

From SMP to PPP UK Outdoor Hortitech



Idea and goals

Leading in Horticulture

- UK – Leading growers
- UK/NL – Research @ high level
- UK/NL – Great Agtech Startup community
- NL – Ag Tech Industry

On a mission:



Type of farming	Output/form	Number of forms	Economic value (M€)	Regional share	European share
(1) Fieldcrops	€ 279,067	45,945	€ 12,821.61	19%	14%
(2) Horticulture	€ 1,163,823	10,646	€ 12,389.78	18%	39%
(3) Wine	€ 208,127	183	€ 38.05	0%	0%
(4) Orchards (Fruits, olive)	€ 411,209	3,470	€ 1,426.80	2%	6%
(5) Milk	€ 364,594	49,178	€ 17,930.06	26%	26%
(6) Other grazing livestock	€ 74,197	131,379	€ 9,747.99	14%	26%
(7) Pigs & Poultry	€ 830,078	11,579	€ 9,611.46	14%	21%
(8) Mixed	€ 267,749	17,916	€ 4,797.13	7%	12%
			€ 68,763	100%	19%



Seed Money Project aims to setup collaborative R&D projects between Dutch Outdoor HortiTech and UK Growers, start-ups and joined research groups within the domain of robotics, sensor systems and machinery in open field fresh produce (fruits and veggies).

Action plan

- The following activities are identified:
 - Step 1. Activate networks and launch a UK-NL questionnaire (M3; D1)
 - Step 2. Inspiring Webinars incl. market analysis form UK and NL side
 - Step 3. Individual interviews to define interest
 - Step 4. Organize matchmaking and matchmaking preparations
 - Step 5 Idea selection (M5; D2)
 - Step 6. Business development, incl. UK visit
 - Step 7. PPP submission (M8; D3)

Consortium

Nr	Name	Organisation	Role	Email address
1	Cindy v Dommelen	NL Pixelfarming	OEM	cindy@pixelfarmingrobotics.nl
2	Pieter v Wegberg	NL MTA	R&D	p.v.wegberg@mtagroup.nl
3	Henri Michiels	NL Munckhof	OEM	henrimichiels@munckhof.org
4	Ron vd Pavert	NL Brimapack	OEM	rp@Brimapack.com
5	Reinier vd Lee	NL Smart Farm S.	OEM	reinier@smartfarmsensing.com
6	Martijn Lukaart	NL OddBot	OEM	martijn@odd.bot
7	Adrian Scrips	UK Adrian Scripps	Grower	mainoffice@adrianscripps.co.uk
8	Contact Munckhof	UK ac Goatham	Grower	hello@acgoatham.com .
9	Emma Garflied	UK G's	Grower	Emma.Garfield@gs-growers.com
10	Chris Shavanne	UK Muddy Mach	OEM	chris@muddymachines.com
11	Bas Harbers	NL Dutch Embassy	Liason	bas.harbers@minbuza.nl
12	Gert Stiekema	NL Topsector	Liason	gertstiekema@topsectortu.nl
13	Charles Gentry	UK NIAB	Liason	charles.gentry@niab.com
14	Eliot Dixon	UK Agri EPI	R&D	eliot.dixon@agri-epicentre.uk
15	Kit Franklin	UK Harper Adams	Liason/R&D	kit.franklin@harper-adams.ac.uk
16	Grzegorz Cielniak	UK Lincoln UNI	R&D	GCielniak@lincoln.ac.uk

5 Partners

Gaskains Ltd
Growing Great Fruit

www.gaskains.co.uk



Plan

WP1 Setup research data management system at farm level | All partners

- Connect machines and sensor systems with existing FMIS at farms [M12](#)
- Add research layer to support and dashboard research plots and validation results [M12](#)
- Manage data cloud storage and meta-data-stacks for innovations [M12](#)
- Appoint expert users @ farms and Agtech support team for integration [M18](#)
- Generalize systems to support both sides (machines and farms) [M48](#)

WP2 Fruit | WUR, Munckhof , Gaskains Ltd.

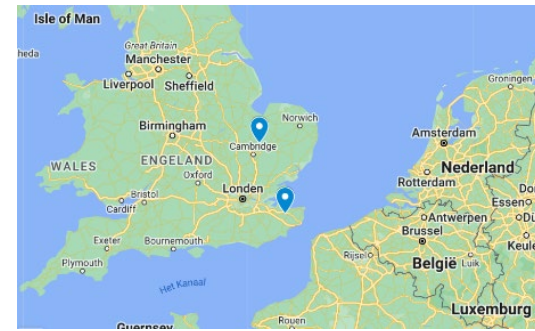
- Setup fruit tree sensor systems [M12](#)
- Pest and disease detection [M24](#)
- Execute spraying strategies and trials
- Deploy Improvements [M48](#)

WP3 Veggie | WUR, Brimpack PixFarm , G's.

- Setup soil & crop maintenance [M12](#)
- Setup sensor based harvest [M12](#)
- Execute strategies and trials [M48](#)
- Deploy Improvements [M48](#)

WP4 Smart farmer dissemination | All partners

- Showcase brilliant simple smart solutions [M12](#), [M24](#), [M36](#), [M48](#)
- Demonstration [M44](#)



Dealflow → PPP

Costs	2025	2026	2027	2028	2029	totaal
	in €					
Costs of knowledge institutes	107,900	126,800	116,800	125,500	0	477,000
Costs of other partners	45,350	39,450	36,150	38,050	0	159,000
Total costs	153,250	166,250	152,950	163,550	0	636,000
Financing						
Co-financing	2025	2026	2027	2028	2029	totaal
In-kind contribution from private partners	45,350	39,450	36,150	38,050	0	159,000
In-kind contribution from public partners	0	0	0	0	0	0
Cash contribution from private partners (cash sheet cont	35966	42267	38932	41835	0	159000
Cash contribution of public partners (cash table)	0	0	0	0	0	0
Totaal cof Total co-financing	81,316	81,717	75,082	79,885	0	318,000
Requested public contribution	2025	2026	2027	2028	2029	totaal
Requested WR capacity / TO2 capacity	71,933	84,533	77,867	83,667	0	318,000
PPP funding requested	0	0	0	0	0	0
Total funding contribution requested	71,933	84533	77867	83667	0	318,000
Total amount of cash in project						477000
Total financing	153,249	166,250	152,949	163,552	0	636,000

- Contracting Phase Project-Team is in UK now

SMP steun

- Zonder SMP geen PPP UK Outdoor Hortitech
- Bruggen slaan tussen SME machinebouwers en grote UK growers (G's)
- WUR support

End slide or section heading

Erik Pekkeriet

Cindy van Dommelen (Pixelfarming)

