Netherlands trade mission Agtech to Vancouver, Canada

17 - 21 April 2023

Netherlands

Index

Official delegation & Contact details

Foreword

It is my great pleasure to welcome you to the economic mission to Vancouver, dedicated to the important theme of high-tech applications in agriculture and horticulture (ag-tech).

One-third of the Netherlands' wealth is earned beyond our borders. The Dutch government is proud of its business community and its capacity for innovation, and indeed the participating companies reflect this quality well in their respective fields. This mission to Vancouver comes at a crucial time, when we are facing major challenges in interrelated areas such as climate action, energy, food security and water. Now, more than ever, we must join forces and use our gift for innovation to face these challenges.

Economic relations between Canada and the Netherlands are close. Canada is one of our priority markets for trade promotion, investments and innovation. The fact that the Netherlands ratified the Comprehensive Economic and Trade Agreement between the EU and Canada (CETA) shows our commitment to further strengthen our economic ties. In addition, the Dutch government and the government of British Columbia signed a Letter of Intent and developed an action plan to strengthen collaboration between public, private and knowledge institutions in the area of ag-tech innovation. In light of this and given our special historical ties with Canada, British Columbia offers abundant economic opportunities for Dutch companies and knowledge institutions in the ag-tech sector.

I will make every effort to secure new knowledge, insights, contacts and business opportunities, and I wish you an inspiring and successful mission.

Liesje Schreinemacher
Minister for Foreign Trade and Development Cooperation

Foreword

The scale and complexity of horticultural projects continues to increase in Canada and the rest of the world, creating a rising demand for innovative tailor-made solutions. Dutch suppliers of greenhouse technology are capable of providing such solutions. This has resulted in a globally unique concentration of specialized companies in the Netherlands.

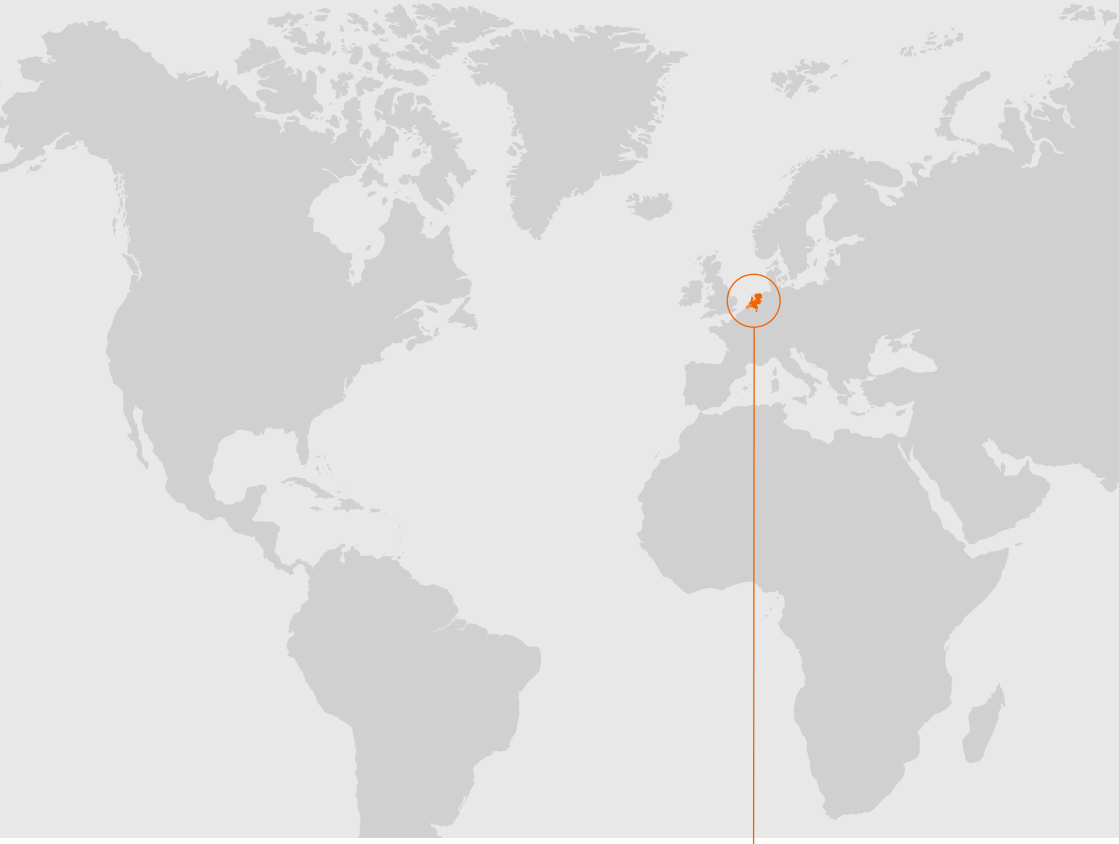
The Netherlands is a global leader in greenhouse technology solutions, globally 90% of all high-tech greenhouses are of Dutch origin. Within AVAG, more than 75 Dutch ag-tech companies collaborate on integrated growing systems, components and associated services. All companies provide a comprehensive offering of knowledge and technology for high-quality greenhouses, cultivation systems, logistics, E-grow, energy efficiency and water efficiency.

