



# Profit from Agricultural Logistics

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## Competitiveness of the European Agro-food Industry

Focus on innovation and agro-food logistics

Netherlands  
27-28 November 2008, The Hague

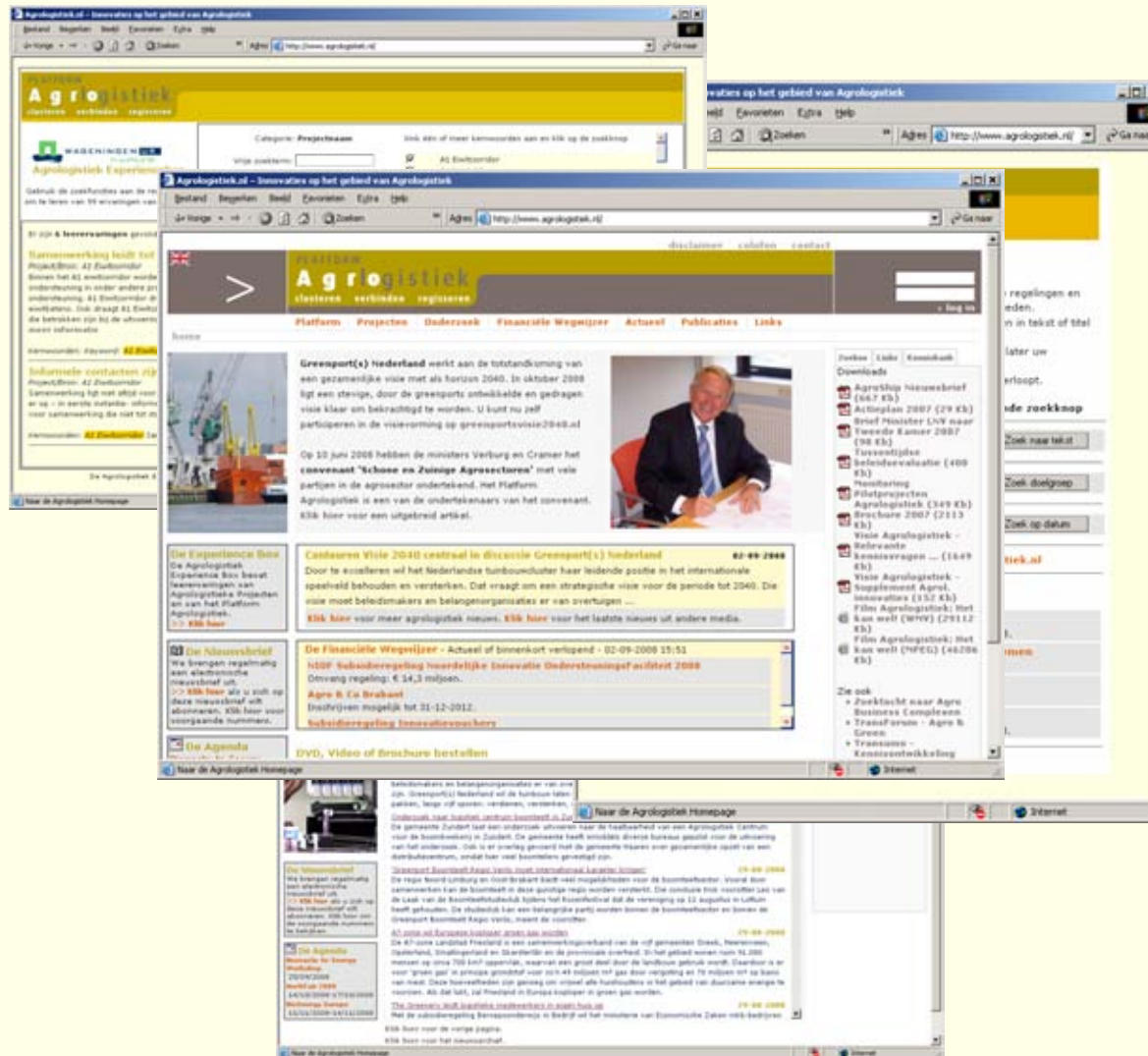
**A g r**logistics  
cluster connect direct

