

# Food Chain Revolution

*Short chains as a way out of the crisis in horticulture*

26 November, 2012, Olaf van Kooten

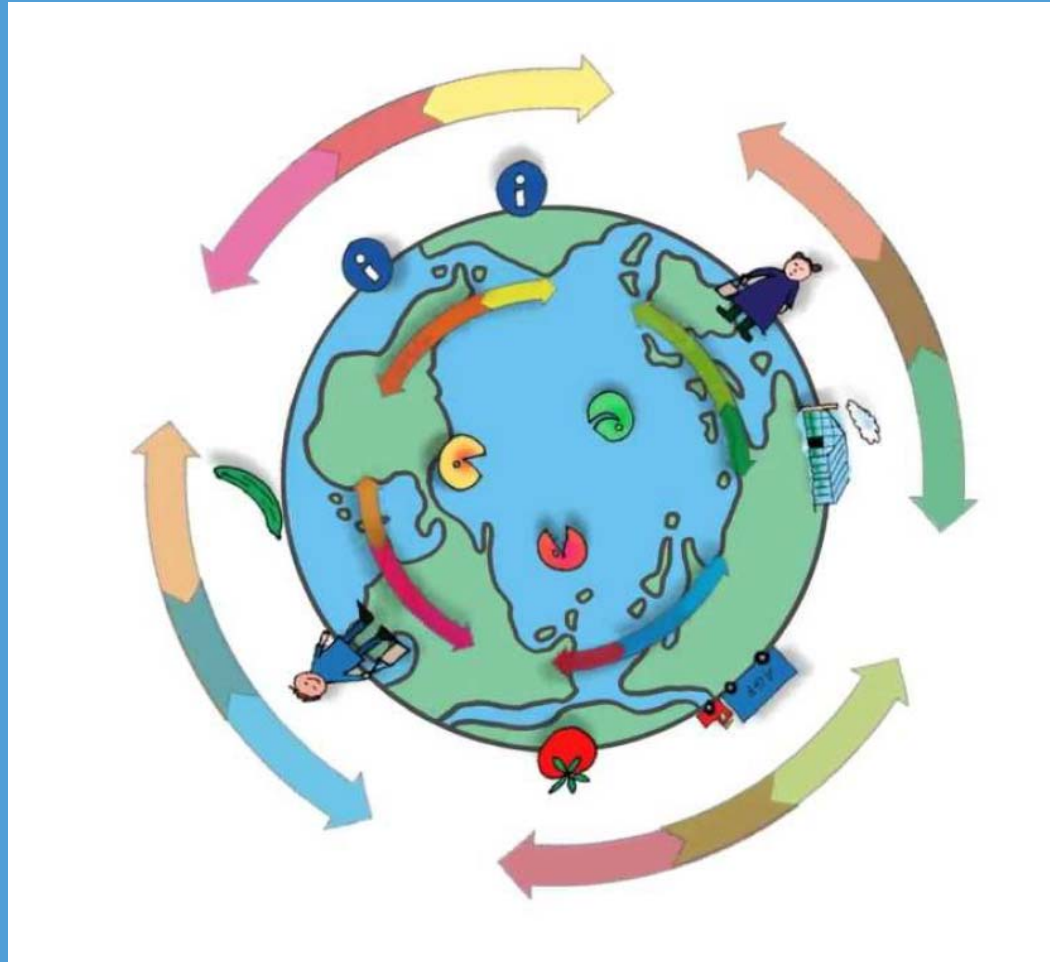


# Development of the horticultural market

- Horticulture started some 50.000 years ago
  - Supply chains were of course very short
- As cities grew after the middle ages production and consumption were separated
- Last century both production efficiency and population increased tremendously
- Both quality and value were brought to the exterior
- Consequently margins eroded and the economic value is the last value we hold on to.



# History of Dutch Vegetable market



# The future is already starting today

- Farmer Markets are becoming very popular
- Software is already being used to make chain information more transparent (Chain4s)
- Producers are starting to communicate with the consumers
- Internet auctions are starting to flourish (Service2fruit)



# Honey Tomatoes

- The supermarkets were flooded with many different tomatoes and the consumer did not understand the difference.
- Jos wanted to distinguish himself and started growing Piccolino tomatoes at an EC of 12.
- He called them 'Honey Tomatoes' and markets them himself.
- He sells his tomatoes at € 15 per kilo only to specialized grocery stores.
- He created fancy packaging schemes to assure that the consumer experiences his tomatoes as a new and extremely delicious product.
- He employs all sorts of social media to make sure the consumers are aware of his product and is successful.



