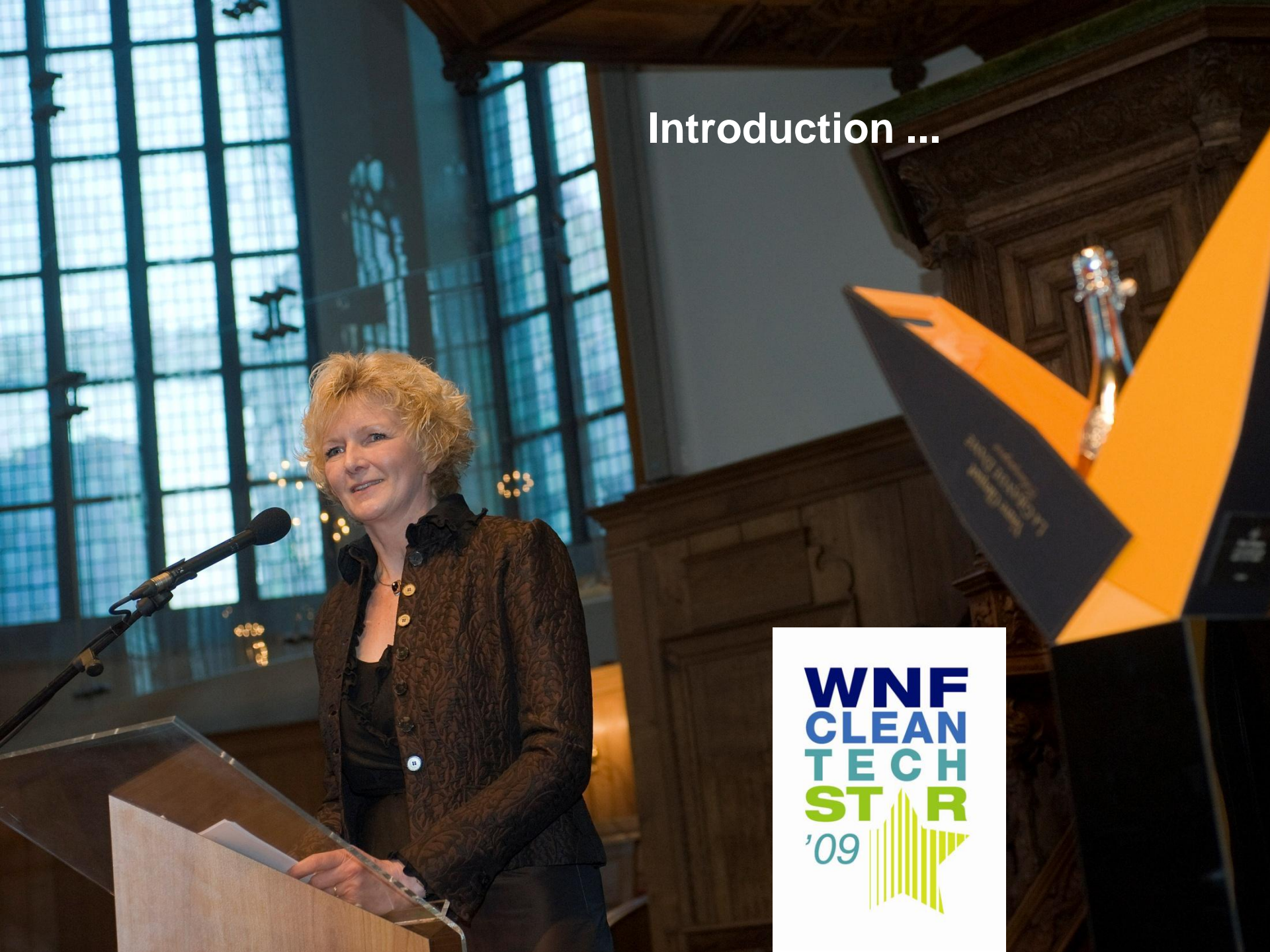


Creating a Climate for Growth ...



Meiny Prins

Introduction ...



WNF
CLEAN
TECH
STAR
'09

The logo graphic consists of a series of vertical lines of varying heights, colored in shades of green and yellow, forming a stylized star shape.



