Food chain revolution in horticulture

Are short chains through internet the solution?

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Short introduction

- Professor Entrepreneurship & Society @ Dronten University of Applied Sciences
- Programme leader of the new Master programme Agribusiness Development
- Programme leader Entrepreneurship and Innovation for the ministry of economic affairs
- Researcher LEI Agricultural Economics Research Institute, part of WUR

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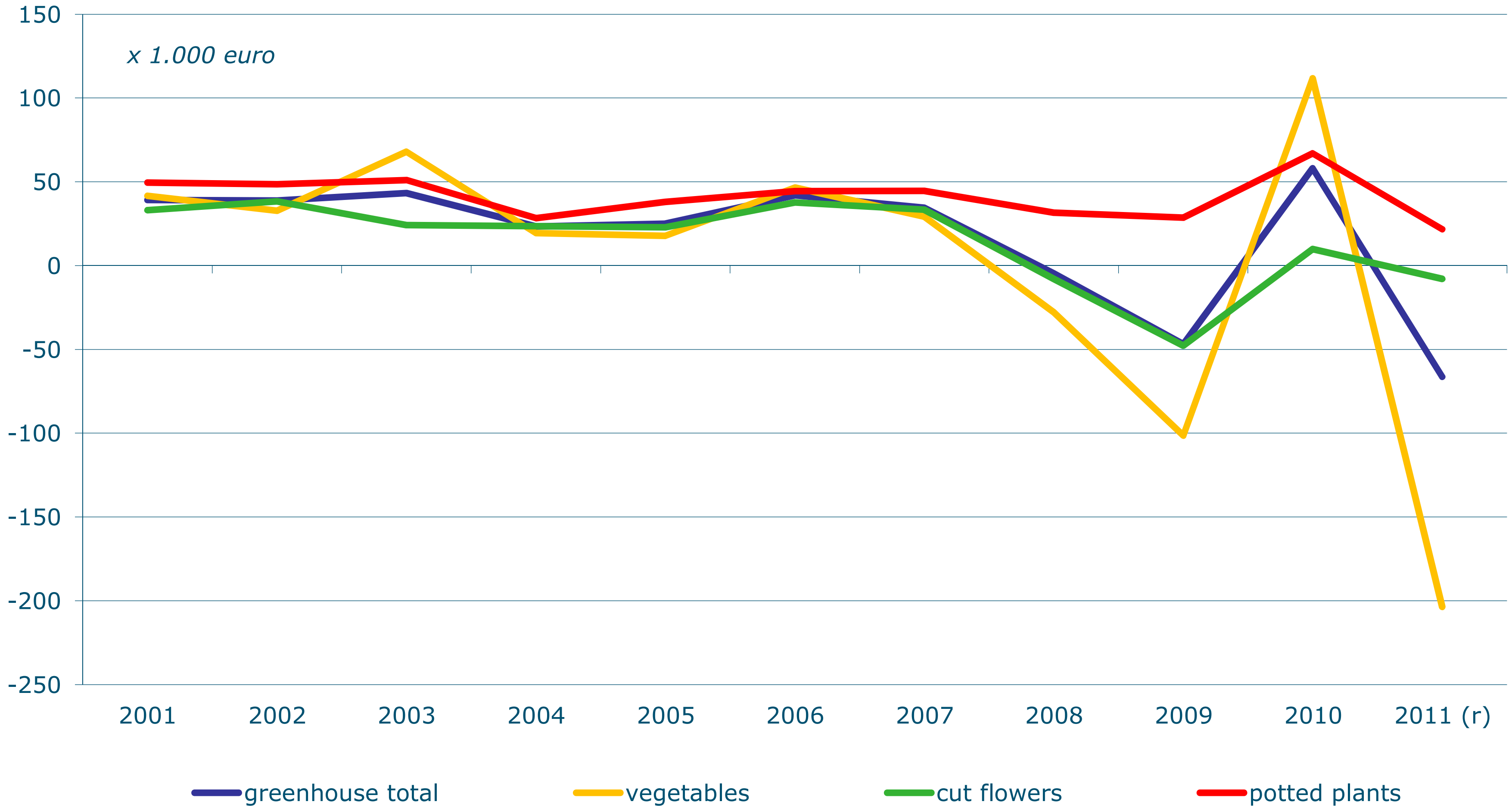
Developments in greenhouse horticulture

