

PUM

Netherlands senior experts



Entrepreneurs for entrepreneurs

**Find out how
your business
can benefit
from our
expertise.**

PUM Netherlands senior experts offers knowledge and expertise from 50 sectors of the economy. Our experts have many years of professional experience in their field and share their knowledge on a voluntary base.

2019/03



FOOD SECURITY

Horticulture, Vegetables & Fruits

The Dutch horticulture sector is the applied science of artificial, industrial-scale cultivation of vegetables, fruits, and other plants. The Netherlands has been in this business since day one and is an innovative world leader in the field.

Fruits and vegetables are important to any well-balanced diet. This is especially true in countries with developing or emerging economies where meat can be prohibitively expensive and/or where the culture is primarily vegetarian. Unfortunately, efforts at horticulture usually fail in countries lacking rudimentary know-how. Becoming efficient at this type of cultivation requires dramatic changes, and PUM is here to help. PUM senior experts have in-depth experience assisting agribusinesses transition from traditional, labour intensive vegetable- & fruit growing methods to large, industrial scale horticultural techniques. And PUM's strong European business ties enable us to guide you in contracting access to Western markets.

PUM places at your disposal a large community of experts boasting a rich and diverse body of knowledge and expertise directly related to horticultural production. Each has made personal contributions to the advancement of this sector. The benefits are enormous. The sustained profits earned from specialising in the mass cultivation of one or two crops for export, say mushrooms and tomatoes, or apples, can provide adequate long-term funding for expanding operations to growing a wide variety of vegetables and fruits, both for trade on the open market as well as for local consumption, thereby contributing to the nation's economy as a whole.

AREAS OF EXPERTISE

OPEN-AIR VEGETABLE CULTIVATION

Experts who have knowledge of most kinds of vegetables in the world, including tropical ones.

- Seed industry, tissue culture
- Plant protection, also organic management, storage quality
- Fruit growing: hard fruit, stone fruit, small fruit, tropical fruit
- Tree nursery, tree growing, irrigation
- Herbs
- Mushrooms: compost, growing, equipment
- Research in new varieties, knowledge of plant breeders rights
- Mechanisation influence on working conditions
- Vegetables: product, processing
- Farm set-ups and installations
- Trading: wholesale, auctions, consumers
- Farm management

MARKETING, AUCTIONS AND COOPERATIVES

The local market is often dominated by imports and the local producers efforts to take back this market are hampered by their lack of competitiveness – particularly regarding quantity, quality, presentation, variety of products and continuity of supply. Vegetable farmers, in particular, are having difficulty in identifying and accessing distribution channels.

PLANNING AND ENTERPRISING

Many PUM experts have their own farm.

TEACHING

Most important for young people to develop themselves.

CUSTOMER EXAMPLES



NUTRITION PLAN FOR A POTATO FARM

An agribusiness requested PUM assist in conducting correct and essential types of plant, soil and water analyses and in employing the results of these analyses to create the most efficient and comprehensive nutrition plan for a potato crop. Analyses were done and the results-based nutrition plan was provided.

GUARANTEEING CONTINUOUS SUPPLY

A small organic farm wanted to augment harvests in order to guarantee continuous supply to supermarkets. Continuation of harvesting into the dry season would be a solution, but there were no funds for irrigation. The PUM expert analysed the situation and came up with alternative options. Switching to different crops in addition to moving some crops to higher elevations where the climate was better are a couple of examples of the expert's recommendations. A well-written business plan was also suggested to serve as a foundation upon which to obtain a loan in order to make irrigation possible.

ASSISTING A MUSHROOM FARM

A mushroom farm had big problems making compost, the base essential for producing good quality mushrooms. One of our PUM senior experts made a visit to assess matters and then returned several times to assist in implementing solutions. The mushroom farm is now a modern, profitable company.

MANAGING A WAREHOUSE

A company growing potatoes wanted to know how to protect and preserve potatoes over the long term. The company needed to know specifically how potatoes could be kept free of mold and pests while being warehoused. The company was also in a quandary over educating staff about warehouse management and most particularly over what kind of training the staff might require to be able to properly and safely apply chemical treatment to potatoes necessary to their healthy preservation during storage. A PUM expert visited the company several times during the growing season to provide everyone with the education and training each needed. In this process, the company learned it was lacking some essential equipment which it subsequently procured in the Netherlands.

**HOW CAN
WE HELP
SHAPE YOUR
BUSINESS?**

Apply for advice online or contact a PUM representative in your country for a personal introduction.

www.pum.nl



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