

**TITLE** : SMP Agrologistics and post-harvesting Brazil  
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Requested budget , incl. btw 33.860

Countries: Brazil, The Netherlands

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and for Brazil: Patricia de Vries – van Loon, Agricultural counsellor Embassy Brasilia, Brazil

## **1. Motivation and project aims**

### 1.1 Knowledge requirements for the target group

To participate in the seed money projects, target group members need to:

- Show commitment to participate by attendance and in kind contribution
- are prepared and able to share information with other project members
- have an adequate understanding of the processes leading to problems in the value chain and
- have the right entrepreneurial spirit.

### 1.2 Definition of the problem

Backgrounds:

Brazil is one of the BRIC countries showing a rapid growth of GDP over the last 10 years, a fast growing and demanding middleclass and a tremendous interest into advancing in logistics of agri/food products, now one of the major bottlenecks.

This growth creates challenges visible in the post-harvest and logistic system in Brazil: unreliable supply of products, unreliable quality of products quality losses and substantial waste.

This coincides with weak ties between the actors in the value chain, weak standards for logistics and economic losses. More specifically, knowledge on these matters is lacking.

The horticultural sector in Brazil is faced with three huge challenges:

1. Availability of quality products of fresh and processes vegetables and plants/flowers,
2. Quality preservation in the value chain after harvesting and
3. Knowledge and competencies to improve the agrologistics and post harvesting processes in the value chain.

In 2013 a seminar was organized by Brazilian and Wageningen UR partners to discuss the challenges in the horticultural fresh and processed sectors. Based on that event a Brazilian work group ( see 3.2) was established to assess the opportunities for installing a broad program for collaboration with Dutch private sector and WageningenUR and, as the final objective, to install a knowledge centre. All partners agreed to focus on improving the value chain in horticulture, creating a network of excellence culminating into a knowledge centre for innovation and capacity building. Together with the agricultural counsellor for Brazil it was concluded that one of the most pressing themes to focus on in the value chain would have to be agrologistics and post-harvest technology.

### 1.3 Aims of the project

Considering the ambitions of all partners, the seed money project has several aims:

Creating conditions for a network of excellence trough a PPS (Brazilian golden triangle).

For this to happen several sub-goals have to be accomplished:

Raising awareness of the challenges and solutions in the value chain.

Formulating innovation & research and training program

Organizing a consortium of Brazilian stakeholders in the value chain.  
Organizing the Dutch stakeholders to match with the Brazilian demands.

#### 1.4 Target groups:

Brazil:

- Producers / cooperatives in the vegetable and flower/plants sector focused on post harvesting processes
- Veiling Holambra as the market place for flowers/plants
- CEASA Campinas, as the central market place for fresh and processed vegetables
- Wholesalers
- Retailers and food service companies

The Netherlands:

- Companies working in post harvesting technology and agrologistics
- VGB/ Het GroentenFruit Huis-FrugiVenta

#### 1.5 Economic context:

With the growth of the economy and the middle class in Brazil (from 35 to 75 million people within 10 years), the demand for quality consumer products increased rapidly. The stakeholders in the supply chain of fresh and processed products could not cope with this development easily. Specifically in the fresh and processed vegetable industry market structural restrictions – small scale of production, lack of capital to increase scale of operation, lack of competencies to develop larger scale of operations and quality of post harvesting and agrologistics-, pose huge challenges to the industry.

#### 1.6 Economic opportunities

The Netherlands has a worldwide reputation in agrologistics. Companies all along the value chain are capable of optimizing post harvesting and logistics. The challenges in Brazil offer a great opportunity for Dutch companies to support Brazilian counterparts by services, knowledge transfer and equipment and technology. The Vice Minister of Economic Affairs encouraged for that reason in 2013 the Dutch agro/food sector to focus more on Brazil.

#### 1.7 Economic threats

The macro-economic threats in Brazil are:

- Economic slowdown in Brazil
- Currency distortions / exchange rate

For the project the risks are small. Thanks to the good collaboration between the Agricultural counsellor, Wageningen UR, the already existing Workgroup of stakeholders in Brazil that was created in November 2013 and relations with knowledge institutes, such as Embrapa and the University of Sao Paulo, the basics for a strong platform are already there.

#### 1.8 Desired expertise DLO

DLO offers expertise on post harvesting and agrologistics supported by FBR- WagUR, and LEI.

#### 1.9 Expected results

1. A PPS consortium with committed Brazilian and Dutch private stakeholders, knowledge institutes Wageningen UR/DLO and University of Sao Paulo and Embrapa in Brazil.
2. A work program of the consortium for the period 2015-2018.
3. A financially sound program.
4. Culminating in a business plan
5. Final presentation of the seed money project results.

