

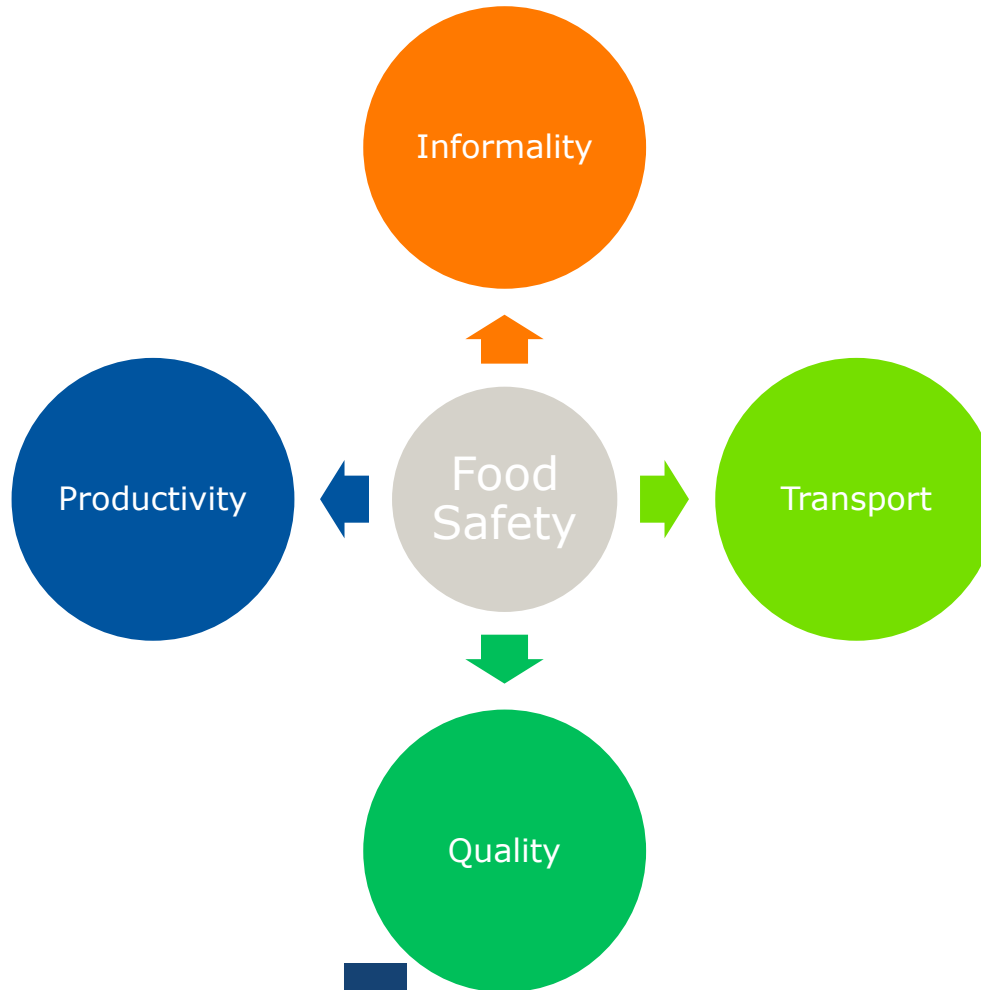
How to improve the horticultural chain?