## Platform Agrologistics

### Unique cooperation between Government and Business

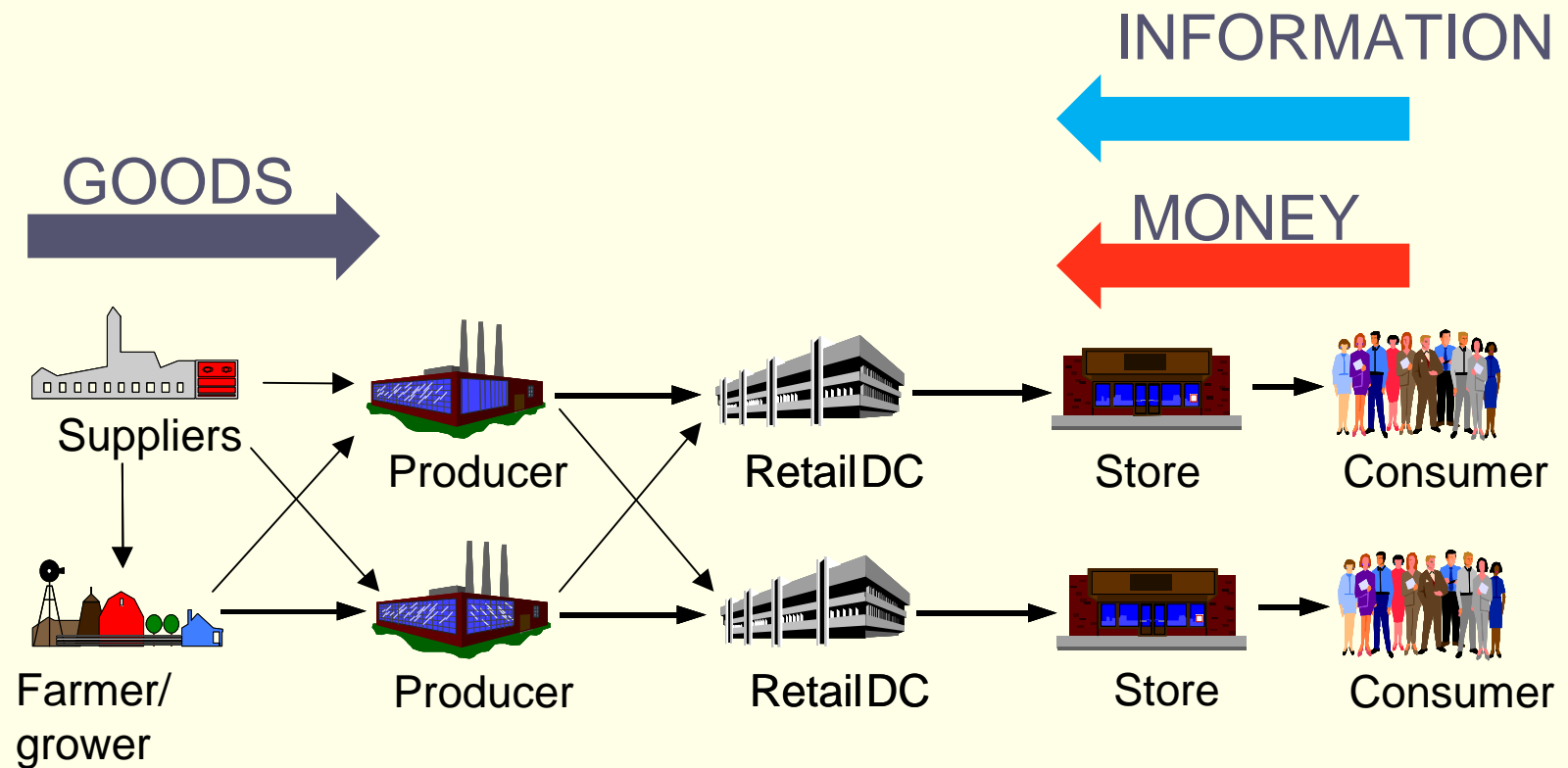
- § Port of Rotterdam
- § Productboard of Horticulture
- § Trade Organisation in Fruits and Vegetables
- § Unilever
- § Dutch Produce Association/ Greenery
- § Wageningen University
- § Agri Chain Competence Centre
- § INHolland University
- § Trade Organisations in Logistics
- § Ministries (Agriculture, Transport, Economic Affairs, Environment)
- § Retail, etc.

