



GREENPORT
West-Holland

Building a Horticulture network Europe

- *2 examples of networks in a country*
 - *Netherlands*
 - *France*
- **Opportunities to grow to European**

#greenportwest



Organization Dutch Horticulture

Greenport Holland is an active Dutch Network:

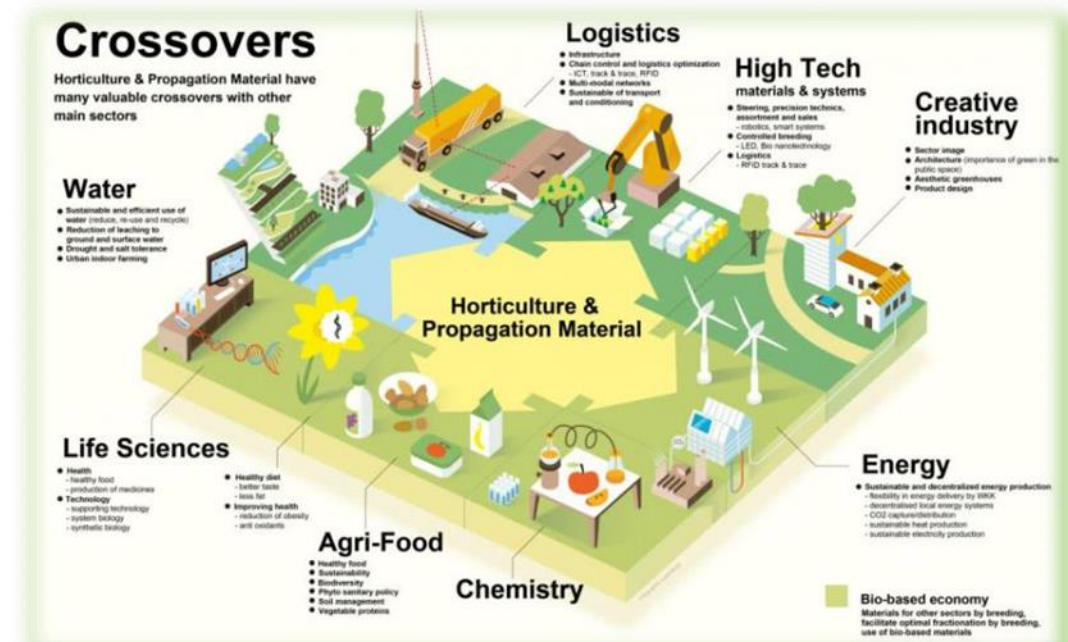
All the needed experiences are available in the Netherlands and in West-Holland:

- Propagation material and seed selections
- Technical equipment: Greenhouses, Water / heating / Climate control / Cooling etc.
- Crop management
- Agro logistic Knowledge (Fresh products)
- Marketing Experience (Auction Flora Holland)
- Knowledge Institutes

Horticulture is a Dutch “top sector”

The agenda:

- More and better with less: innovative solutions for more and better production with less space, water, energy and minerals;
- Food safety and food security;
- Health and well-being: innovative solutions that provide healthy food and a healthy living and working environment;
- Cooperating value chain: innovative solutions that contribute to efficient and sustainable chains;



Greenports: Regional Horticlusters



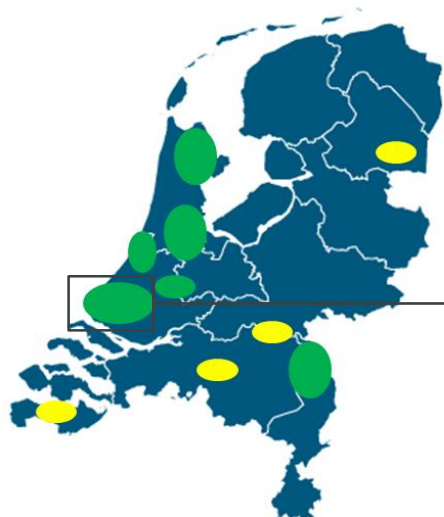
What is a Greenport?