Towards food safety, sustainability and competitiveness

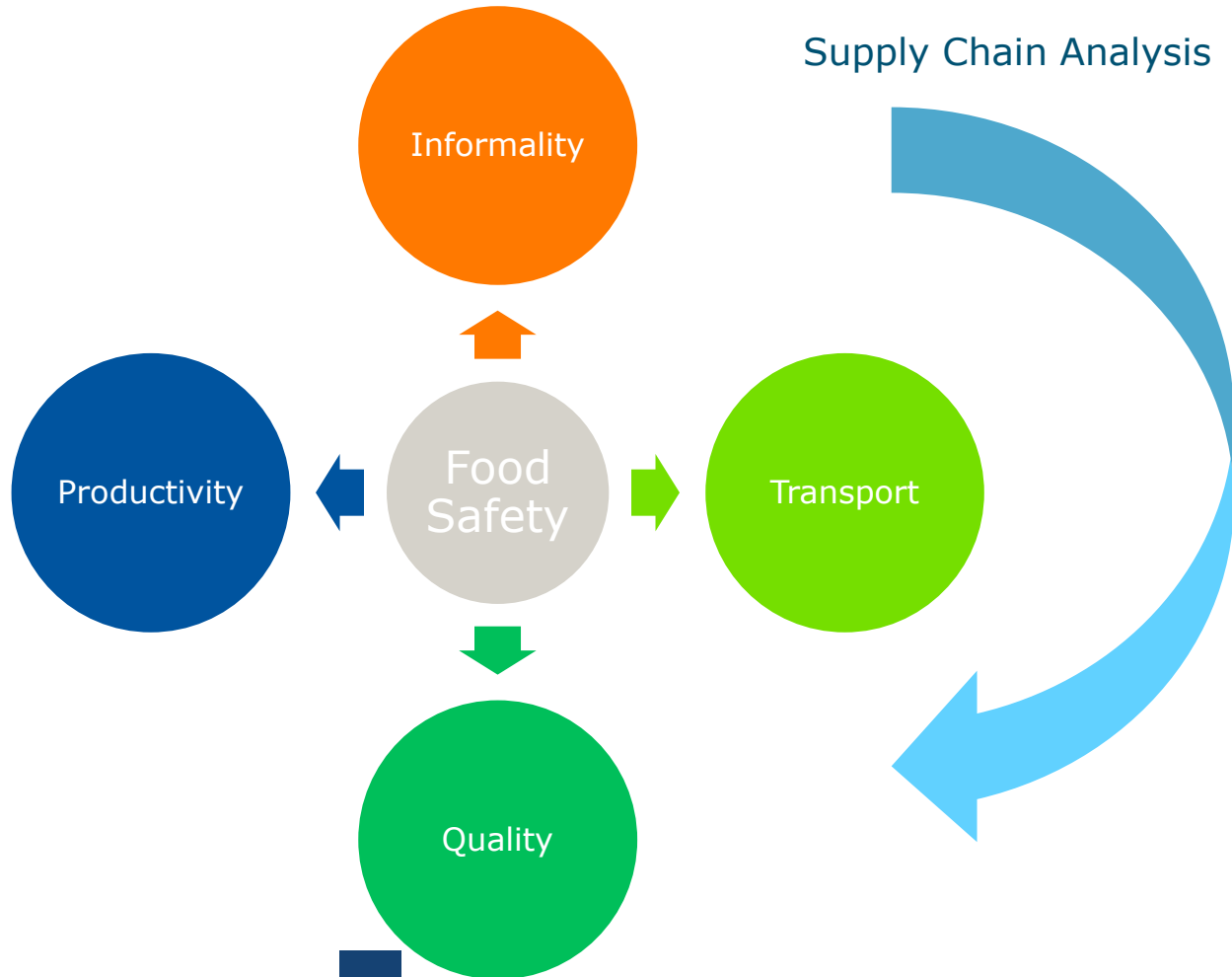
January 10th 2019, Matthijs Montsma



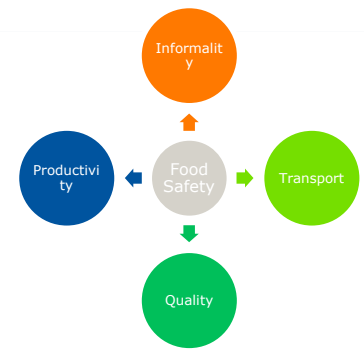
Food safety: objective and consequences



Food safety: objective and consequences



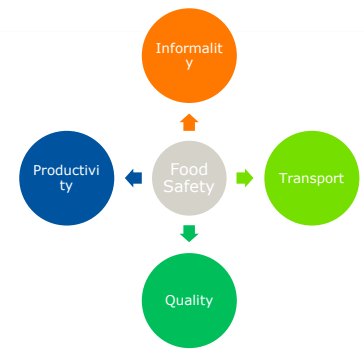
Informality



- SENASA implements DTV
(Documento de Tránsito Sanitario Vegetal)
- Implementation & control
 - Existing systems
- Business model?



