

PRO MANAGER MASTERCOURSE

VEGETABLES

CREATED BY



In the next months, we will select 15 (up-and-coming) horticultural leaders from around the globe to participate in a two week Pro Manager Mastercourse in the Netherlands. After our Pro Manager Mastercourse Floriculture, we will now focus on leaders in vegetable production.

During two weeks, participants will work out themes with their peers. In the mornings, they will visit leading companies connected to the theme to be worked out in afternoon sessions. Each of these sessions will be moderated by a renowned keynote speaker at an inspiring location.

All participants will work on the future strategy of their company in a global context. These visions will be presented on the final day of the Pro Manager Mastercourse at the fresh produce trade show Fruit Logistica in Berlin.

Apply now and get selected!

An unprecedented JOURNEY for future leaders in VEGETABLES

For years we have been connecting horticultural managers from Latin America to knowledge and technology in the Netherlands. Time has come to go global!

According to Steve Jobs, 'the main innovations of the 21st century will be found at the intersection of biology and technology'. This is exactly where you are as manager of a leading vegetable producer. The future will definitely be disruptive. But what does this mean for you?

Program

This Mastercourse will guide, prepare and inspire you. Every day you focus on a different theme, which is further illustrated by a visit to a leading Dutch company in the vegetable chain. Directors will share their knowledge and experience with you during these visits and meetings. In addition, you will work out your own business case, in close cooperation with your peers from around the globe. Check out the complete program on the next pages!

Selection & costs

Are you between 25 and 40 years old and (about to become) the inspiring leader of a future-proof vegetable producer? When you have been with your company for about 5 years and think you will end up in the board of directors within the next 5 years, this course could be yours! If selected, your participation will be free of charge except for expenses during the free weekend. You just pay travel costs and lodging. Hotel nights are estimated at 140 Euros per night.

PARTNERS





PROGRAM WEEK 1 PRODUCTION

Day 1 Sunday 27/1 - Arrival of most participants

Day 2 Monday 28/1

Partner: **Hagelunie**
Supporters: World Horti Center/Innovation Quarter
Theme: **Past, Present, Future**
Location morning: Westlands Museum
Location afternoon: World Horti Center/The New Farm

After a guided tour about the roots of the Westland, each participant will present a 15 minutes business case. The audience consists of students, sponsors, entrepreneurs and media. We will also talk about risk management. How can you protect the continuity of your business operations? The World Horti Center will be one of our hosts as the leading innovation center for horticulture and we will visit The New Farm, an international hub for smart urban food solutions and awareness.

Day 3 Tuesday 29/1

Partner: **Ridder**
Supporter: TU Delft
Theme: **Biology meets technology**
Location morning: Ridder
Location afternoon: TU Delft

Like Apple founder Steve Jobs predicted: the biggest innovations of the 21st century will be at the intersection of biology and technology. Our future health and wellbeing will largely depend on a successful global transition to efficient controlled environment agriculture. To achieve this, adaptive technology and know-how should be tailored precisely to local needs and conditions. What options do growers have at this moment? And what will the future look like?

Day 4 Wednesday 30/1

Partner: **Berg Hortimotive/HortiKey**
Supporter: Royal Brinkman
Theme: **Will the future be human?**
Location morning: Royal Brinkman
Location afternoon: Autonomous Greenhouse

The acreage of greenhouses is increasing, but how will all these new greenhouses be managed? There is already a shortage in growers today. Therefore it is time to introduce digital support so growers are able to increase their span of control and thus to manage a larger area of greenhouses. It is also the roadmap towards automatic decision making. Excellent data is the basis for these digital services. Intelligent logistics is key to gather the right data from the greenhouse. A digital way to push horticulture forward?

Day 5 Thursday 31/1

Partner: **Klasmann-Deilmann**
Supporter: Wageningen U&R
Theme: **More with Less**
Location morning: Wageningen U&R
Location afternoon: StartLife

Raw Materials, fossil fuels, fertilizers, water and fertile soil are getting scarce. More and more consumers ask for sustainable and safe food products without pesticides, but they also demand transparency. All these developments ask for smart growing solutions, like controlled environmental agriculture. But will it be possible for growers to do more with less? Are we moving towards a circular economy, in which raw materials are being depleted and where residues are completely reused?