A large horticulture cluster of different companies, in the supply chain, in spatial terms and in a concentration of production, delivery, trade, distribution and processing, which are strongly interlinked.

6 Greenports (and some satellites)

of which Greenport West-Holland is the largest

Greenport West-Holland





GREENPORT
West-Holland

Growing network



At the moment 46 partners





2000 - 2016

Low economic growth, high unemployment

10.000 ha

Feeding the world

1990

Cheap gas

50-75 MILLION

22 Public Private Projects

KNOWLEDGE

BANK

4.000 ha

COMPANIES

!?

Vocational education and Universities working themes focused on the same solutions

MEGA-CITIES

Feeding Berlin, Paris, London, Rotterdam and become an international specialist

INTERNATIONAL

WHAT CAN WE DO?

A Knowledge & Innovation Cross-overs

B Feeding Mega-city Western-Europe

C Selling concept Mega-cities

1 agenda

2030

6.000 ha

+ employment

1

EPZ

GREENPORT

Innovation Quarter

© Martin van Gogh

Connection with EURO 2020 and global goals

- Next century there will be 11 billion people to feed
- Most of them living in metropolitan areas
- Food safety and food security
- With less use of materials, water and energy



More people



Better food



Less impact

Our offer to bio-economy:

Experience, Knowledge and Cooperation

Plant Inter Cluster

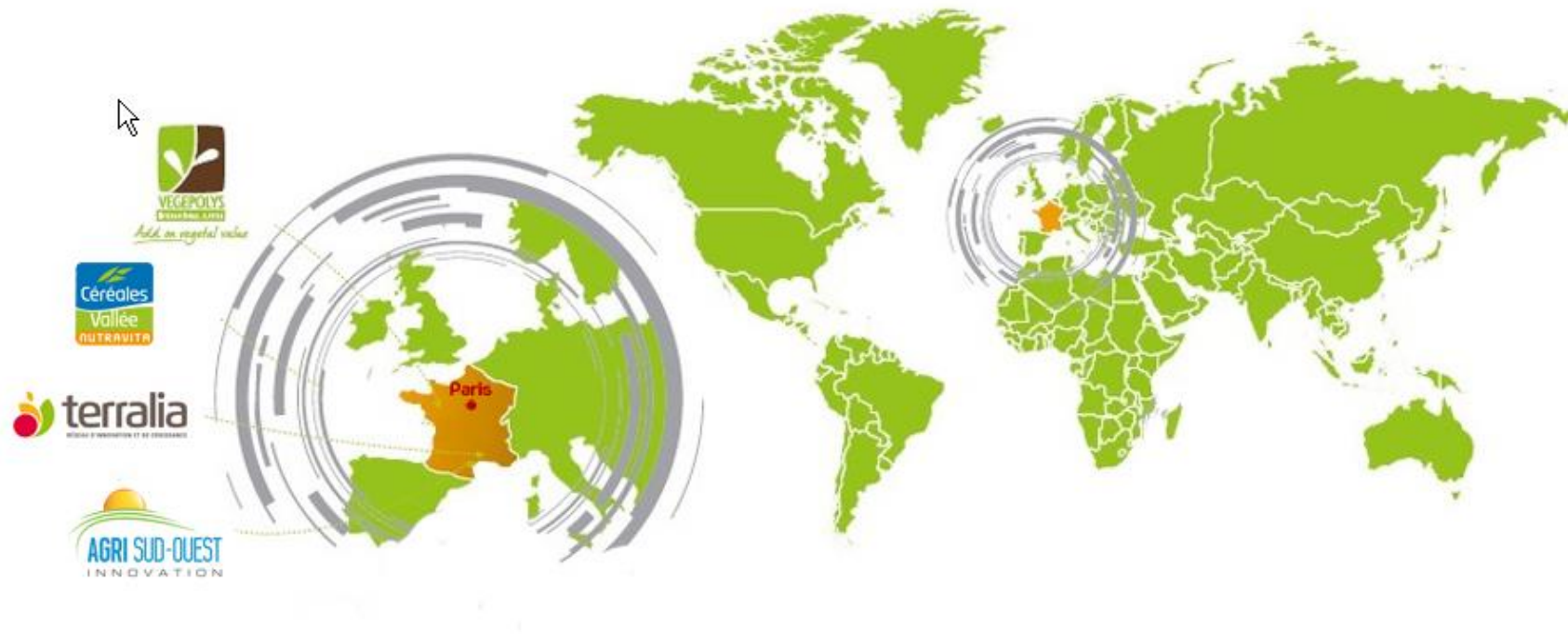


- French clusters (Plant InterCluster consortium) : AgriSud Ouest Innovation, Céréales Vallée-Nutravita, Terralia and VEGEPOLYS are in the the Plant InterCluster network to embody the French plant skills all around the world and to set up a common strategy to facilitate the international development of the clusters and their members (companies, training & research centers).