# Agrologistic Tools



- § Experience Box
- § Financial Guide
- § Knowledge Base
- § Community of Practice
- § Website
- § Expert Meetings
- § Seminars
- § Newsletters
- § Media Exposure
- § Press Excursions

# Setting the stage: an agri food chain



# Agricultural Logistics is

- § Transport
- § Storage
- § Distribution
- § Logistic coordination



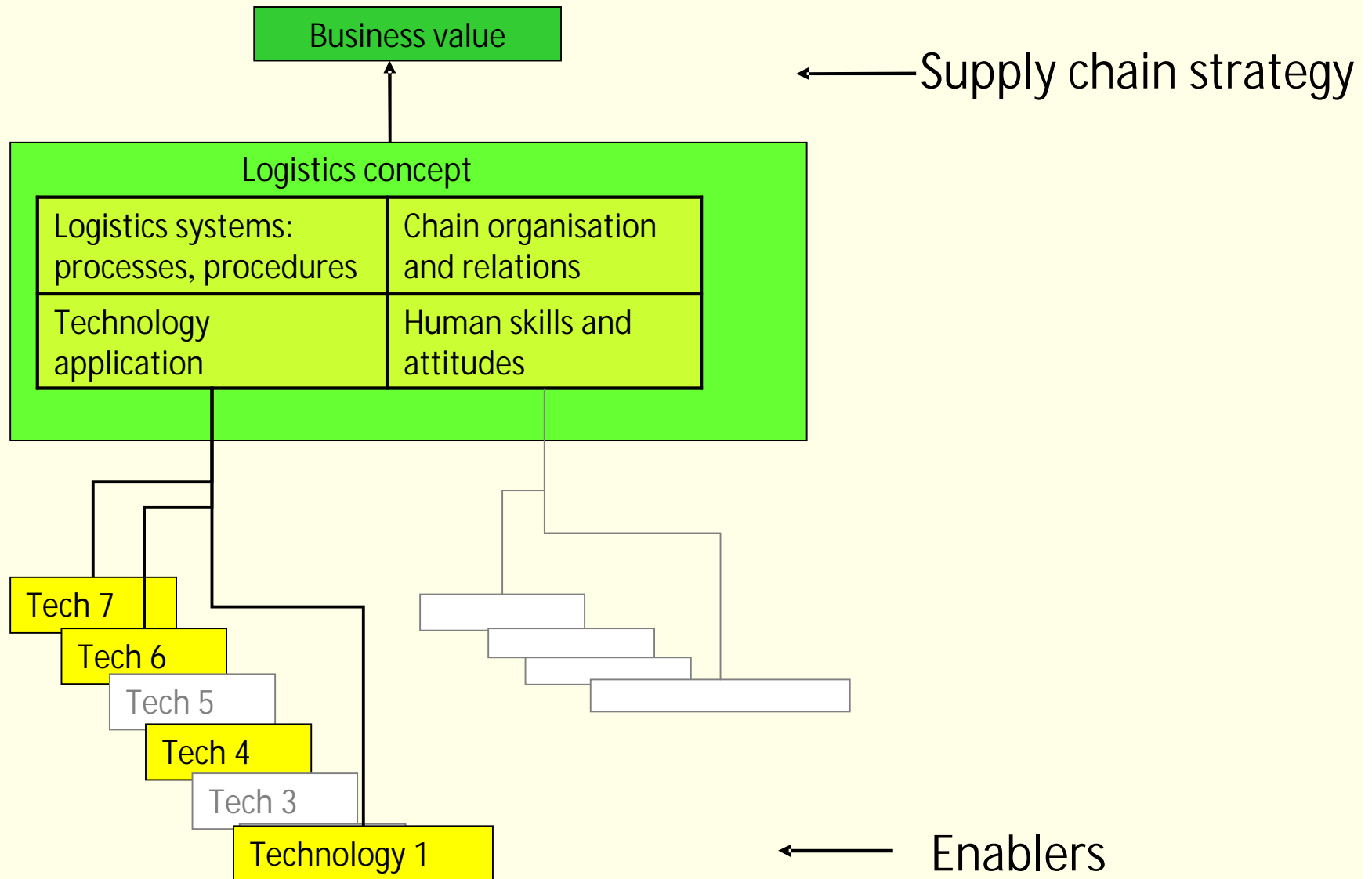
Food - Feed – Flowers – Fibres – Fuels – Fine Chemicals  
– F .....