Collaboration between the Netherlands and Canada could lead to new developments in the horticultural sector. Both countries share a common goal of producing high-quality crops in an environmentally responsible and efficient manner.

I find it encouraging that countries are willing to work together to find solutions to the challenges facing the world. With continued cooperation and innovation, we can create a more sustainable and efficient global food system.

Therefore, I am very pleased that this mission provides the opportunity to seek this common ground between our countries to achieve further cooperation in the horticultural technology sector.

Peter Spaans
Leader of the business delegation



Map of the Netherlands

Locations

1. Amsterdam (and Airport Schiphol)
2. Arnhem
3. Assen
4. Breda
5. ‘s Hertogenbosch
6. Eindhoven
7. Enschede
8. Groningen
9. Haarlem
10. The Hague
11. Leeuwarden
12. Lelystad
13. Maastricht
14. Middelburg
15. Rotterdam
16. Utrecht
17. Zwolle

Introducing the Netherlands

How do the Dutch make a difference?

Through their interactive approach to finding innovative solutions to the big challenges facing the world today. The Dutch way of thinking and working has been shaped by centuries of living in the low-lying delta of the Netherlands. Through the ages, the Dutch have joined forces to find ingenious ways to tackle challenges like water, urbanisation, energy, food, health and security. By being inventive, pragmatic and open to new challenges, the Dutch have created a flourishing and resilient land.

The Netherlands is a constantly evolving ecosystem of cities, industry, agriculture and nature, all integrated through smart infrastructure. It is a source of knowledge and experience that the Dutch are keen to share with others. Learning from the past to create a better future. Together, seeking sustainable solutions for the most liveable world.

Worldwide ranking

1st

At WEF's ranking of most competitive economies in Europe. 4th in the world. (WEF, 2019)

Production and auctioning of cut flowers and flower bulbs

World's largest flower exporter

2nd

Largest exporter of agricultural products in the world (WTO, 2019)

5th

Greatest place to live (World Happiness Report, 2022)

6th

Best at Global Innovation Index (GII, 2021)

7th

Largest exporter of goods in the world (CIA World Factbook, 2020)

Largest foreign investor in the world (1,256 billion US dollars)

Largest recipient of foreign investment in the world (801 billion US dollars)

8th

Largest importer of goods in the world (507 billion US dollars)

Facts & Figures

Official name:
Kingdom of the Netherlands

Capital:
Amsterdam

Seat of government:
The Hague

Form of government:
Parliamentary democracy (cabinet of Prime Minister and Ministers) within a constitutional monarchy

Head of State:
His Majesty King Willem-Alexander, King of the Netherlands, Prince of Orange-Nassau

Location:
Western Europe, bordering Germany, Belgium and the North Sea

Administrative structure:
The kingdom consists of four entities. The Netherlands and three territories in the Caribbean: Aruba and Curaçao and St. Maarten

