

Agrifood Traction Tour 2022

Netherlands, Noord Brabant, 31 August-4 September 2022

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An exciting networking & learning event to the Netherlands (worlds' leading agrifood producer), providing knowledge & output assessment in Dutch agriculture, horticulture, food technology and deal flows, through high-level meetings and 11 field-visits at small to large-scale agricultural facilities. It is held with the cooperation of the Embassy of the Netherlands, LIB/ZLTO (South Holland Farmers Organization) and Hellenic-Dutch Business Association aimed at advancing partnerships and paving paths for bilateral cooperation. The fam-trip is made for businesses, cooperatives, farmers, financial services, policymaker, & academia. Tour language is English and it is limited to 30 participants.

In focus: Milk & Dairy, Livestock, Processing & Trading, Nurseries, Fruits, Vegetables, Potatoes, Organic foods, New Technologies

Why attend

- Explore potential cooperation with Dutch family business and SMEs
- "Sharpen-the-saw", boost your corporate outreach and gain new contacts
- Listen to insights from first class farmers about the dynamics of the Netherlands
- Gain cross-sectoral knowledge and identify new ideas from the Dutch agri-sector

Cost for participation (per person, in €)

- Twin sharing: 1000€
- Single Occupancy: 1190€
- No air-tickets included

Services included

- Four nights accommodation at premium 4superior class hotel on buffet breakfast basis
- Transportation with deluxe motor-coach as per detailed itinerary
- All technical visits and meetings featuring in the programme
- 3 lights luncheons and 3 dinners
- Geo Routes tour director
- Printing materials
- Netherlands' city tax and VAT



Prices are exempted of: air tickets to/from the Netherlands, transfers to/from airport/hotel in Eindhoven, personal expenses, drinks/beverages, tips and anything not explicitly stated to the services included list.

Detailed programme

Wednesday, August 31st 2022: Eindhoven

- Individual arrivals to Eindhoven. Check-in and overnight at Pullman Cocagne Hotel

Thursday, September 1st 2022: full day meetings & technical visits (day 1)

- 09h30 departure for **AgriFood Plaza, ZLTO headquarters at 's-Hertogenbosch**. AgriFood Plaza is home of ZLTO, and a networking & innovation hub for the agrifood sector in Noord-Brabant. It's also home for EntrepreneurLift+, AgriFood Health Innovation Center, AgriFood Capital and the Grow Campus which linking education, research and businesses. 30.000 students, 3.000 professionals and 30 companies have made the campus sparkle.
- 3 hours meetings/presentations with:
 - **The Regional Government of Noord Brabant**
 - **ZLTO (Southern Holland Agricultural & Horticultural Organization)**
 - **Rabobank**
 - **HAS University of applied sciences**
 - **LIB Brabant**
- Networking light lunch at AgriFood Plaza

Afternoon technical visits

- **14h30-16h00: Van den Berk Nursery**. Specializes in the cultivation and supply of avenue trees, conifers, shaped trees, rhododendrons, solitary trees and shrubs. A family business which is led by the 3rd generation, it stretches across 500 ha (380 of which in Holland and 120 in Germany). Its assortment consists of 1600 species and cultivars, which the size ranging from medium (70cm) to extremely large (4m). Being among the largest nurseries in Europe with exports to over 35 countries, it works closely with landscape architects, greenery managers, contractors, garden designers and horticulturalists. In 2009 has been awarded the 'Bronze Rose' in the international 'Grower of the Year competition'.
- **16h30-18h00: Genson Fresh Fruits & Vegetables**. It ranks amongst the top international suppliers of soft fruit plants, strawberries, raspberries and leeks. Established in the 60's, it produces strawberries all year round, raspberries in the season and leeks in the open ground. All harvests are packaged and cooled onsite, being Genson a proud supplier for the supermarkets Albert Heijn. Visit will be concluded with a strawberry liqueur-tasting
- **18h30-21h30: PorcusCampus**. It is considered to be a connection between agriculture and consumers, and gateway between the city and the countryside. All started in 1999 as a pig breeding farm which transformed as a visual stable that has been visited since, by more than 200,000 people. In 2019, the family business expanded to agritourism, providing recreational activities, being lessons about the pigs and piglets, knowledge about the production and consumption of food, overnight accommodation etc.
- BBQ dinner at PorcusCampus.
- 22h00, return to Eindhoven. Overnight.

