



Ministry of Economic Affairs

HORTICULTURE in the Netherlands today and tomorrow

Jos Schellaars, Ambassador



The Netherlands...

- Small country (41.528 km²)
- About 16.8 million inhabitants
- A gross national product of 613 billion euro
- An average household of 2.2 persons



...and the Netherlands...

- 1,480 hours of sunshine
- Rain up to 804 mm
- 4 seasons
- Average temperature 8.6° C



...and the Netherlands...

- Mixed market economy
- Focus on foreign countries
- Good financial and business service
- Sound infrastructure
- Transit sector which plays a key role on an international level

A vibrant field of pink and yellow tulips under a clear blue sky, with a semi-transparent text box overlaid in the center.

No 2 Agricultural
exporter in the world
€ 75 billion in 2012



10.000 ha horticulture in greenhouses (2012):

5.000 ha vegetables

5.000 ha cut flowers, pot plants and bedding plants

140.000 ha horticulture in the open air (2012), of which:

23.500 ha flower bulbs

15.500 ha ornamental trees and plants

19.000 ha fruit

76.000 ha vegetables

66 ha mushrooms

Starting Materials: 300 - 350 holdings



39% of agricultural production
is from **horticulture**
= € 7,9 billion in 2012





Production value
Floriculture
€ 5.3 billion



Production value
Fruits & Vegetables
€ 2.6 billion



**Horticulture
Export
€ 16.5 billion**



**Horticulture
Import
€ 8.2 billion**



Contribution to the surplus of Dutch trade balance = 20%



Turn over Starting Materials = € 2,1 billion
Export Propagation Materials = € 1,6 billion



WHY SUCCESSFUL?

- Mild sea-climate
- Many consumers nearby (*Triangle* Berlin - London - Paris)
- Centre of production and trade
- History of sharing knowledge
- Growers and traders are entrepreneurs
- Growers are very innovative - *innovation is in the genes of the Dutch growers!!*
- Auction system (flowers)
- Cooperation between growers, (seed) industry, suppliers, research, education, ministries etc.
-> THE GOLDEN TRIANGLE!

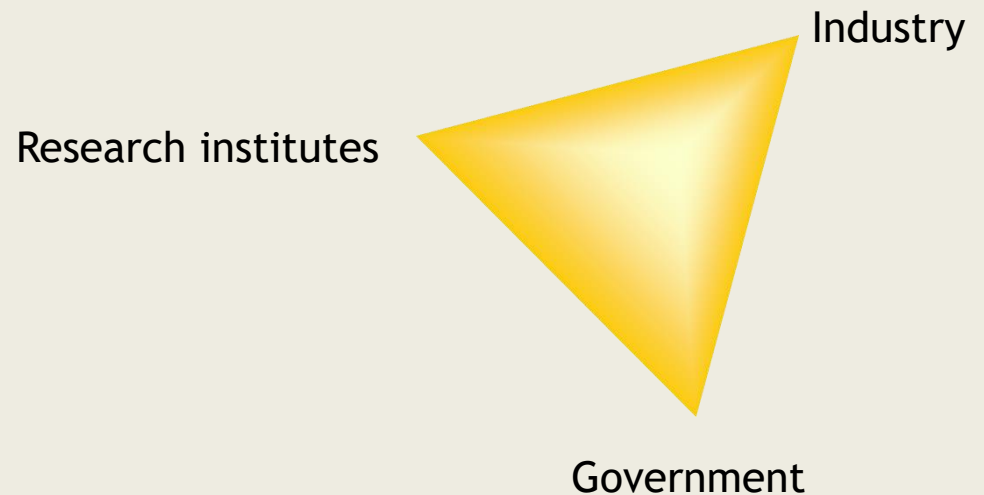


VISION DUTCH TOP SECTOR

- Stimulate innovation
- Develop talent and intelligence
- Set cross-over's with other top sectors
- Strengthen our international position

*Only possible if we
do this together within*

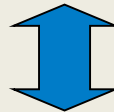
The Golden Triangle





DEVELOPMENTS

- Decreasing number of growers



- Size of the firms is increasing
- Full attention on innovation, esp. energy saving
- Growing role for big retail companies