- Plant InterCluster intends to develop innovations on all plants : Cereals, seeds, fruit & vegetables, ornamental horticulture, vine, tropical plants, medicinal & aromatic plants
- Plant InterCluster gathers a wide range of skills: Plant breeding, plant & seed health, Health & well being properties of plants, Preservation of fresh and processed fruits & légumes, innovating growing methods

Plant Inter Cluster



PRESENTATION OF THE PIC CONSORTIUM



French plant clusters have joined their strengths to expand their international strategy.

Vegeolpolys



- VEGEPOLYS is a competitiveness cluster gathering together firms, research and training centres in the plant field around some innovative projects to strengthen the firms' competitiveness.
- Born in the Pays de la Loire territory, the French State granted this "competitiveness cluster" label to VEGEPOLYS in July 2005 because of its unique concentration of firms, laboratories and schools in Europe: access to the site : competitivite.gouv.fr

EU Strategy

- Building a network of regions via S3 Agrifood and ERIAFF
- Building a network of plant clusters for
 - Partnerships and cooperation in EU projects
 - Lobbying
 - Knowledge transfer



Marga Vintges

EU Coördinator Greenport

ORGANIZING AGRICULTURE EUROPE NETWORK(S)

- Regions
- Sectors
- (Regional) clusters (industry, farmers, research and knowledge institutes and sometimes regions, but not so often)

A. Regions

- Organizing the regional networks:
- Arrangement of NUTS (Nomenclature des Unités Territoriales Statistiques)
- ERIAFF (European Regions for Innovation of Agriculture, Food and Forestry)

B. Sectors

Agriculture sectors like:

- Arable
- Live stock - Dairy
- - Meat
- - Poultry
- Horticulture
- Forestry

NEFERTITI (Horizon 2020, RUR12 project)