Special municipalities:
The overseas islands of Bonaire, Saba and St. Eustatius, all three of which are situated in the Caribbean

Surface area:
41,545 km^2

Number of inhabitants (2022):
17,564,623

Monetary Unit:
Euro

Languages:
Dutch, Frisian and on the overseas islands also English and Papiaments

GDP per capita (World Bank, 2021):
58,061 US dollars

Number of provinces:
12

Number of inhabitants per km2 (2022):
423

Unemployment rate (CBS, 2022):
3.3%

English speaking Dutch people:
90%

Canada and the Netherlands

Jointly innovating agriculture

Canada and the Netherlands have a strong and diverse trade relationship, with both countries enjoying a long history of cooperation. In fact, specifically in British Columbia, around 1 in 20 Canadians have a Dutch background. In 2020, the Netherlands was Canada's fourth-largest trading partner in the European Union, with total trade between the two countries amounting to CAD 10.6 billion. The trade relationship between Canada and the Netherlands is characterised by a high degree of complementarity, as well as a shared commitment to promoting sustainable economic growth.

In 2019, the Netherlands a British Columbia signed a letter of intent on sustainable agtech and food security. In May 2022, this was expanded with an action plan, aimed at cooperation between government, private parties and knowledge institutions in the field of agtech innovation. Not even a year later, we're putting our commitments into practice with the aim of improving productivity, resilience and sustainability within the sector.

British Columbia and the Netherlands face similar challenges when it comes to agtech. For example, staff shortages and the added pressure to make a more sustainable food system. As a result, there has been increased demand for sustainable solutions for automation, robotisation and artificial intelligence.

The Netherlands believes in fostering technology as a key enabler in solving global challenges. We're eager to share our creative, inclusive and out-of-the-box way of thinking with our partners across the Atlantic. We're joining hands to gain insight into promising technologies in the field of horticulture and agriculture, while uncovering business opportunities that will allow us to continue developing solutions for agricultural innovation.

Let's farm the future together!

#FarmingTheFuture
#NLinCanada
#AgTech

Company profiles

AEM

For over 50 years, AEM has been a developer and manufacturer of tailor-made climate and control systems for the agricultural sector.

We serve our clients all over the world with design and engineering for the local construction of complete production facilities for composting, mushroom cultivation and horticulture.

AEM is able to serve its clients with a complete scope of technical installations, including the latest developments in automated AEM systems.

Around the world AEM is connected to a large number of satisfied owners of high-quality HVAC installations and innovative AEM climate control systems, which are operational throughout the year.

Urban growing

Urban farming is an emerging trend in many cities around the world as communities recognize the importance of local food production and sustainable practices. By growing crops locally for city residents, we reduce food transportation and promote sustainability.

Made for the automated cultivation of mushrooms the AEM Funghi Box already is an accessible solution to start growing mushrooms on a small scale.

Based on our latest developments we focus on special applications in urban growing and container cultivation.

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Agrozone

Agrozone specialises in ozone technology used in greenhouse horticulture and agriculture for water treatment, air purification and odour control.

Water treatment with ozone is used to disinfect various water flows and make them suitable for reuse. This results in added value for the crop, such as less wastage due to diseases, healthier irrigation water and water savings.

Air purification with ozone is used for fungus control in storage and processing areas to prevent loss of product quality.

Odour control with onzone can be applied in food processing, cannabis cultivation and other processing with odour nuisance.

Hortispeed

Hortispeed is specifically involved in the development and production of various techniques for the B2B market within greenhouse horticulture.

Filtration; of various water streams where the filters are developed not to generate any waste streams that are harmful to the environment.

Nanobubbles; for increasing the oxygen content in water in order to achieve healthier and better cultivation, saving on the use of chemicals and increasing crop yields.