## TRENDS

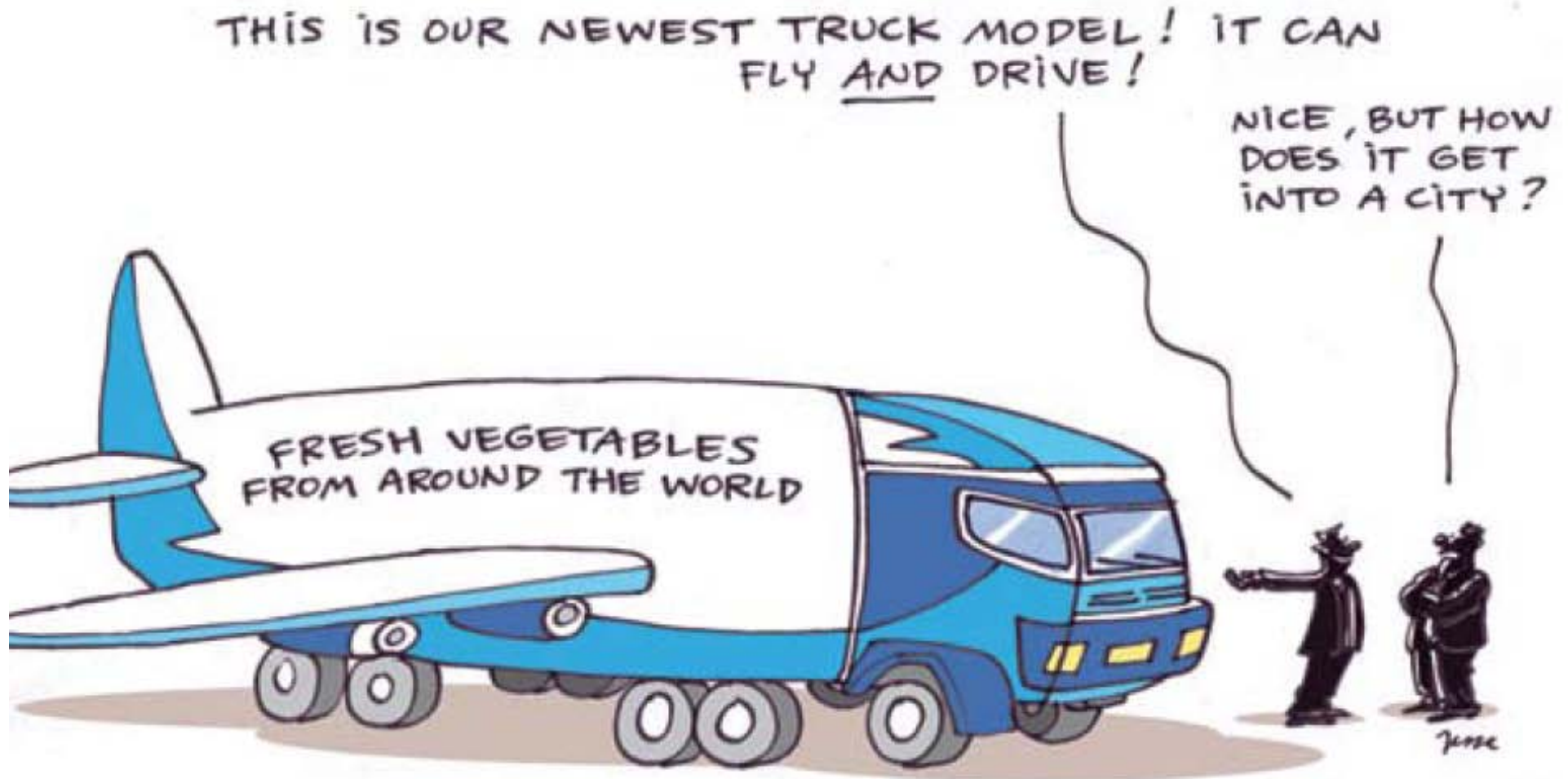
- § One out of three trucks in the Netherlands is filled with flowers & food products but
- § Almost one out of two is empty
- § One out of ten carries ornamentals
- § About 700 shipping companies operate conditioned transport with a total turnover of almost € 1 billion
- § Within 20 year it will double



