

NOVEL VALUE CHAIN

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- Centre for growing vegetables, agribusiness industry and logistics from fresh vegetables from the area of North-Holland
- Growing vegetables:
 - Large scale glasshouses : 850 hectare
 - Field crops : 40.000 hectare
- Vegetables industry, logistics and services
 - Business park Agriport A7: 70 hectare
- Central location near highway A7
30 minutes drive from Amsterdam

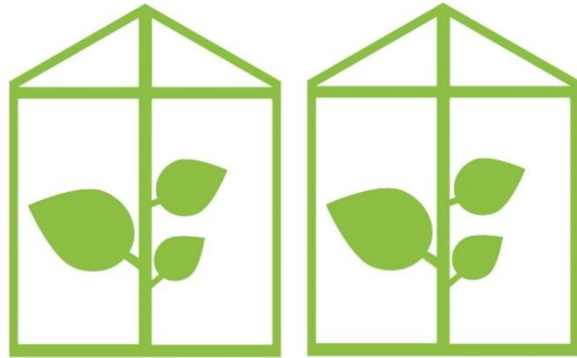


Location Agriport A7



Inter industry cooperation?

Reduce and reuse

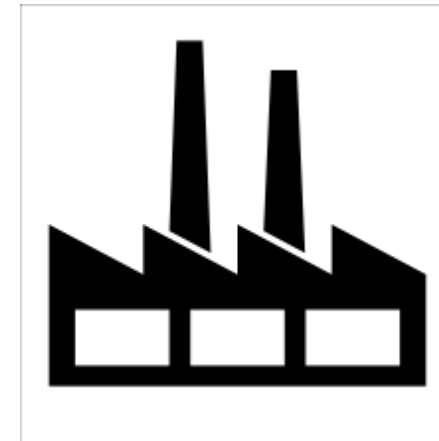


Cooperation

versus



Synergy



Inter industry cooperation?

Reduce and reuse

- Start Solo
- Use Synergy
- Remain capable to stay in business solo

It takes different company's to achieve synergy



Inter industry cooperation?

Reduce and reuse

Examples

1) Greenhouses

- | | |
|--------------------|----------|
| 1) Fuel | In |
| 2) Electricity | Out |
| 3) Heat | In - Out |
| 4) CO ₂ | In |
| 5) Water | In - Out |
| 6) Produce | Out |

2) Datacenter

- | | |
|----------------|----------|
| 1) Electricity | In |
| 2) Heat | Out |
| 3) Water | In - Out |

3) Factory X

- | | |
|--------------------|----------|
| 1) Heat | Out |
| 2) CO ₂ | Out |
| 3) Water | In - Out |

It takes different company's to achieve synergy



Sustainable competitive advantages Agriport

- Scale of the fields and area; opportunity to grow
- Climate conditions
- Clustering with related activities: vegetable production & processing within 15km
- Efficient energy systems
 - connection to the grid + stand-alone infrastructure
 - combined heat & power systems
 - heat buffering
 - CO2 distribution
 - geothermal energy



Agrofood and logistic park

- Logistic companies
- Processing, packaging, coldstorage and storage of agricultural products, value chain members
- Infrastructure: gas, electricity, glassfiber, water treatment, etc.
- Extending the value chain: synergie between parties
- Central facilities, like a fuel station, restaurant, truck wash etc.

- Is building their largest European datacenter in Agriport
- Start construction February 2014
- Completion of the project: 2020
- Connected to the infrastructure of the greenhouse growers



Agriport A7: Iterative development of new value chains

Thank you