Priva

**Sustainable
Transparent
Innovative**

**Be respectful
Be involved
Make it happen**



Climate for Growth

Better living- and working environments
Safe and available food for everyone



Horticultural sector

Integration of climate, water & energy

Sustainability as a part of the primary process

A low-angle, upward-looking photograph of several tall skyscrapers against a bright blue sky with light, wispy clouds. The buildings are made of light-colored stone or concrete with many windows. The perspective makes the buildings appear to converge towards the top of the frame.

Built environment

**It's not just about sustainable construction,
but how you use it...**

**Sustainability is not just a label
It's our reason for existence!**



Working together beyond boundaries!

Sustainable innovation takes place on
... the borders of companies
... the borders of sectors
... of governments
... of countries





**‘EcoFutura’
Sustainable food production**



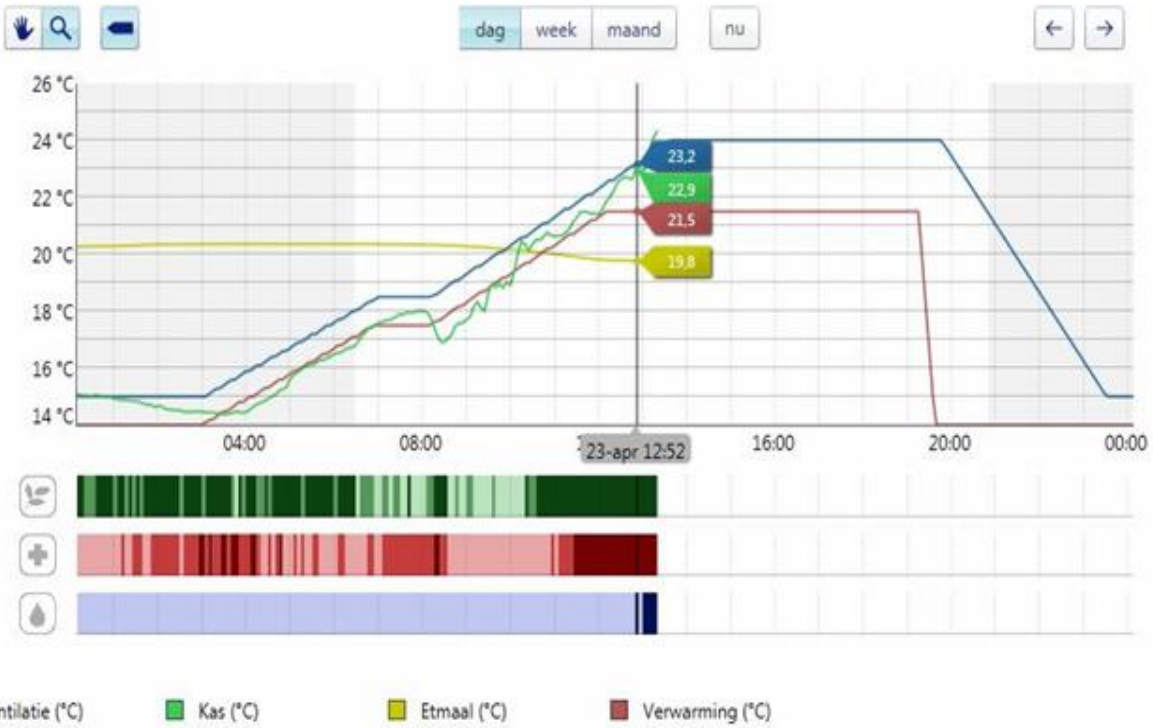
‘Hoogeland’
Optimal use of energy

Top Crop

- Strategie
- Klimaat**
- Irrigatie
- Installatie
- Raam
- Buis
- Watergift
- Gewas
- Activiteit
- Ziekte druk
- Wateropname
- Overzichten
- Klimaatoverzicht
- Wateroverzicht

Ventilatie Verwarming

Achtergrond Geen ▾



Bewaren Annuleren

Periode	Start	Temperatuur	Opwarmen	Afkoelen
1	03:02	18.5 °C	68 min/°C	10 min/°C
2	07:15	24.0 °C	60 min/°C	13 min/°C
3	14:30	24.0 °C	13 min/°C	13 min/°C
4	19:49	15.0 °C	10 min/°C	25 min/°C
5	21:15	15.0 °C	0 min/°C	25 min/°C
6	22:15	15.0 °C	0 min/°C	25 min/°C