	2000	2005	2008	2009	Mutatie (%)
Aantal glasgroentebedrijven	2.640	1.960	1.570	1.460	-6,8%
Areaal glasgroenten	4.200	4.440	4.650	4.830	+3,9%
wv. tomaat	1.130	1.400	1.600	1.630	+1,8%
komkommer	660	630	620	630	+0,7%
paprika	1.150	1.240	1.180	1.330	+12.4%
aubergine	76	90	97	95	-2.4%

Bron: CBS-Landbouwtelling, gegevens 2009 zijn voorlopig.

Incomes in Dutch greenhouse horticulture



Source: LEI Bedrijven-Informatienet

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The horticulture cluster

Plant breeding

Business services

Primary producer

Trade & processing

Supplier

Research & extension

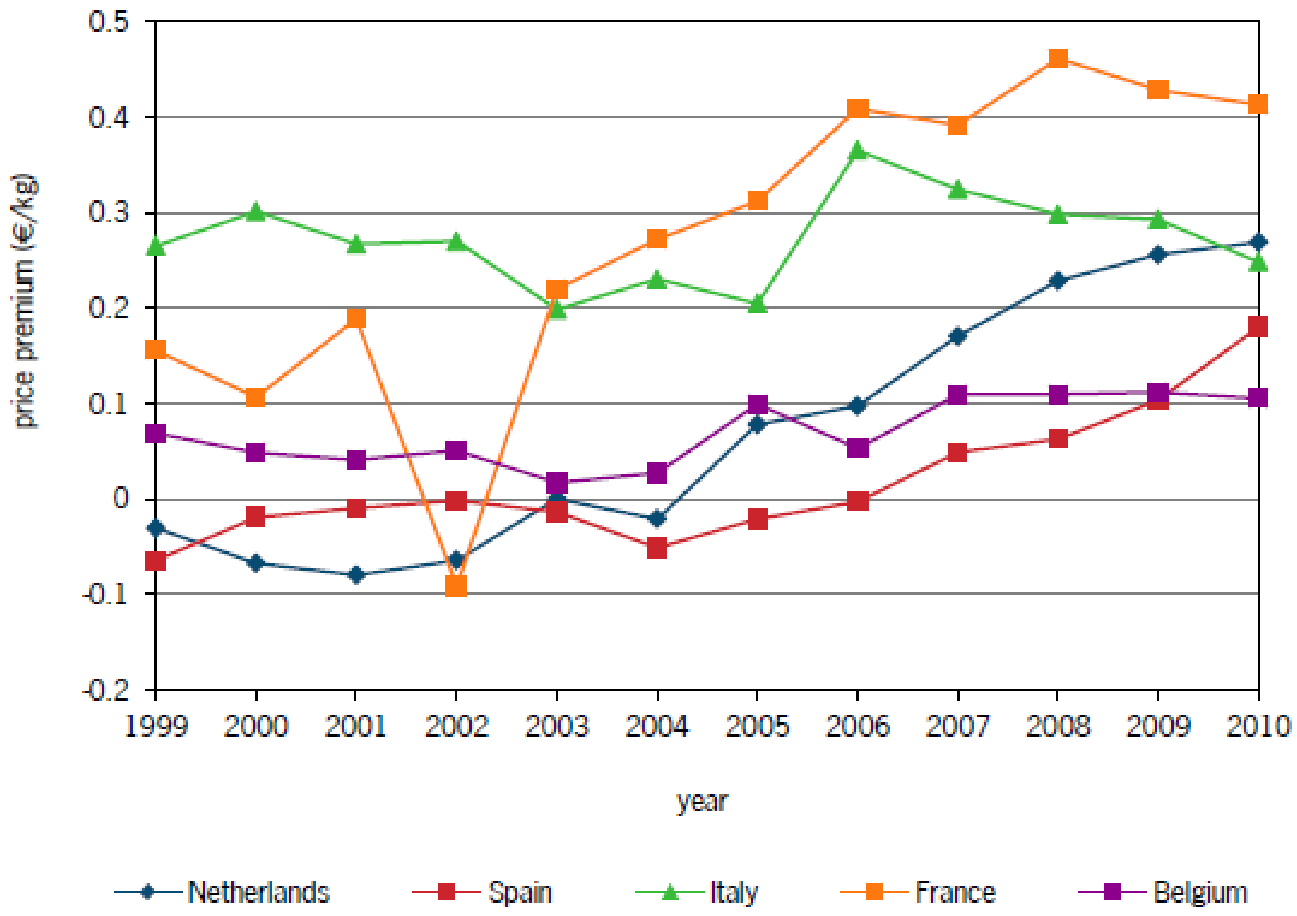
Logistics

Short online supply chains the solution?

- The problem is not the length of the supply chain (read: the trader)
- The problems in greenhouse vegetable production are:
  - Increasing production (especially in sweet pepper)
  - No longer leading in quality
  - Too little cooperation among vegetable growers
- But shorter supply chains do have advantages:
  - Transaction costs advantage
  - Direct contact with the end-consumer
  - Improved feedback on quality

Quality is appreciated (financially)

