

HORTICULTURE in the NETHERLANDS: latest trends and developments





Dutch agriculture:

4,2 mln ha total landmass

1,0 mln ha of grassland

0,5 mln ha of arable crops

0,1 mln ha of vegetables, fruits
and bulbs.

Only 10.000 ha of greenhouse
horticulture. Greenhouse
horticulture exports 11 billion
euros. Total added value of
horticulture 24 billion euros.

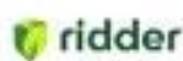


TODAY'S ECOSYSTEM



Working Visit H.E.

Together we are Dutch Greenhouse Delta



Governmental & Strategic partners

Knowledge partners



2025 in 12 Key Highlights

Launch SMM China



Launch PIB HortiWaterRoad2Egypt



Successful GreenTech Week



Successful CEA Week, Expo Osaka



Launch of the Fresh FoodCast



Well Attended Networking Dinner



2025 in 12 Key Highlights

Launch Impact Cluster Bangladesh



Launch of K2K program India



Launch of Blueprint HortiRoad2India



Visual: Dutch Future Food System



Oman State Visit with HM the King



Great interest in PIB North Africa



Public-Private Collaboration in Promoting Dutch Horticulture Internationally

€ 1,065,000

Government funding allocated to Horticulture in 2025,
(co)-coordinated by Dutch Greenhouse Delta:

- SMM China
- PIB HortiRoad2TheGulf
- PIB HortiWaterRoad2Egypt
- PIB HortiRoad2India
- Horti-track Expo Osaka
- SBP GreenTech
- Impactcluster Bangladesh
- NHVBP Vietnam
- Financial Mapping Egypt & India
- Economic Mission Indonesia
- Blueprint for mid & high tech horticulture in India

Additional funding
from DGD-partner
contributions:
€ 480,000



BIGGER

Greenhouses are getting bigger. The average size increased from 0,95 ha in the year 2000 to 3,15 ha in 2024.

The number of growers decreased from 11000 to 3200 in the same period.

The total greenhouse area remained more or less stable.





COMMON
コモングラウンド
GROUND

NL Netherlands

Future Together

INVESTORS OF A DIFFERENT NATURE

NL Netherlands

We move towards a fully integrated supply chain in which services are the core business. Private equity moves into the industry. Today's customers are investment firms, real estate companies, developers of logistics and infrastructure, and consumer goods companies.



ROBOTS



Labor is a problem; labor conditions too. Robots enter the greenhouse and learn from every harvest.

We combine collective knowledge and skills of experts in computer vision, robotics, machine learning and artificial intelligence.

For self-correction we need smart implements.