Transport

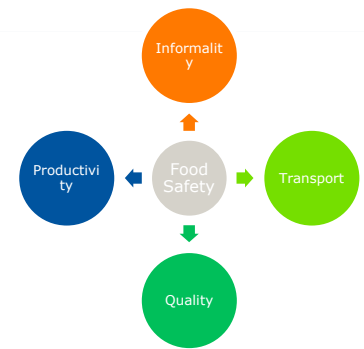


- Consistent supply of quality & volume
 - Farmer Based Organisations
 - Efficient Distribution
 - Conform Market requirements
- Requires intervention plan & investments

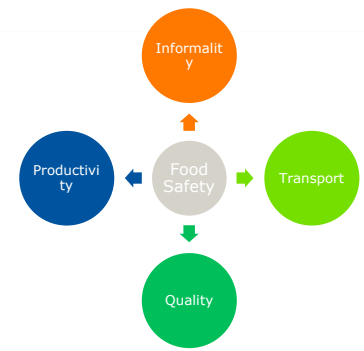


Quality

- Reduce Postharvest Losses
- Create Consumer Awareness
 - Communication
 - Trust



Productivity



- Improve productivity
 - Consistent quality
 - Sustainable production
 - Technology input
- Adaptive Greenhouse Tech.
- Investment space?