Friday, September 2nd 2022: full day technical visits (day 2)

- 09h00 departure to **High Tech Campus in Eindhoven**, considered to be the smartest km² in Europe. It hosts more than 185 companies & institutes and 12.000 researchers, developers and entrepreneurs working on developing future technologies and products. The Campus helps in accelerating innovation by offering easy access to high tech facilities and international networks. Among others, it is Philips, NXP, TomTom, Shimano, Signify, IBM, Intel etc located in the Campus, aimed at strategically connecting knowledge, skills and R&D for faster, better and

customer-oriented innovation in the fields of health, energy and smart cities. Campus businesses are responsible for nearly 40% of all Dutch patent applications.

- **09h30-11h00: Signify GrowWise Research Center.** In 2015, Philips (now Signify) has developed the perfect blueprint for **city farming production** on the High Tech Campus in Eindhoven. Within a growing area of 8 climate-controlled rooms (234 sq.m) a number of researchers try varieties of crops under different LED-lighting, climate conditions, software controls, sensors and logistics in order to optimize growing conditions for vegetables, fruits, herbs and city farm building blocks.
- **11h30-14h30: Ruurhoeve dairy.** A family farm which owns 30 ha of agricultural land, feeding 80 dairy cows mainly black-bred Holstein-Friesian and in recent years red Holstein and Belgian blue cows. Since 1990 has expanded to hi-quality cheese production, classes & workshops also an agrifood shop. Milking robots and feeding machines are used since 2007 for increasing animal welfare, ensuring efficiency, quality and top quality products.
- Light lunch at De Ruurhoeve
- **15h00-16h30: Van den Borne potato farming.** A successful family business as the Mc Donalds preferred supplier in Europe. It currently grows 550 ha of potatoes, 50 ha of sugar beet and 300 ha of maize. To become leader in potatoe farming, since 2006 Van den Borne is investing on experimenting and applying precision farming, using drones, satellite data, researching-analyzing and visualizing soil scans and yield data in a cycle of 14 phases. Furthermore it established a lab for helping farmers at making evidence based decisions and reaching higher yields through data collection, translation and visualization.
- **17h30-21h00: Philips Fruitgarden fruits.** The garden which has been established 90 years ago by Anton Philips, cultivates and supplies healthy apple, pear and plum fruits in an orchard of 12 ha. In the recent years it was added a modern pancake house, a farm shop selling apples and pears from the orchard and the Pit, an iconic venue within the greenery for social and business gatherings. In 2022 more than 150.000 visitors are expected onsite.
- Barbeque dinner at Philips Fruitgarden.
- 21h30, return to Eindhoven. Overnight.

Saturday, September 3rd 2022: full day technical visits (day 3)

- 09h00, departure to Veghel
- **09h30-11h00: Udea organic foods wholesaler.** Udea supplies goods to organic supermarkets, specialist retailers and food service outlets in the hospitality industry, catering and institutions. Udea employs over 700 staff, it has 16 private labels, and is owner of EkoPlaza, the largest organic supermarket chain in the Netherlands, which is also a franchise organization. Udea deals with 300 items of fruits and vegetables, 900 of chilled, 300 of cheese, 300 of meat, fish and vegetarian, also a number of frozen products.
- **12h00-13h30: Sprangers Kwatrijn dairy farm.** Located within a Natura 2000 protected area, it is a modern animal-friendly and energy-efficient small dairy farm with around 70 brown cows used for the production of milk, cheese and ice cream. The farm is running entirely on renewable energy, making use of the latest technologies (150 solar panels, manure robots, straw distributors). The milk produced is transported by totally silent and free of emissions vehicles.
- Light lunch at Duinboeren in Kwatrijn, to the cooperative of Dune farmers
- **14h30-16h00: Dobbelhoeve dairy farm.** A fully automated organic dairy farm with 100 cows (feeding, milking & processing) being the first to have implemented Lely's Orbiter system. The Orbiter is invented by Dobbelhoeve and Lely international. Found in 1948 as a family business, Lely has gone international, offering milking, feeding, animal health & farm management solutions. Lely's Orbiter automatic dairy system is giving farmers the opportunity to process & package the milk directly from the cow and market the product onsite farmer's premises. Its automatic processors meet the highest food safety standards and work 24/7.
- 17h00, return to Eindhoven. Time at leisure.
- **19h30-21h30: Networking gathering.** Working dinner at Pullman Cocagne with the participation of the delegates and representatives from ZLTO, LIB, Rabobank and the Regional Government of Noord Brabant
- Overnight