Top Crop



Plant

25.0 °C

23.9 °C

23.5 °C

Lucht

24.5 °C

23.7 °C

23.6 °C

Wind

0 %

Luw

7 %

29 °C → 29 °C

T	RV	CO ₂
24.7 °C	88 %	576 ppm

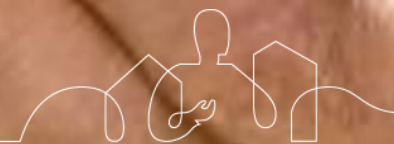
Gift bezig Drain

1.662 l/m² 14 %

Wachttijd	Tijdstip	Grootte
---	---	0.330 l/m ²

A close-up photograph of a person's hands, wearing a blue denim shirt, gently cupping a small green seedling with dark soil. The seedling has two vibrant green leaves and a thin stem. The background is a soft-focus blue, suggesting an outdoor setting. A semi-transparent white box with a light blue border is overlaid on the center of the image, containing the main text.

Growing economic value by more sustainable food production

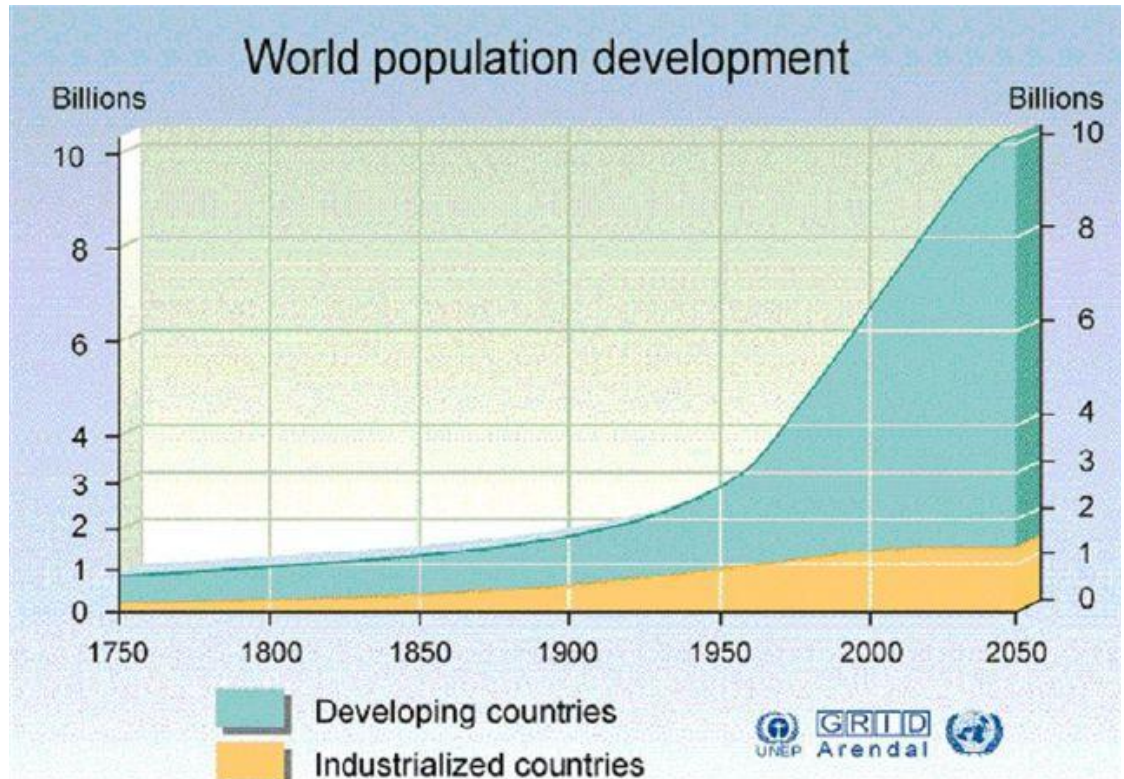


CREATING A CLIMATE FOR GROWTH



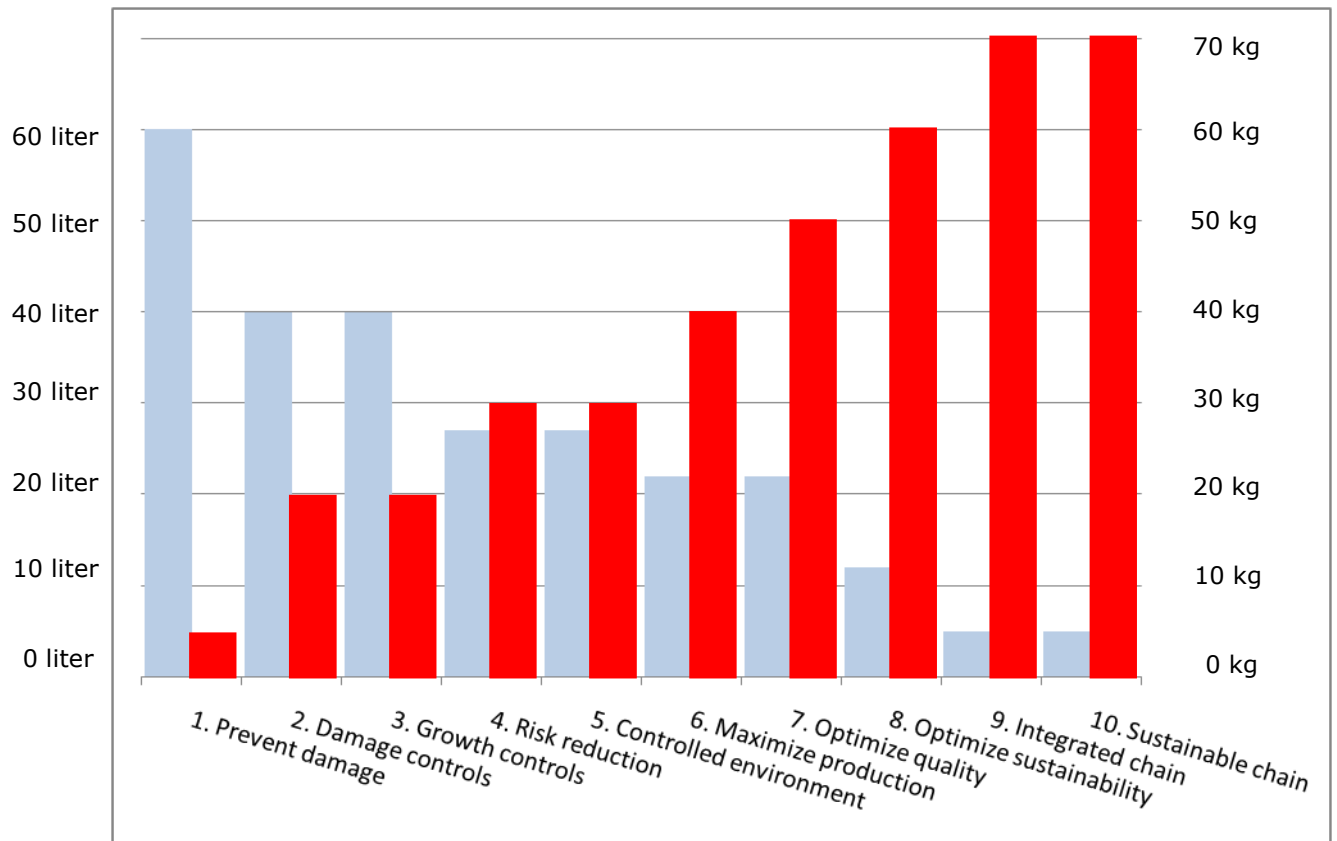
Why?

With increasing population: more dependence on food import and growing shortage of water and energy ...