Diseño adaptativo del invernadero

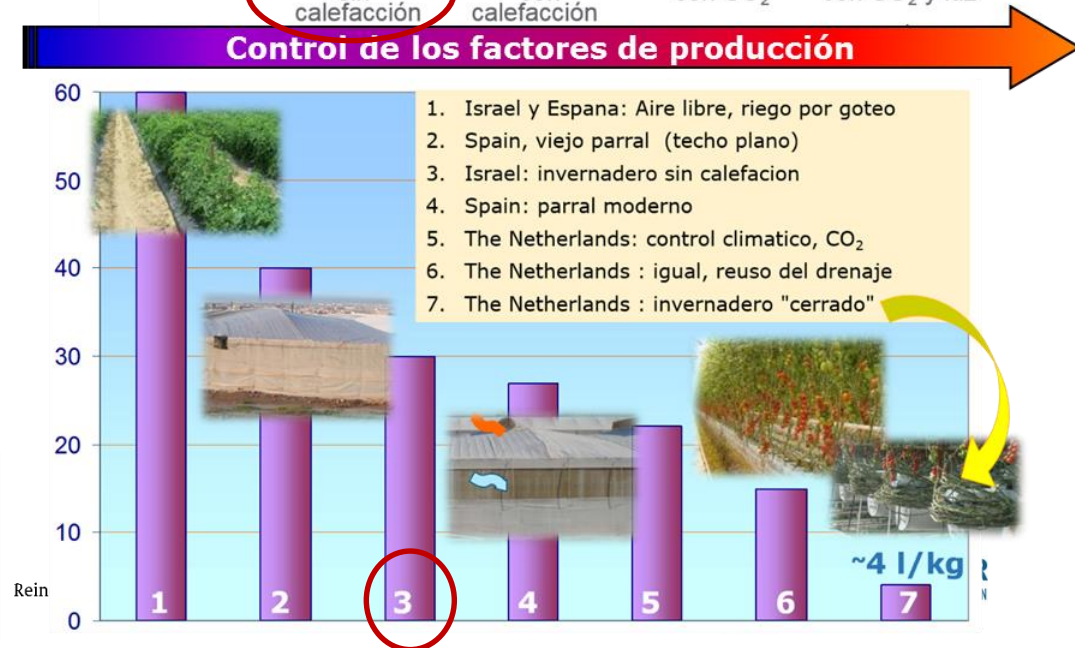
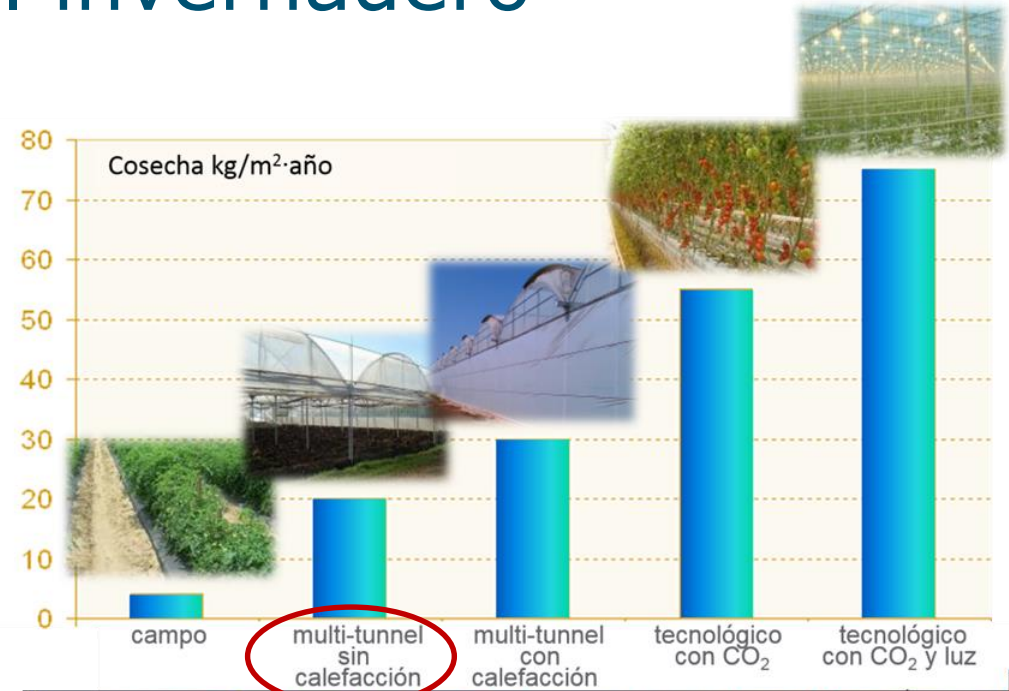
Grande impacto sobre:

