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## Gelderland looks forward: Smart Chain Workshop

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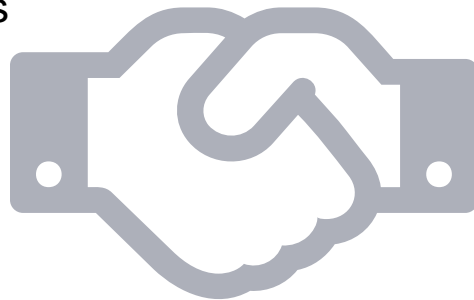
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# Overview of German horticulture

- **Germany** → Netherland's most important “green” trading partner
- **North-Rhine Westphalia (NRW)** 
  - **Most efficient horticultural industry in Germany**  
(4,700 different businesses, 50,000 jobs, total surface of 31,000 hectares)
  - 450 companies cultivate under glass (227 ha), 1000s of small businesses in Lower Rhine area → **horticulture is very important !**
  - Produces **1/3rd of German output from greenhouses**
  - **Number one in cultivation in Greenhouses:** 40% of entire greenhouse surfaces in Germany
- **German consumers** 
  - **Credence attributes:** healthy eating, organic food, labels, safety, sustainability
  - **“Locavores”:** Where does my food come from?

# Germany's relationship with Dutch horticulture

- The **most important regions for Dutch exports** are **North Rhine-Westphalia** (40% of Dutch turnover in Germany) and **Lower Saxony**
- **German horticultural farmers:** Netherlands → More innovative and advanced
- **Knowledge transfer:** High Tech Greenhouse 2020 project, universities and companies in Lower Rhine area and the Netherlands
- **German consumers' loyalty towards Dutch products:** Reliability, quality, availability, proximity, sustainability, efficiency
- **“Local” demarcation:** Economic vs. geographical pattern
- **Differences in legal frameworks:** challenges for cross-border collaborations between governments and institutions



## Possible initiatives: Next steps

### ▪ **Developing collaborations across the border (?)**



- **Extend collaborations** between German and Dutch companies (e.g. Agrobusiness in Lower Rhine area)
- **Further collaboration directions:** Dutch innovations, efficiency, sustainability, logistic infrastructure (i.e. aspects valued by German companies)
- **Collaborations with German public institutions:** Market opportunities, marketing research (consumer needs, consumer involvement and awareness about horticultural products)
- **Direct communication channels** with relevant stakeholders in Germany
- **Consumer involvement** in greenhouse horticulture (E.g. Meine Ernte/ NICH initiatives)
- **Branding credence attributes**
- **Identify commonalities:** Different countries, neighboring regions, same passion and vision!

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