C. Regional Clusters

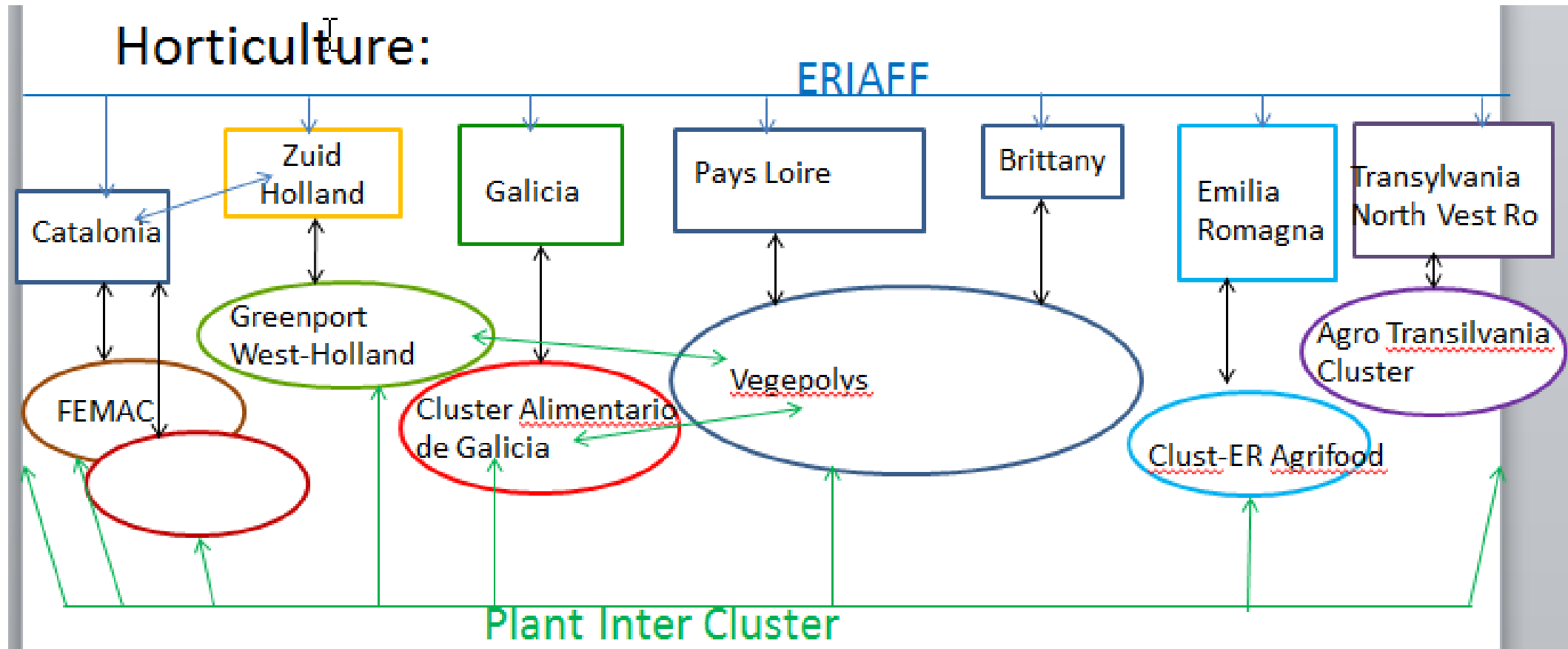
Examples

- Vegepolys (Plant and Horticulture cluster West of France)
- Agri Sud-Ouest Innovation (R&D and innovation in agriculture & food sector)
- Pôle Terralia
- FEMAC (Manufacturers and Exporters of Agricultural Machinery in Catalonia)
- InovCluster (Agro industrial Association of Centro)
- Agrocluster Ribajeto
- Greenport West-Holland (Horticulture cluster)
- Emilia Romagna Regional Clust-ER Agrifood
- Agro Transilvania Cluster
- Cluster Alimentario de Galicia
- Etc.

Building a network

- Cooperation between regions and their regional representatives
- Cooperation between clusters
- Cooperation between knowledge institutes and their researchers (also in cross overs)
- Cooperation between trade associations, companies, farms and their farmers
- Cooperation between researchers and farmers (EIP)
- Etc

Building one sectoral network



Using the European Funds and Platforms

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EUROPEAN CLUSTER COLLABORATION PLATFORM .eu
- COSME: The EU programme for the Competitiveness of Small and Medium-Sized Enterprises (SMEs). It runs from 2014 to 2020 with a planned budget of €2.3bn.
- Horizon 2020 INNOSUP: The INNOSUP initiative addresses the challenge to develop new cross-sectoral industrial value chains across the EU, by building upon the innovation potential of SMEs

Using PIC



12-13 June 2019
Netherlands



Plant Inter Cluster Meeting – June 12/13th 2019

Registration is open !

GreenTech/PIC/Flower Trials in the same package !

<https://greenportwestholland.nl/pic-2019/>

Conclusion

The Horticulture in Europe is

- A number of unique clusters in size and completeness
- The most knowledge intensive segment of agriculture
- The possibility to feed and green metropolitan regions sustainable Topics for lobby
- An economic interesting segment of agriculture

Europe has gold in the hands! But we have to organize