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Aris

Aris is a high-tech company based in Eindhoven. From this city in Brainport Netherlands, we develop, research, produce, install and maintain advanced vision systems for agriculture and food. Some examples include sorting orchids and other ornamental and vegetable plants in greenhouses, high-speed sorting of young plants (seedlings, after potting or before planting out), high-speed sorting of poultry in slaughterhouses, high-speed counting of day-old chicks in hatcheries, phenotyping of plants and animals for breeders and universities, robotics handling for plant cultivation, robotics for sampling DNA samples for DNA plant analysis and grading fish.

Aris has extensive experience in horticulture and food processing. Our camera systems are operational worldwide in greenhouses, research laboratories, and food factories. Together with our partners, we provide a complete system to fully relieve the customer.

Since the late 1980s, Aris has been producing machine and robotics camera systems for extremely precise, fast, and reliable control and handling of agri-food products such as potted plants, seedlings, tomatoes, mushrooms, strawberries, popcorn, chicks, meat, fish and more. We work with customers to find appropriate solutions and applications for a sustainable production line.

Sorting smarter through...

- New techniques
- Coöperation
- Your wishes as a starting point
- Excellent Service

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B-Mex

B-Mex is specialized in making crop models for horticulture. Already existing and new models are made available through the internet on a modern and innovative manner. For Horticultural companies nowadays not only management of crops is important, also the management of energy and trading and delivering of the crops are much more important.

Development of model based software tools is a smart way to couple scientific knowledge to actual data of companies. In that way, a valuable tool is made with which growers can get insight on the work floor in how the crop is growing, the expected harvest and the options for climate and crop management for the coming weeks.

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bosman van zaal

INSIGHT. MOVEMENT. GROWTH.

POLARIKS crea-tech international

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Bosman Van Zaal

Bosman Van Zaal is unique in its holistic approach of turnkey in-house design and realisation of complex projects. They develop these in the field of logistical automation, data management and fully controlled plant-based production facilities. Based on more than 100 years of experience in the international horticultural industry of food, flowers, and plant-based medicines. They provide innovative, sustainable, and integrated solutions for insight, movement, and growth, to make your business as knowledge-intensive frontrunner grow.

Insight – powered by POLARIKS

POLARIKS is a data platform that automatically unlocks a potentially unlimited amount of data sources in your cultivation environment and presents the data in an advanced BI Dashboard, offering Digital Twin prediction possibilities, performance management for installations and predicts maintenance of machinery, and uses hyperspectral image recognition software for optimal photosynthesis analysis. At the end, it is the objective to create a complete, autonomously operating cultivation environment.

Movement – powered by Crea-Tech

With optimal labour productivity, smart use of space and accurate tracking and tracing, efficiency increases, and operating costs decrease. Crea-Tech realises customised integrated automation to achieve just that. Their specialists focus on devising and developing innovations that lead to unique solutions for plant and food processing. Tailor-made for each project.

CORVUS DRONES

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Corvus Drones

We believe that 24/7 automated crop monitoring is the future. Our drones make it possible to monitor crop growth&health, in each greenhouse, anywhere in the world.

There is a suitable subscription for every crop and every greenhouse. With your application you simply indicate for which crop you want to use the drone, what the surface area of your greenhouse is and of course what application you need. The subscription gives you the user rights. We take care of all maintenance. Everyone can operate the drone, because it flies fully autonomous.

The available applications are:
- Seed germination and usable plant count
- Growth monitoring
- Bud and flower count
- Plant anomaly detection like tip burn
- Yield prediction high wire crops (2024Q3)
- Autonomous growing plant data (2024Q3)

After the drone's flight, you will receive a report in your mailbox within hours containing the results. Or it's integrated in your business intellginece dash board. It saves time, reduces crop risk and provides more efficient space planning. In this way, we help growers to cultivate even more sustainable and respond to retail and consumer demands.

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Dalsem – Complete Greenhouse Projects

Dalsem is a leading greenhouse builder that develops complete high-tech greenhouse projects since 1932 that yield the highest quality and quantity of products in the shortest of time.