- Productividad
- Eficiencia de los recursos

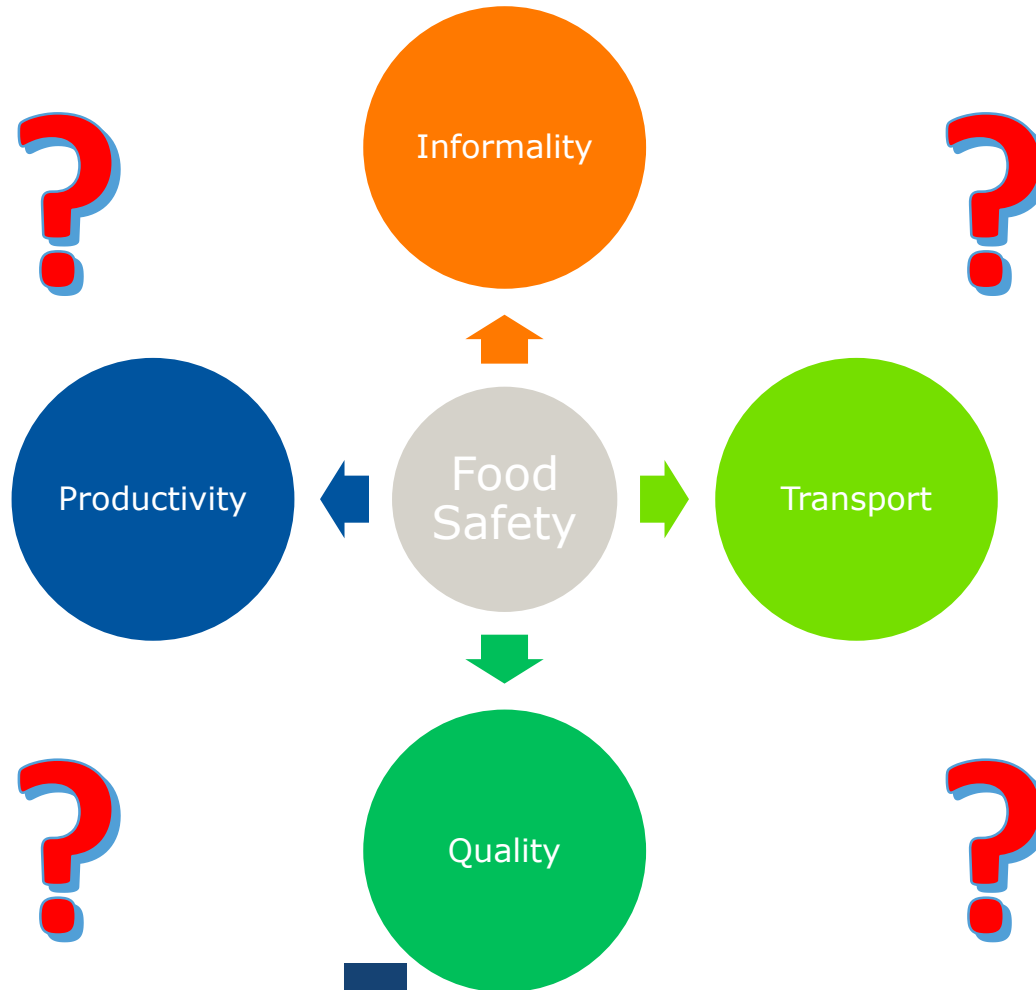
con **pequeñas**:

- mejoras
- tecnologías

adaptadas al contexto local



Food safety: objective and consequences

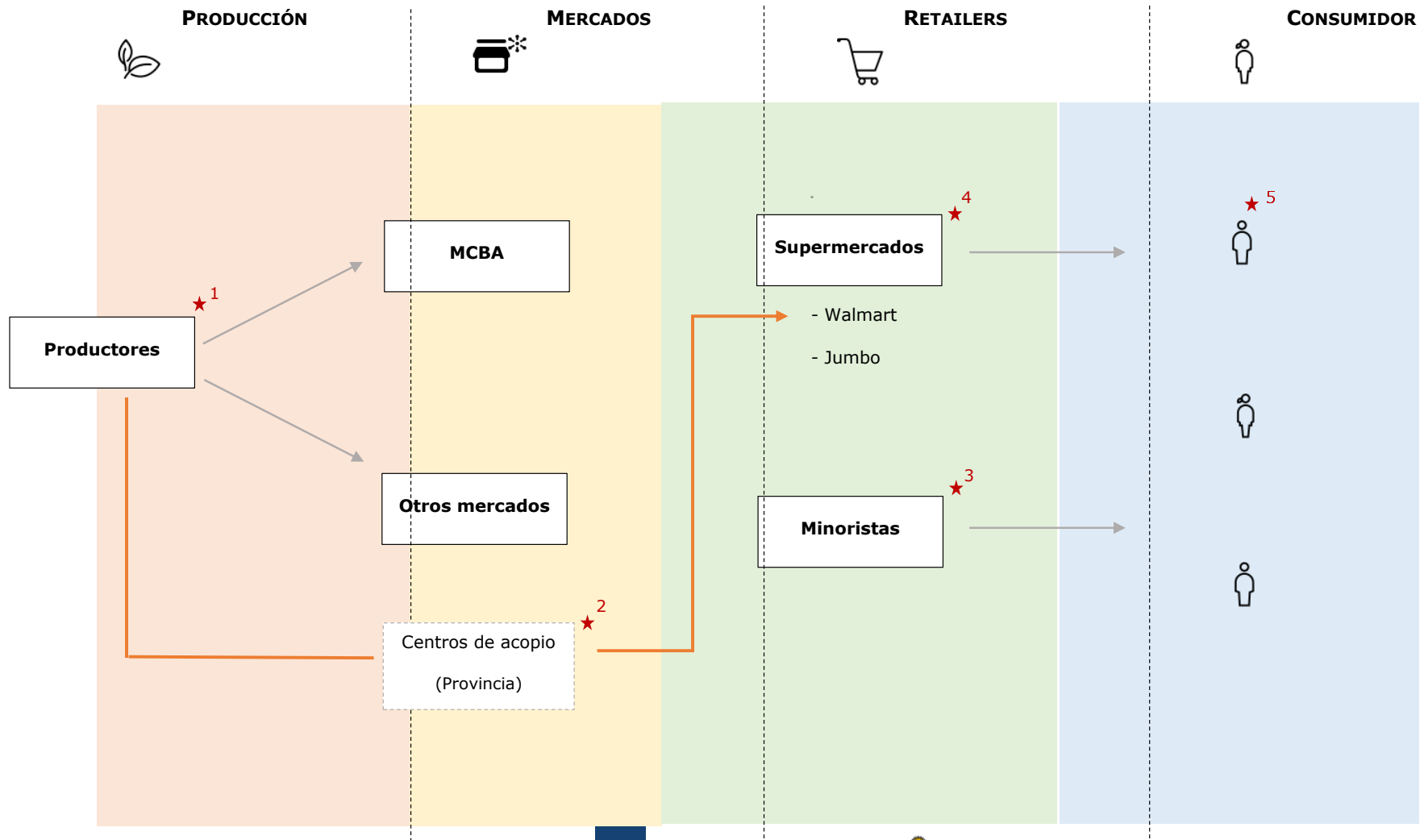


Results

- MoU (Ministerio AgroIndustria-WUR)
- Round table session in Bleiswijk with Dutch Stakeholders
- Actual Chain analysis October 2018
- Workshop and matchmaking December 2018
- Commitment of local private/public sector is confirmed



Result in 5 pilot project proposals



★ Proyectos pilotos

Follow up

■ Further develop 5 pilots:

- 1) Improve productivity by Adaptive Greenh. Tech.
- 2) Reduction PH loss/improve quality, Agrologistics
- 3) Food safety & effectiveness of vegetables shops
- 4) Retail, consumer food safety awareness
- 5) Consumers preferences



■ Match making in March 2019 (in collaboration with NEC)

Consortia

Pilot	TKI Agenda	Local Partner	Dutch Private sector	Financial commitment (Local/NL)
1) Productivity	Adaptive Greenhouse Technology/Optimal RUE Water	Prov. BA, INTA, Municipality Gorina, Sueno Verde	Gakon, WUR, (Bejo, RijkZwaan, Ridder, etc)	Yes/Yes
2) Reduction PH losses	Quality Management/ Agrologistics	Walmart, Flor	Perfotec, WUR	Yes/Yes
3) Food Safety/ cost effectiveness	Food Safety	SENASA	-	No/No
4) Food Safety Awareness	Food Safety/ Healthy Food	Jumbo, Walmart, (La Anonima)	(Control Union)	Yes/No
5) Consumer Preferences	Healthy Food/ Food Safety	SENASA, AFIP	Dutch Embassy	No/No

To be continued

- Thanks for your attention!
- Leontine Crispon (Agricultural Counsellor, Project Leader)
- Cecilia Stanghellini (WUR Team)
- Isabella Righini (WUR Team)
- Matthijs Montsma (WUR Team)
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 - Maria Jose de Lazzer (Dutch Embassy)