Sunday, September 4th 2022: departures

- 09h00, departure to Almere
- **10h30-14h00: Floriade Expo 2022.** Once every 10 years, all the horticultural greats gather during this International Horticultural Exhibition. Experts from all over the world come together at Floriade to present green solutions that make our cities more enjoyable, beautiful and sustainable. Within the theme 'Growing Green Cities', more than 400 national and international participants showcase their latest green innovations, solutions and applications. From state-of-the-art solar roof tiles to amazing vertical façade gardens and from the best ways to grow tomatoes to the latest pruning techniques. You can see, taste and experience it all at Floriade.
- Guided visit to Floriade Expo 2022
- 14h00 departure to Amsterdam Schiphol airport
- End of the programme

Hotel accommodation: Pullman Eindhoven Cocagne – 4sup stars



Pullman Eindhoven Cocagne, a 4-star superior hotel is located in the downtown of the vibrant City of Light, Eindhoven. The ambiance of Pullman Eindhoven is both comfortable and stimulating. Design is stylish and contemporary, its Fit and Spa provides a haven of Zen while its outstanding business facilities and the 18 venues for meetings, events and congresses cover all business and social requirements.

The rooms (24sqm) combine warmth with technology and offer all comforts for business or leisure. Rooms featuring coffee/tea machine, free Wi-Fi, Ambilight TV, Air conditioning, Minibar, Bath, Optimal acoustic isolation, Blackout curtains, 24hrs room service, Iron and Iron board, Safebox with power outlet, Keycard door locks and bath amenities.

The fitness center is free for the guests, including 2 saunas, an indoor swimming pool, a solarium, and gym equipment. At extra charge is offered massage and beauty treatment services, exclusively by Sothys beauty luxury brand.



A) Important remarks

1. Meetings, presentations and onsite visits are held in English.
2. For registrations it is required at submitting the booking form by email to abf@geo-routes.com
3. Participation requires 50% non-refundable deposit upon registration and 50% settlement on/before July 15th 2022.
4. Participants should provide copies of payment by email. Failure to submitting a payment results the cancellation of any reservation.
5. Cancellation fees: from registration up until 14/7: 50% of the price. From 15/7 onwards: 100% penalties.
6. A detailed itinerary will be provided to the participants' email 1 week prior to departure.
7. Program is subject to changes and modifications.

B) Transfers & Booking tickets:

1. Pick the airline of your choice. Book and purchase your ticket the earliest possible. A late purchase is often at a higher fare level.
2. **Transfers:** No airport or train station transfers are provided, unless booking the recommended flights below:
 - a) **Aegean airlines:** Athens-Amsterdam, 31/8, A33624, 0825-1110 | Amsterdam-Athens, 4/9, A33627, 1640-2055
 - b) **KLM airlines:** Athens-Amsterdam, 31/8, KL1572, 0600-0830 | Amsterdam-Athens, 4/9, KL1581, 2055-0110*
On 31/8 passengers flying with KLM should need to wait those arriving with Aegean airlines; on 4/9 they should need to wait at the airport for boarding later to their flight (estimated layover: 3hrs per segment)
3. Passengers flying directly to Eindhoven with Transavia are not able to join last day's visit at Floriade. No refunds apply.

C) Travel Information:

1. Passports and Visas

To travel to the Netherlands it is required a valid passport or an ID card in Latin characters (EU citizens). Other nationalities are advised to contact a Consulate of the Kingdom of the Netherlands. Visit the official [website](#).

2. Getting to Eindhoven

- a. **Direct flights:** Eindhoven is connected with 25 countries and 69 cities in Europe and Central Asia. Click below to find the flights and the airline(s) operating to Eindhoven: <https://www.eindhovenairport.nl/en/destinations>
- b. **Via Amsterdam:** you may alternatively fly to Amsterdam which is daily connected with more than 300 cities in the world. Underneath the airport terminal is the train station from where trains to Eindhoven are leaving every 30mins. Trip duration: 1 ½ hrs. Cost per way: approx.22€. Schedules/reservations: <https://www.ns.nl/en>
Our hotel is less than 7mins walk from Eindhoven train station.

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