ROBOT-READY CROPS AND GENETICS



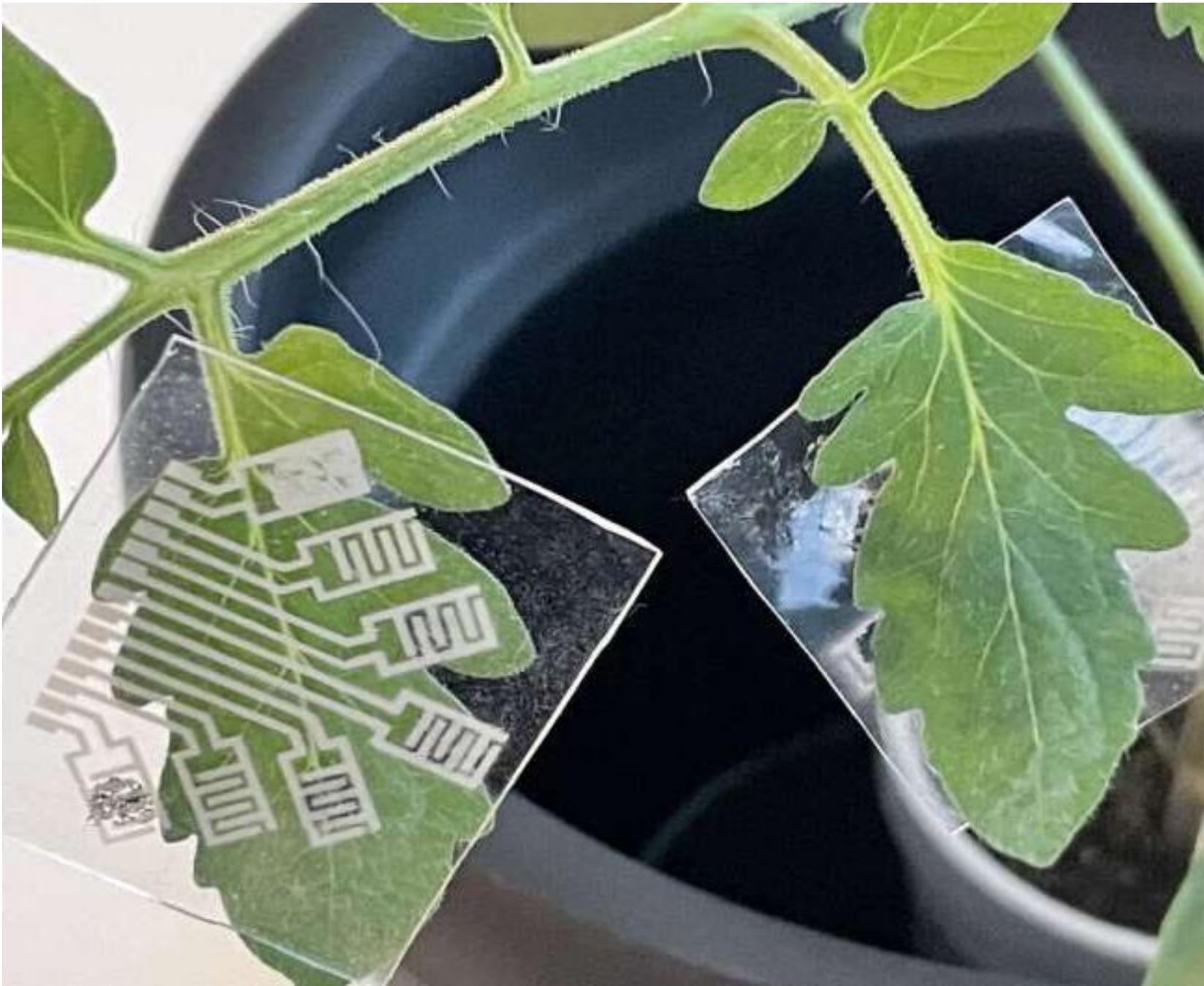
Shorter vines and compact growth, even fruit positioning, simultaneous ripening, sturdier stems, so fruits are held in place. Plant architecture, easier fruit detachment and uniform fruit size and timing of ripening. Also: resistancy, nutrition, post-harvest.



Chemical free

**A fundamental shift—
from scouting by sample
to monitoring each
individual plant.**

**Combining computer
vision, proprietary data,
AI-powered prediction,
and deep agronomic
understanding of
Detection, Analysis &
Action.**





**EMBRACE
SOCIETY**



We need to create and promote social and environmental benefits: be transparent and embrace the values, needs and expectations of the stakeholders around our industry. Public acceptance is the least, but preferably we turn consumers into fans and enthusiast supporters.



ENERGY AND SUSTAINABILITY

Switching to sustainable energy sources (such as geothermal energy, residual heat, solar and wind) and decarbonization - despite high costs, limited infrastructure, and grid congestion. Climate neutral in 2040? Sustainability also drives fertilizers, water use, packaging – the whole supply chain.



Seven trends and developments:

Greenhouses are getting bigger
Investors of a different nature enter
Robots that learn every day
Genetics & Robot-ready crops
Chemical free growing & early detection
The need to embrace society
Energy and sustainability



Liters of water per kilogram of produce:
that is the metric that will define the future of agriculture.

NL



Netherlands

オランダ

Thanks you for your attention!

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