Sufficient and Sustainable Food Production

Water use vs Tomato production



■ Liter water per kg tomato/Year

■ kg tomato per m²/Year



**Growing your business as a grower comes
step by step...**

Prevention of irreversible damage (SS1)



Growing in soil
No crop protection
No nutrients
Water by hand
Boundaries
Local market



60 L

5kg



Damage control (SS2)



Growing in soil
Plastic tunnels
Nutrients by hand
Disease control
Local market



40 L

20kg



Growth control (SS3)



Growing in soil
Plastic tunnel
Stock fertigation
Simple irrigation unit
Disease control
Local market



40 L

20kg



Risk reduction (SS4)



Growing in soil
Plastic tunnel
Simple crop protection
Simple irrigation unit
Climate control by hand
Disease control
Local market/Export

27 L

30kg



Controlled environment (SS5)



Cost price focus
Growing in soil
Plastic tunnel
Thermostats (on/off)
Simple Irrigation System
Disease control
Local market/Export

27 L

30kg



Maximising production (SS6)



Cost price focus
Crop control
Water control
Climate control
Disease control
No integration
Plastic tunnel
Marketing channel



22 L

40kg



Optimising quality (SS7)



Growing in substrate
Plastic or glasshouses
Water treatment
Labour management
Biological treatment
Quality control
Home and export market



22 L

50kg



Optimising sustainability (SS8)



Integrated controls
Growing in substrate
Greenhouses
Water re-use
Tracking & Tracing
Local and export market

60kg

12 L



Optimising and integrating chain activities (SS9)



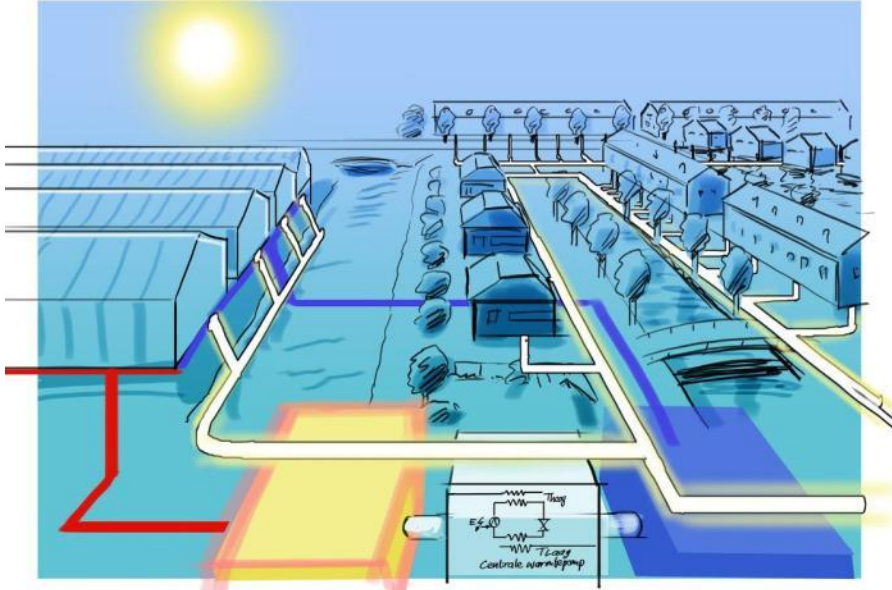
Added value focus
Joint operations
Tracking & Tracing
Greenhouses
Energy supplier
Closed water loop
Water disinfection
Biological treatment
Marketing

70kg

5 L



Sustainable chain management and surroundings (SS10)



Energy grids
Closed water system
Optimahouses
Market driven production
Foot print driven (CO_2 , H_2O)

