FIELDLAB VERTICAL FARMING
ZUID HOLLAND

Overview and Introduction

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Fieldlab Vertical Farming

- Developing a competitive Vertical Farming sector in the Netherlands
  - International developments
  - Global need for improvements in Food Infrastructure and Food Safety
  - Build on available horticulture knowledge and industry

- The Fieldlab has 10 partners who have committed to this collaboration
  - **Industry:** Signify, Logiqs, Future Crops, Own Greens
  - **Research & Consulting:** WUR, InHolland, Delphy & Improvement Centre, Vertify
  - **(Semi) Government:** Greenport, supported by Innovation Quarter

- Work Packages
  1. Market Understanding and Development
  2. Innovation and Demonstration
  3. Education and Training
  4. Business Accelerator
Market Understanding and Development

• Understanding consumer perception of Indoor Farming
  – Product qualities (freshness, taste, nutritional qualities, etc)
  – Production method – how do people look at Indoor farming

• Understanding value chain perception of Indoor Farming

• Positioning of Indoor Farmed produce
  – Key qualities
  – How it is different compared to produce farmed in other ways
  – Label and/or certification

• Support the development of business models for Indoor Farms
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Innovation and Demonstration

- Test Infrastructure at WUR Bleiswijk and Delphy
- Collaborative testing at partners’ facilities
  - Understanding how system differences affect growth results
  - Developing ways to compare and calibrate systems
  - Steps towards proper standardization
- Improve crop selection and growth recipes
- Support the development of competitive Indoor Farms

Comparative test with Basil
Education and Training

- Help develop the “Farmers of the Future” – the people behind the produce

- Develop (international) standards and degrees for indoor farming skills
  - Indoor farming skills, but also
  - Running an Indoor Farm
  - Marketing an Indoor Farm
  - ...

- Provide students with learning and development opportunities

- Work with educators in Netherlands and Internationally
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**Business Accelerator**

- Help the development of a strong and viable sector across the value chain
- Bring partners together in a pre-competitive manner
  - Build trust
  - Support culture change to more innovation and collaboration mindedness

**New Category of Fresh Produce, Value Chain Innovation**

- **Inputs**
  - Seeds, Substrate, etc

- **Farming Technology**
  - Climate, Light Logistics, etc

- **Knowledge**
  - Science & Educated People

**Innovation**

**Competence**

**Cooperation**

**Grower**

**Distributor**

**Retailer**

**Consumer**

Kansen voor West II
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International Collaboration

• The Netherlands are a leader in knowledge and technology relevant for Indoor Farming...

• ...yet possibly the world’s worst place for Indoor Farming

• An International Outlook is Key
Fieldlab Vertical Farming Zuid-Holland contributes to the development of the competitive position of the horticulture sector in the region South-Holland by converting knowledge and expertise into tangible innovations in collaboration with its partners.