Dalsem X-AIR - Semi-Closed Greenhouse Solution

Our latest technological development is the DALSEM X-AIR, Semi-Closed Greenhouse Solution. Dalsem designed the X-AIR greenhouse to maximize plant and crop growth by optimizing the greenhouse and its climate conditions in a sustainable way while saving earth's natural resources.

Less energy, less risk, more production!

The X-AIR (patent pending) is an essential part of the energy-efficient climate control system. A solution that combines decentralized forced air ventilation and circulation to resemble natural airflow from above to the crop. By circulating and mixing greenhouse air with outside air or air from above the screens, optimal growing conditions are created inside the greenhouse with no limitations if the screens are open or closed.

Unique to Dalsem

The complete control of the design, manufacturing and execution of the project on-site is unique to our company. All parts of the greenhouse are built in our Dutch factory. Training, management and consultancy to ensure the right conditions for growth, will make your project complete.

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GreenTech

GreenTech is the global meeting place for all professionals involved in horticulture technology.

GreenTech focuses on the early stages of the horticulture chain and production issues relevant to growers. The aim is to inspire, stimulate and connect producers in the area of cultivation and production issues through the exchange of knowledge based on four sustainable themes: water, energy, people and crops, and to organize crossovers to other industries.

The next GreenTech Amsterdam will take place from 13-15 June 2023.

The knowledge programme of GreenTech Amsterdam will be all about 'Your connection to sustainable food and flower production'. Topics such as smart lighting, plant health, resilient cultivation and robotics are covered. But also themes like partnering in the value chain, supply chain integration, biodiversity and sustainability challenges in the horticulture sector are on the agenda at the Vision-, Technology- and Plant Compound/Vertical Farming Stages. In total 525 exhibitors and 11,000 visitors will be expected at the show floor.

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Hoogendoorn Growth Management

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Are you looking for automation solutions, where quality and optimal production are key? Are you striving for efficient use of water, nutrients and energy? And do you want more insight into your business processes? Hoogendoorn is the best supplier for you. Together with our partners, Hoogendoorn creates sustainable and user-friendly automation solutions for every type of horticultural company.

With our training, advice, service and support we offer complete packages for your entire business process. We believe that cooperation and sharing knowledge contribute to innovation and growth. We therefore develop our automation solutions in close cooperation with our customers, local partners, industry organizations, universities and research institutes.

IIVO, the smartest way to analyze and control your greenhouse

No matter what greenhouse or indoor farm, with IIVO you are always connected to your crop. This new process computer takes care of climate-, water-, energy- and data management. It's connected to all sensors, hardware, smart cameras, robotics and external recourses such as weather forecast. IIVO uses growth strategies and enables intelligent and Data Driven Growing. Due to its crop specific approach it always gets the most out of any crop while using as less recourses as possible.
https://readysetgrow.nl

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JASA Packaging Solutions

Since JASA was founded 35 years ago, we have been experts in manufacturing complete weighing and packaging lines for the produce sector. Whether it's a semi-automatic line or the fully automatic weighing of dry or freshly washed greens, or a packaging line for salad bowls or grape tomatoes, you'll find your innovative total solution at JASA.

JASA likes to be involved in the design of your packaging system at an early stage. Depending on your requirements, we ensure that your product is packed in the packaging of your choice.

JASA always strives for maximum cleanability, short changeover times, easy to operate equipment while maintaining a high output.

Download our free Ebook about Leafy Greens packaging.

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LetsGrow.com

Experts in Data Driven Growing

Experts in Data Driven Growing, letsgrow.com helps you grow efficiently and sustainably; making intelligent use of data, we deliver analysis and advice that increases productivity. Our team is 56 strong and ready to help you achieve your growing goals.

Optimise results and grow more with less

A vigorous and healthy crop provides optimal yields. With letsgrow.com you're able to have full visibility of your crop with Digital Vision and the ability to immediately respond to changes in your greenhouse. By leveraging Ai, 40 years of research with the Netherlands foremost horticultural university, and data scientist who experience 20+ crop cycles per year: when you're ready to scale we're ready to be there with you.