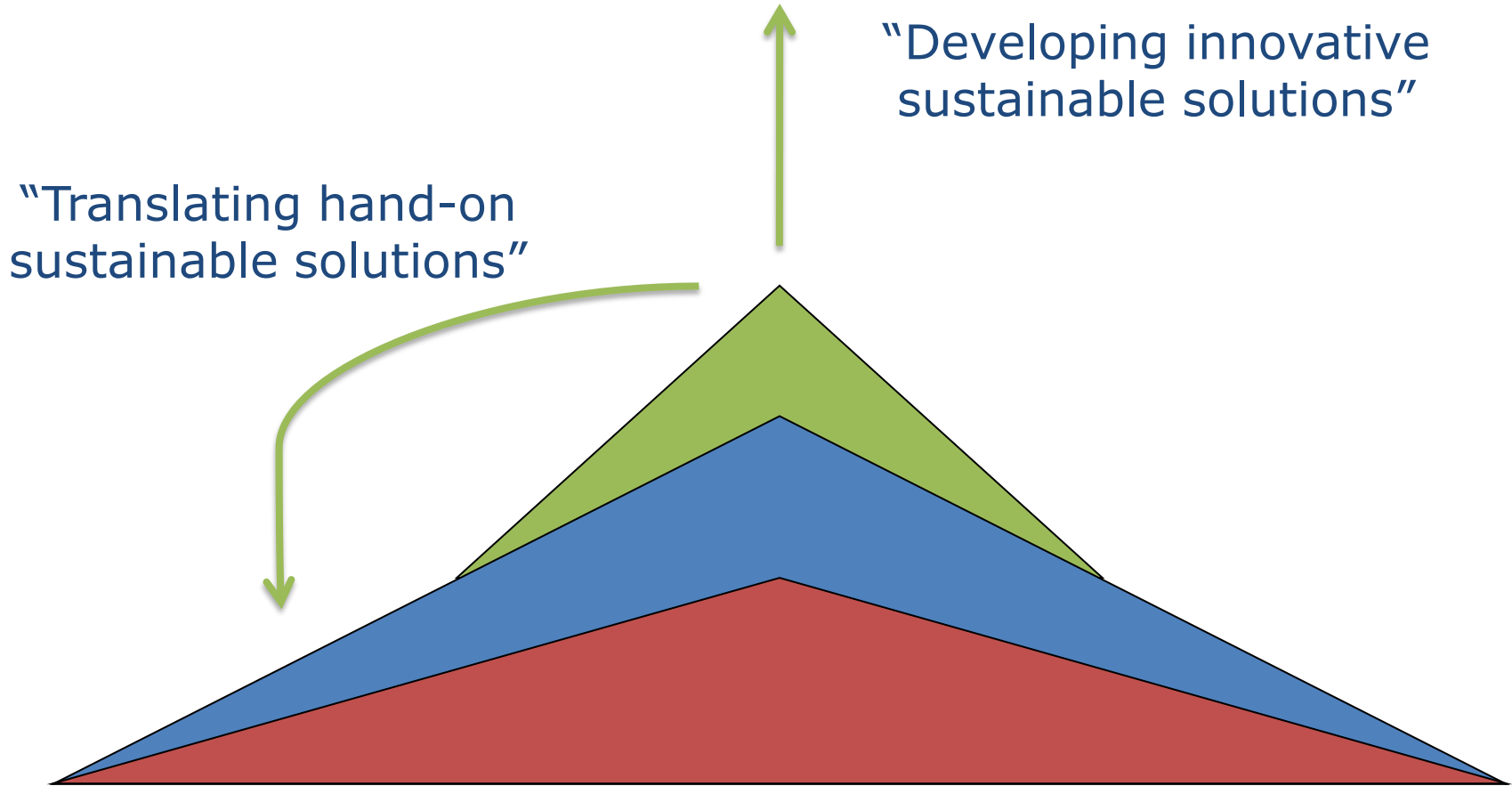


5 L

70kg

Growth	Site	Chain	Level	
5	5	5	10	Complete integrated supply chain. Socially, responsible entrepreneurship.
5	5	4	9	Closed/Optima greenhouse with optimized growth technology and post harvest processing
4	5	3	8	Closed/Optima greenhouse. Sustainable operation.
3	4	3	7	Conventional greenhouses for optimising quality/quantity on demand. Market develops to pull market
3	3	2	6	Conventional greenhouses. Optimising resources and controlled production (integrated)
2	2	2	5	Greenhouses for controlled growth and planned delivery
2	2	1	4	Risk reduction (safety of water, crop protection, disease control)
2	1	0	3	Controlled growth with minimum of investments
1	1	0	2	Prevention of irreversible damage and controlling basic growth (irrigation, spraying, fertilisation)
1	0	0	1	Prevention of irreversible damage due to outdoor conditions (fence, etc)
0	0	0	0	Mother nature conditions

Challenges



A close-up photograph of two hands shaking in a firm grip. The hands are positioned centrally, with the fingers interlocked. The skin tones are warm and natural. The background is a soft, out-of-focus light green and white, suggesting an indoor setting with natural light. The overall mood is positive and professional.

Thank You