# LOGISTIC CONCEPT



# New technology but .....

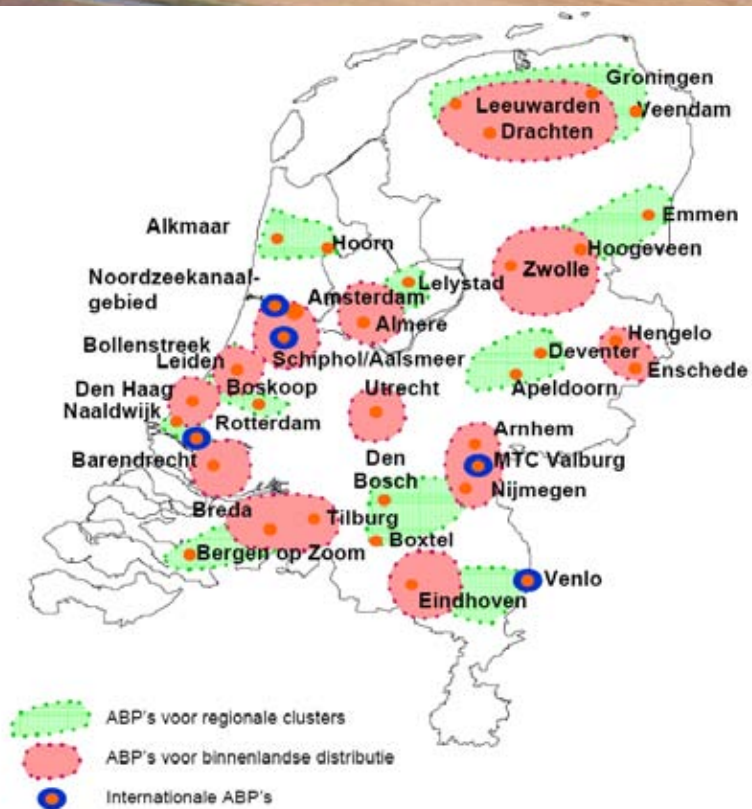




