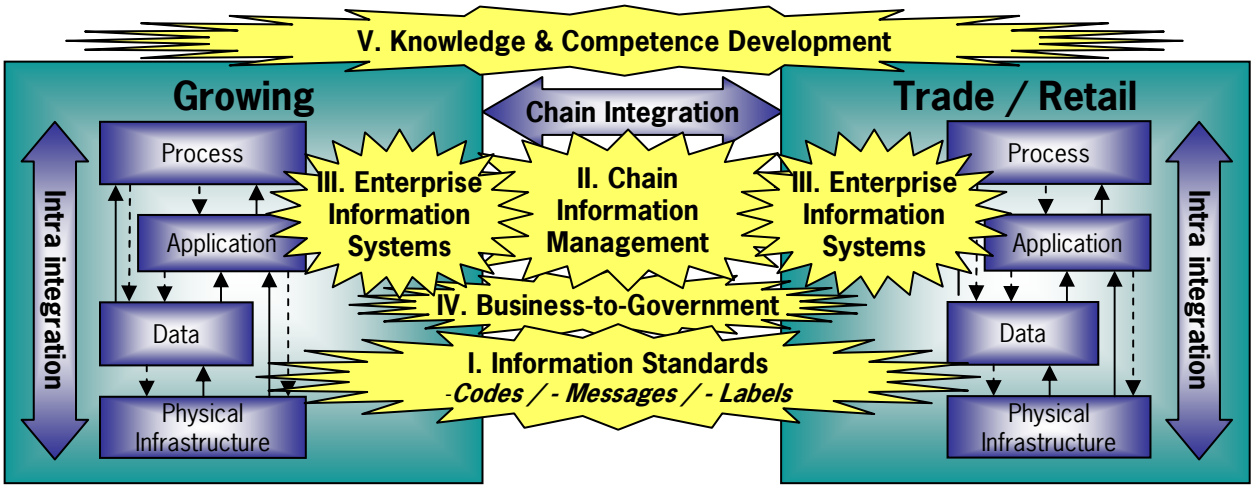
ICT in Dutch Horticulture: State of the Art and Future Challenges

Cor Verdouw[1*], Sjaak Wolfert[1 2], Adrie Beulens[2], Peter Ravensbergen[3]



Context

- *Objective:* to survey the State of the Art (2009) of Information & Communication Technology (ICT) in Dutch Horticulture, to identify remaining bottlenecks and to outline a co-innovation programme for working in a structural way on future challenges
- *Project participants:* Ministry of Agriculture, Nature and Food Quality (funding), Commodity Board for Horticulture, Innovation Council Flowers & Food, and the sector platforms Fruglcom, Florecom and Florilog

Highlights State of the Art

- Dutch horticulture is *active* in ICT innovation
- Mainly *inter-enterprise* projects: insufficient intra-enterprise integration is increasingly a bottleneck for chain integration
- Focus on *data exchange*: dynamic integration of software applications (e.g. Service-Oriented Architecture) is an emerging issue
- *Operational* perspective: lack of an integrated, strategic ICT approach

Key Future Challenge: Coordination on ICT focus areas, within and between horticultural sectors (various vegetables and ornamentals), in close cooperation with governments and research/education

ICT Theme	Focus Areas	Investigated Projects
I. Information Standards	Standardisation of product / article codes; logistic information codes, electronic messages, standards for auto-identification (including RFID)	Datatuin, Sierteelt Internationaal Digitaal / Florecom XML,Frugicom, Linneaus, Codering Levend Groen, Locatiecoderingen Sierteelt
II. Chain Information Management	Integration of enterprise systems among chain actors; logistic and quality Tracking & Tracing; Auto-identification in supply chain (including RFID); Chain Business Intelligence	KISSit, RSLM, Digitale Slotplaat, BI Sierteeltketen, Van plant tot klant, Versschakel, KIS FresQ, EWRS Food Compass, KwaliTenT
III. Enterprise Information Systems	Enterprise Resource Planning (ERP); Integration Enterprise and Nursery Information (ERP and mechanisation); Enterprise Business Intelligence	Plantform
IV. Business-to-Government	Information exchange among companies and governments	Client, Horizontaal Toezicht, SALDO, LNV 100% Digitaal
V. ICT knowledge and competence development (overarching challenge)		

[1] LEI, part of Wageningen UR, The Hague, The Netherlands
[2] Wageningen University, Logistics, Decision and Information Sciences, The Netherlands
[3] Commodity Board for Horticulture, Zoetermeer, The Netherlands

* cor.verdouw@wur.nl; Tel. +31 317 4 84752; www.lei.wur.nl

Reference
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Digital Horticulture