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PIXELFARMINGROBOTICS

Pixelfarming Robotics

In 2017 we started a new type of farm where crops were grown without pesticides using technology that resembles a robot. This resulted in a team that built several robots, leading to the development of the Robot One.

Pixelfarming offers an alternative approach for implementing a digital technology and robotics in agriculture. In the optimal situation, all crops are in the right place to achieve a maximum yield. This optimum can be calculated and predicted using computer models. After using a model, the crops can be planted, nursed and harvested using robot technology.

We believe in robotic technologies in agriculture. Pixelfarming Robotics was founded in 2019 to support the robotics transition in agriculture. We design and manufacture advanced agricultural robots to support biodiverse farming.

Pixelfarming Robotics is stated in the Netherlands at Campus Almkerk and currently, we are working on the market validation of Robot One.

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Rinagro

Rinagro works from the vision that conventional soil is deoxygenated and dead. Our product makes the anaerobic situation transition to an aerobic one. We steer that with microbiology. In conventional food production, food grows on NPK, on nitrate-phosphorus- and potassium salts. With a good micro life, the plants grow on proteins and amino acids. Managing for soil health allows producers to work with the land – not against – to reduce erosion, maximize water infiltration, improve nutrient cycling, save money on inputs, and ultimately improve the resiliency of their working land.

Preventing viruses like Tomato brown rugose fruit virus (ToBRFV) which pose a problem for various farmers in North America, can heavily damage the crop and can be devastating for the farmer's yield. However, this problem is preventable by the use of our products by enabling the soil with the right natural conditions for supporting the growth of a high-quality crop and preventing any potential viruses or diseases.

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SAIA Agrobotics

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Access to fresh and high-quality food is essential for the well-being of every community. However, with a growing population and expanding middle class worldwide, the demand for healthy fruits and vegetables is doubling. Unfortunately, climate change exacerbates the challenge by causing water stress and extreme temperatures that decrease yields in open field farming, leading to food insecurity.

Indoor farming is emerging as an ideal solution to tackle these challenges. It provides a controlled climate and higher yields, ensuring a consistent supply of fresh produce. However, labor availability is shrinking due to urbanization and an aging population, making it difficult to sustain indoor farming operations.

To make indoor farming accessible and affordable everywhere, SAIA believes in the need to take the leap towards Autonomous Indoor Farming. The technology developed by SAIA includes robotization and plants that have been specifically designed for each other, creating a system that optimizes food production while reducing labor requirements.

By adopting Autonomous Indoor Farming, we can ensure that every community has access to fresh and locally grown produce. Additionally, this technology can create new job opportunities that require advanced technological skills, which contributes to the growth of the labor market. It will lead to better job opportunities and improved food security for communities worldwide.

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VAN DER HOEVEN
Horticultural projects

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Van der Hoeven Horticultural Projects

In a world where sustainable, locally grown products are a priority, the demand for high-tech, efficiently designed greenhouses is growing. Since 1953, Van der Hoeven Horticultural Projects has been designing, build & operating innovative horticultural projects worldwide. We do this with our passion for technology and continuously invest in R&D to strengthen our propositions for growers and investors to maximize their return on investment.

Our focus, tailored solutions with a reduced footprint of produce concerning carbon dioxide, pesticides and water.

As a full-service provider we offer our clients a complete package of disciplines, from feasibility studies to cultivation advice. We combine strengths and deliver in house a total packages in greenhouse construction, climate installations, electrical- and water installations, climate computers and lighting for high-tech turnkey projects worldwide, with our local partners.

Continuous support is a priority for us, our specialists educates and trains our clients towards a self-sufficient operating model. This is why we create long-term relationships, and we're proud of that.

Van der Hoeven provides innovative horticultural solutions anywhere in the world.

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VitalFluid

VitalFluid is world market leader in Plasma Activated Water (PAW) solutions. The company creates “lightning in a box” a process that uses only ambient air, water and electricity as inputs. By copying the lightning force of nature VitalFluid offers alternative solutions for agrochemicals that support a sustainable growth of plants and crops.