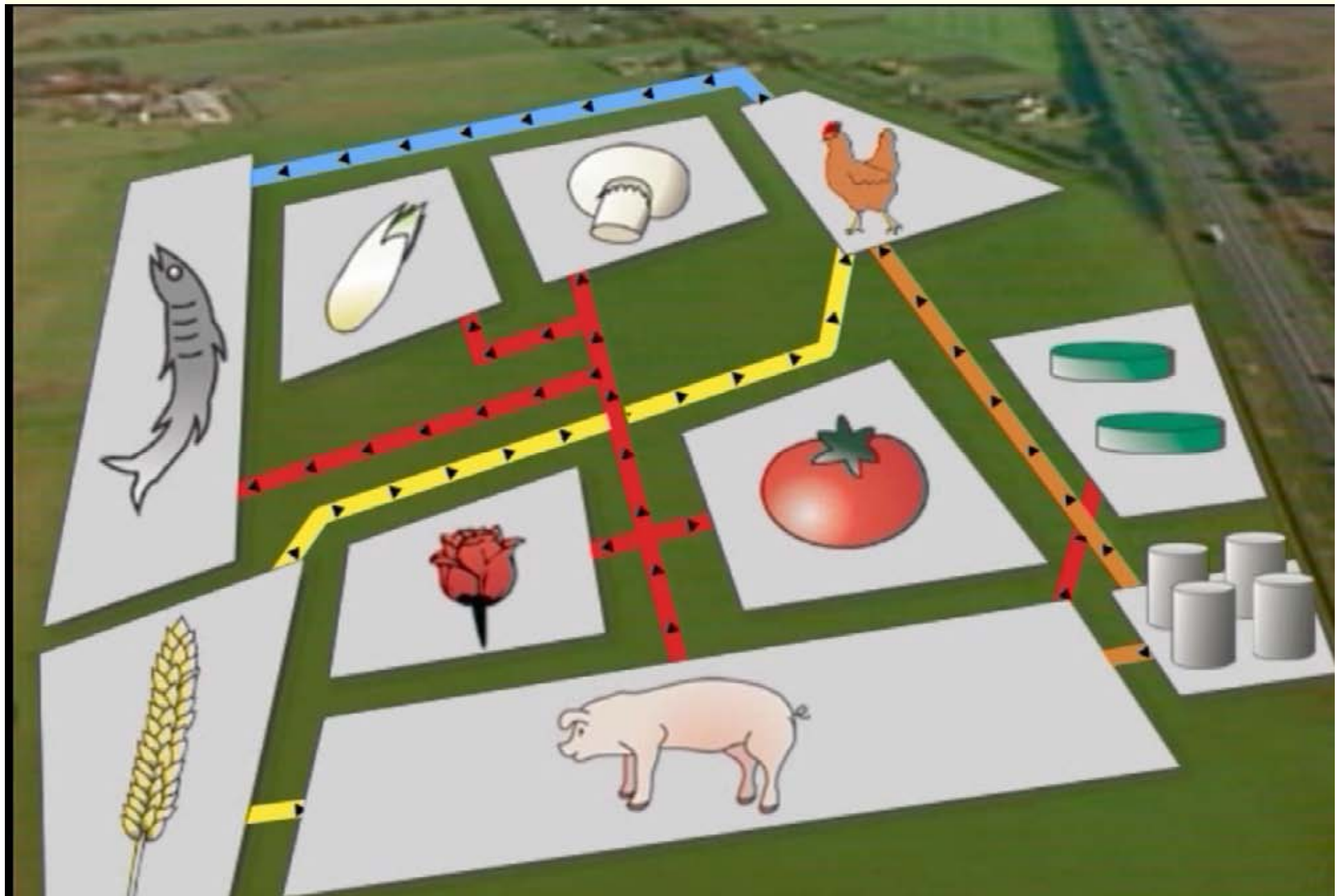
# Agricultural Logistics Strategic solutions

