



Adoption of eBusiness in the Dutch horticulture

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Abstract

Digital exchange of information is becoming increasingly standard practice in horticulture. This development is catalysed by a trend of upscaling that is ongoing in all horticultural subsectors. Still, there is a large group of growers that is not, or poorly equipped to participate in this digital, online movement. This research focusses on the adoption of eBusiness by the growers that lag behind in the digitalisation of information exchange. Therefore the main objective of this research is to identify the drivers and barriers for exchanging information digitally between growers and other actors in horticulture supply chains.

The research is based on 17 in-depth interviews with growers and 6 expert interviews. It was conducted in collaboration with Plantion, a market place for flowers and plants, and Floricode, an industry association that registers, codes, standardizes and distributes information and data to support the international floriculture supply chain.

Highlights results

Figure 1.
Maturity of
Information
exchange

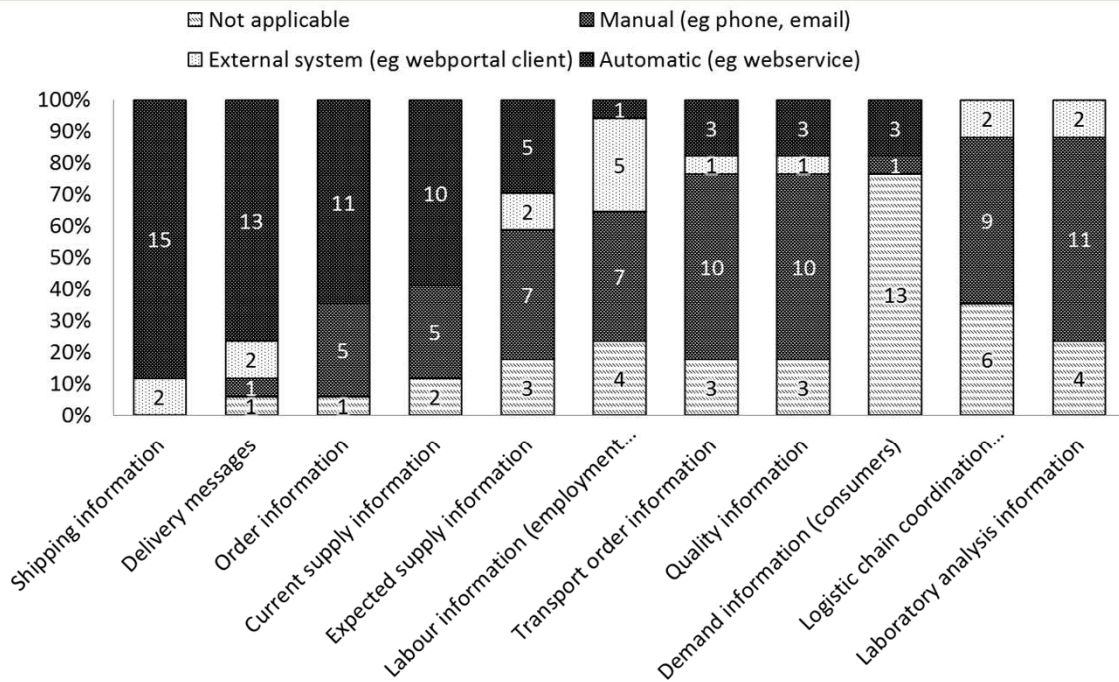


Figure 2.
Factors that
influence the
adoption of tools
for digital
information
exchange