Natural Nitrogen

Our Freya plasma system converts nitrogen directly from air into nitrate dissolved in water, the most important nutrient for plants that can be used for cultivation of crops.

Plant Health

PAW is a vital fluid and can sprayed on crops to improve plant health and plant fitness which reduces the need for chemical pesticides. The only residue it leaves behind is nitrate that is consumed by the plant as a healthy nutrient.

Seed Treatment

Using PAW on seed treatment for cleaning healthy seeds and priming with significant reduction on different fungi and bacteria. This is a sustainable alternative which uses only water and air as an input, no chemicals are used. After treatment, the germination is still good or even better.

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Partners

AVAG
Oost NL
VNO-NCW
Wageningen University & Research

AVAG

AVAG is the leading greenhouse technology industry association within which 75 Dutch companies collaborate on integrated growing systems, components and associated services.

AVAG liaises closely to governments, embassies, municipalities and knowledge institutes such as TNO, Wageningen University and other universities to share knowledge, join forces and jump start innovations. Also in related areas of knowledge within the horticulture, such as breeding, cultivation advice, energy solutions and marketing of fresh produce, AVAG is close to market developments. Affiliated AVAG companies provide tailor-made solutions for every climate, every market and every crop in the world.

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Oost NL

Oost NL (East Netherlands Development Agency) is the economic development agency for the two provinces Gelderland and Overijssel that comprise East Netherlands. Oost NL stimulates economic development and innovation in this region. To achieve this, we encourage triple-helix cooperations; Oost NL acts as a bridge between government, companies and knowledge institutes like Wageningen University and applied universities. The United Nations SDG's are leading our efforts.

Oost NL actively supports companies in the domains agrifood, health, energy transition and high-/deep-tech. We give access to innovation and funding programmes and by building up entrepreneurial ecosystems and networks. Oost NL (co-)invests in early-phase tech start-ups based in the east of the Netherlands. We advise top-quality international companies towards successful establishment in the region. Entrance to our regional innovation network is part of this service.

In the AgTech domain, Oost NL invested in various regional startups, like Corvus Drones and Saia Robotics. We have a large network in the field of fruit, soil, animal husbandry & plant production, including many innovative SMEs, regional field stations and living labs. In these settings, the cross-overs between agro & digital is fuelled by themes like use of AI & big data, satellites data, drones and robotics.

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The Confederation of Dutch Industry and Employers, known as VNO-NCW, is the largest employers' organisation in the Netherlands. It has 150 branch organisations and more than 400 individual enterprises as affiliate members, representing a total of over 120,000 companies.

It covers practically all sectors of the Dutch economy: industry, commercial services, construction, the retail trade and the health sector; from the smallest firms to the largest corporates. It represents 80% of companies with more than ten employees and 95% of companies with over 100 employees and all companies in the Netherlands employing more than 500 staff.

In cooperation with governments and other social parties, VNO-NCW strives for an inclusive and sustainable Netherlands, where everyone benefits from increasing prosperity. This requires sustainable economic growth and a high quality business and investment environment.

VNO-NCW represents the interests of its members by active ongoing contacts with the government, politicians, public authorities, trade unions and non-governmental bodies. VNO-NCW sits on numerous government advisory and consultative committees in The Netherlands, in Brussels and in international bodies as the International Labour Organisation and, through the BIAC, in the OECD.

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www.vno-ncw.nl

Wageningen University & Research

Focusing on the mission 'To explore the potential of nature to improve the quality of life', Wageningen University & Research (WUR) combines fundamental and applied knowledge in order to contribute to resolving important questions in the domain of healthy food and living environment. With our roughly 30 branches, 7,200 employees (6,400 fte) and 13,200 students, and over 150,000 participants in our Life Long Learning programme, we are one of the leading organisations in our domain. Our staff and students are inspired by nature, society, and technology and approach the issues they work on with an open and curious perspective. This inspiration has enabled us to be amazed, develop knowledge, and apply this knowledge internationally for over a century. We collaborate with governments, companies, non-governmental organisations and other research institutes.

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