## 2. Work plan

### 2.1 Approach and time schedule

Already in November 2013 a successful seminar took place in Brazil/Holambra, where 230 representatives from the private sector, government and knowledge institutes in Brazil and 4 representatives from WageningenUR discussed the challenges in the sector.

After this a workgroup was established by the Brazilian partners to foster the opportunities to establish a collaborative program with the Netherlands and, with the ambition to establish a centre of expertise, training, demonstration.

In 2014 the workgroup confirmed the request for the seed money project. Also the workgroup confirmed the meeting with FAPESP, the research and innovation fund of the State of Sao Paulo.

In 2014 once the seed money project has been granted, DLO-FBR will make a first rapid appraisal of the situation in Brazil. These observations will be used for a seminar during the Hortitech exposition –largest technology exposition in Latin America- at end of May 2014. Next the results will be used to form the consortium, draft a work program 2015-2018, followed by a workshop to verify the main lines of collaboration. Finally, the conditions for forming a consortium will be formalized by the end of 2014.

Parallel to this a link will be established with the Dutch Network of Excellence Postharvest Food Losses. Where relevant and useful the SMP would like to make use of the expertise of this network. Vice versa information and expertise about the specific situation in Brazil can be shared with this network.

### 2.2 Outputs

- Communication in the Netherlands and Brazil that the seed money project has been granted
- Document with results of the assessment
- Presentations at the Hortitech, by far the most important horticultural trade fair in Brazil
- Document with the work program 2015-2018
- Workshop to verify the work program
- Formal document stating the agreement of the partners in the consortium.
- Final presentations of results
- Report, including a number of short articles to be published in (e) newsletters to disseminate results/experiences
- Link established between Dutch network of excellence post harvest food losses and Brazilian network of excellence

### 2.3 Dissemination to the target groups

As mentioned in 2.2 communication of the project will be disseminated to the Brazilian and Netherlands target groups.

Also the Topsector A&F will be informed on a regular base of the intermediate and final results.

## 3. Project organization

### 3.1 Project team (Wageningen UR)

Name	organization	Role	Email	Tel.number
Henry Boerrigter	FBR	Project leader	<a href="mailto:henry.boerrigter@wur.nl">henry.boerrigter@wur.nl</a>	
Peter Zuurbier	Wageningen Int'	Director Latin America WI	<a href="mailto:peter.zuurbier@wur.nl">peter.zuurbier@wur.nl</a>	83255
Petra Schlooz	WI	Project assistant WI	<a href="mailto:petra.schlooz@wur.nl">petra.schlooz@wur.nl</a>	81409

### 3.2 Involved parties (besides Wageningen UR)

Name	organization	Role	Email	Tel.nr
Brazil:				
Andre van Kruijssen	veiling Holambra, Brazil	member	work group	

Paco van der Louw	producer	Brazil	chairman	workgroup
Theo Breg	producer/trader	Brazil	member	workgroup
Gerard Vrolijk	Incotec	Brazil	member	workgroup
Patricia de Vries	Agr. Counsellor	Brazil	member	workgroup

The Netherlands

To be assessed during the project, for example:

- Van Amerongen: Storage and CA Technology
- Geerlofs Koeltechniek

### 3.3 Monitoring and evaluation

The project leader is responsible for the monitoring and evaluation of the results.

The seed money project will deliver a business plan with the final results to the Topsector A&F and the stakeholders.

The director Latin America of Wageningen UR, responsible for the Latin American portfolio of WageningenUR and the Agricultural counsellor in Brasilia will monitor the involvement and commitment of the Brazilian stakeholders.

## 4. Budget

### 4.1 Budgets

Financial source	Year	Budget
SMP	2014	33.860 incl btw
Personal costs		15.000
Costs workshop		6.000
Travel costs domestic Brazil		3.000
Travel costs intercontinental		5.000

## 5. Summary

The Netherlands has a global reputation in logistics of fresh and processed food. Brazil as an emerging economy is faced with huge challenges in logistics and post-harvesting. WageningenUR and the Dutch private sector can strengthen their position by export services, process technologies and systems and products to Brazil. The seed money project should result in a coherent approach and business plan how the challenges can be met. Furthermore links will be established between the Dutch network of excellence and the Brazilian network of excellence in the field of post harvest food losses.

## 6. Project key words

Brazil, consortium building, post harvesting and logistics, knowledge, capacity building, business plan.