Day 6 Friday 1/2

Partner: **Koppert Biological Systems**
Supporter: Plantise
Theme: **Back to nature**
Location morning: Plantise
Location afternoon: Koppert Biological Systems

Resilient cropping is the way to go. Back to nature. Prevention instead of cure. For human beings, their first 1.000 days are critical. The same counts for every living specie. Plants need to be made resilient from the very first start. To protect them against all kind of future threats. When analyzing modern greenhouse production, innovation and technology enable us to go back to where we come from: Nature!

Day 7/8 Saturday 2/2 & Sunday 3/2 - Touristic program



PROGRAM WEEK 2 SOCIETY

Day 9 Monday 4/2

Partner: **Koppert Cress**
Supporter: To be defined
Theme: **The perfect crossover: health & horti**
Location morning: Koppert Cress
Location afternoon: Vleesch Lobby

Why do we study 'medicine'? Shouldn't we be studying 'health' instead? Shouldn't we eat mostly vegetables instead of meat and processed food? Why do we tax healthy food? And why don't we switch to vegetarian meat for a start? Health and horticulture were once closely related. What happened? What can we learn from our past so to better understand what our future is all about?

Day 10 Tuesday 5/2

Partner: **Bom Group**
Supporter: OMA
Theme: **Designing Future Landscapes**
Location morning: Westland area
Location afternoon: OMA

Last week, we discussed what the future of this sector and your own company could look like. But what is the impact of horticulture on global society? Which developments will determine how and where we will produce our food? What technologies will we use? What will be the future role of indoor farming and city farming? Today's topic creates a hybrid between 'traditional' horticulture and urban architecture. We will meet the internationally renowned architect Rem Koolhaas, who will put horticulture in the spotlight during a major exhibition in the Guggenheim Museum in NYC.

Day 11 Wednesday 6/2

Partner: **Imago**
Supporter: To be defined
Theme: **Changes**
Location morning: Kipster
Location afternoon: Imago

Disruptive changes have not yet taken place in horticulture. But that will soon 'change'. The chain between producer and consumer will change dramatically in the near future. Its main effect will not be a reduction of prices throughout the chain. Its main effect will be a much more efficient and effective communication between producers and consumers. Some will benefit, others will, because of this, cease to exist. Consumers will be much more in control. We call it 'Crowd Control'. Are you ready for this future? And what will be in it for you?

Day 12 Thursday 7/2

Theme: **Fruit Logistica Berlin**
Location morning: Messe Berlin
Location afternoon: Messe Berlin

On Wednesday evening we take the bus to Berlin. The Fruit Logistica is THE place to be if veggies is your thing. But it is also a giant networking opportunity and meeting place. You are free to visit the Fruit Logistica by yourself, but we can also take you on a tour and introduce you to key players of the Dutch and international horticulture.

Day 13 Friday 8/2

Partner: **Hagelunie**
Supporter: Jungle Talks
Theme: **Grand Finale**
Location morning: Messe Berlin
Location afternoon: Messe Berlin

After breakfast, you will have a few more hours to visit the fair. Or just to prepare yourself for your 5 – 10 minute presentation on your findings during these 2 inspiring weeks. The audience is just about the same as the group you met on your first day in the Netherlands. This first Pro Manager Mastercourse – Vegetables is evaluated in the company of this audience and to top it off, we of course will have an inspiring keynote speaker this afternoon. Thanks for your participation and looking forward to meeting you again as one of our future (horticultural) leaders!

Day 14 Saturday 9/2 - Goodbye

SUPPORTED BY



WAGENINGEN
UNIVERSITY & RESEARCH



world horti center
growing the future



royal brinkman
global specialist in horticulture

TU Delft
Delft University of Technology



(DIGITAL) APPLICATION FORM

APPLICANT'S DETAILS (as in passport)

First name(s) Company / organization

Surname(s) Location

Date of birth Company website

Sex Company phone PERSONAL LEARNING GOALS

Nationality Position

Date of entry

CONTACT DETAILS

Full address Responsibilities Date

Country EDUCATIONAL RECORD Place and country

Telephone (land line) Name(s) of institution(s)

Telephone (cell) Location Signature

Whatsapp Degree (Bachelor, Master, other)

Email Year of graduation

Skype name Field of study

Other relevant courses

Level of English



Information and application

Use this (digital) form to apply. Fill in all fields and use the send button to mail the form before 2 November 2018. You need a recent version of Adobe Acrobat. You can also fill in a printed version of this form, scan it and mail it to Renee Snijders (renee@jungletalks.com). For all additional questions please contact Ed Smit (ed@jungletalks.com/+506 88418125) in Costa Rica or Jacco Strating (jacco@jungletalks.com/+31 683448374) in the Netherlands.