Figure S.1 Price premium for exports to Germany by country



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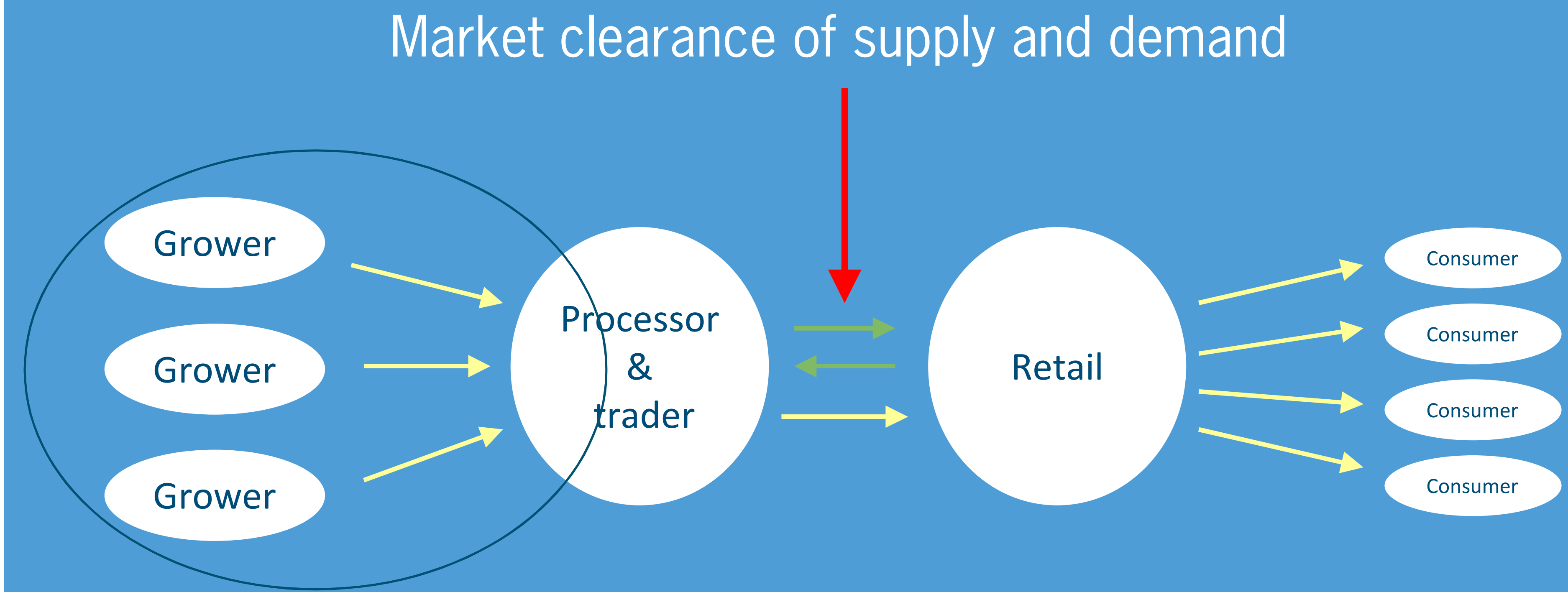
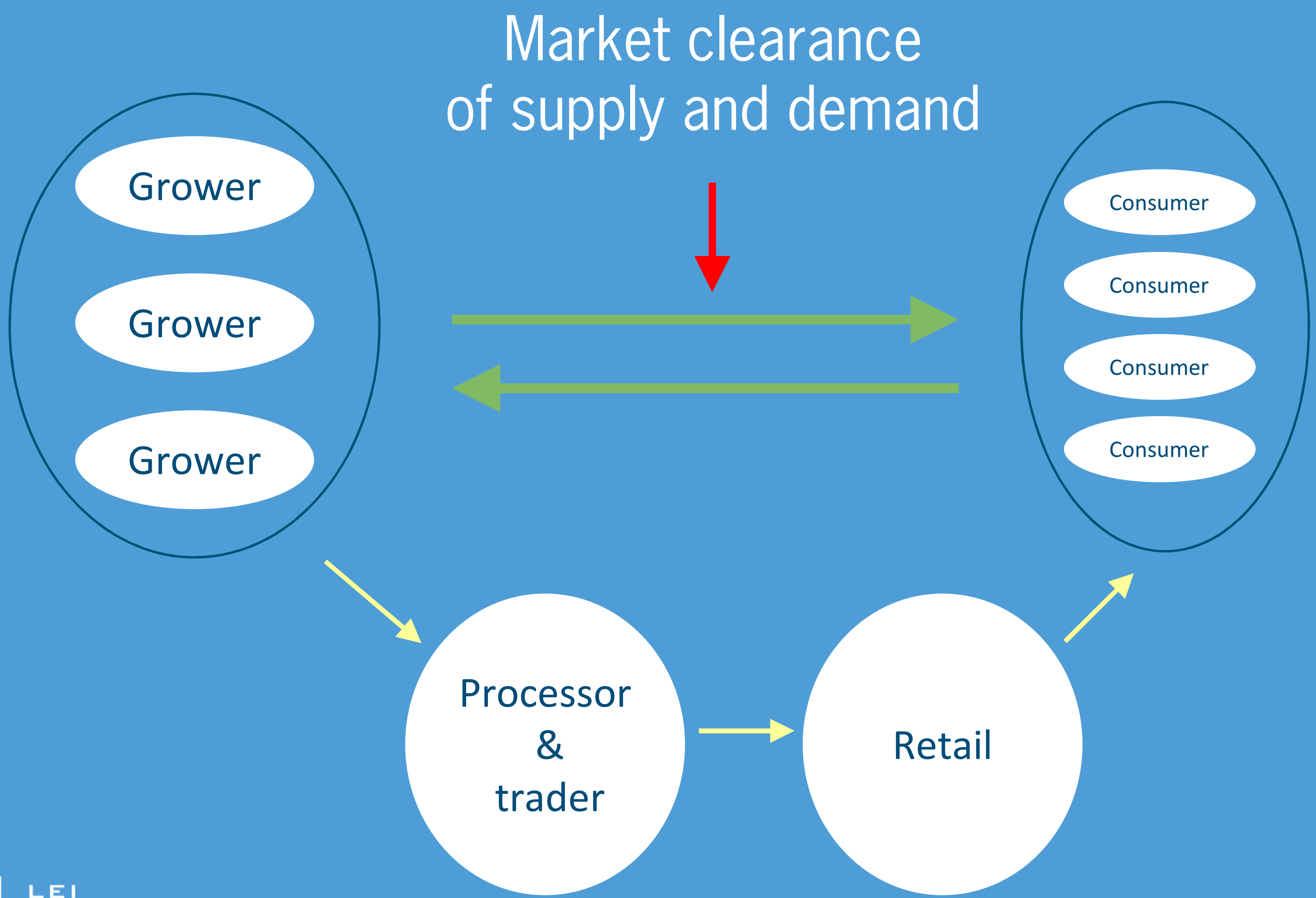
Source: LEI memorandum 12-077

Typical supply chains



New coalitions between producers and consumers



Thanks for your attention !

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