- § Clustering
- § Connecting
- § Orchestrating

# Clustering

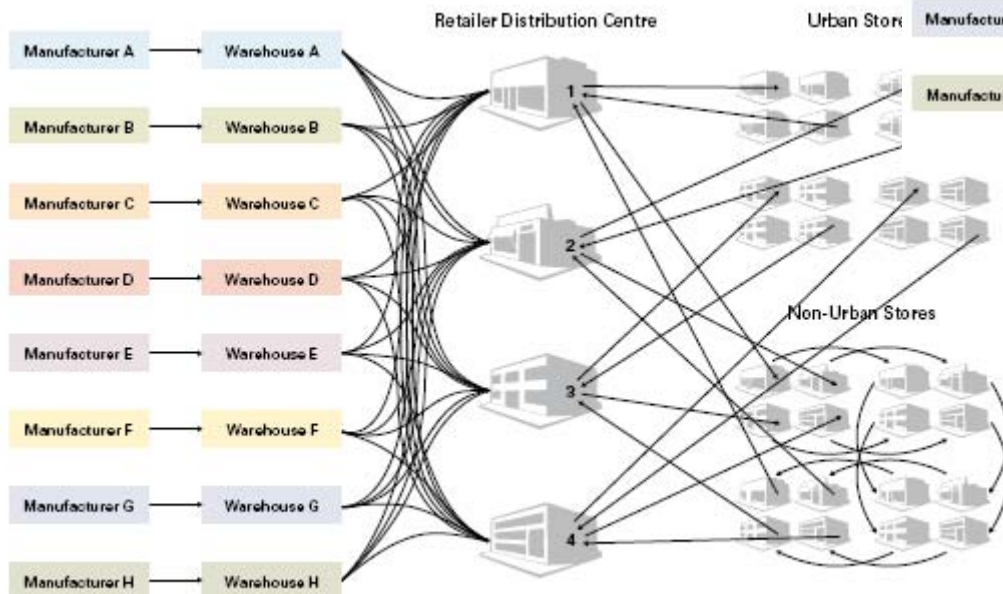


# AGRIBUSINESS PARK

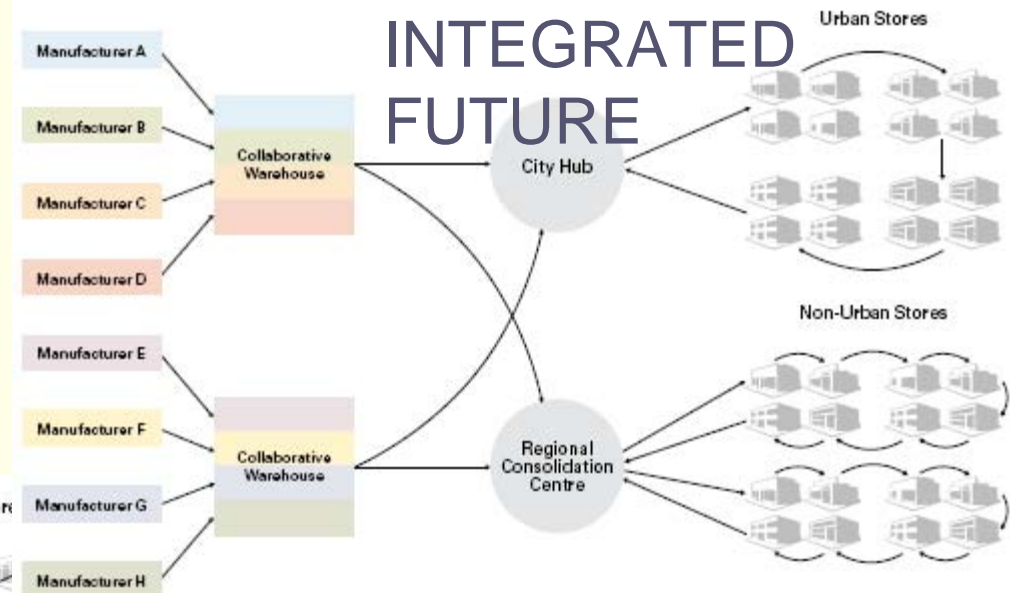


# COLLABORATIVE & INTEGRATED

TODAY



INTEGRATED  
FUTURE



- § Cost saving up to 25%
- § Higher service level

(source: GCI, 2016 future supply chain, May 2008)

An aerial photograph of a city, likely Rotterdam, showing a dense urban area with a complex network of streets and buildings. A large river, the Scheldt, flows through the city, with several industrial zones and docks along its banks. The word "Connecting" is overlaid in large white text with a blue dot at the end.

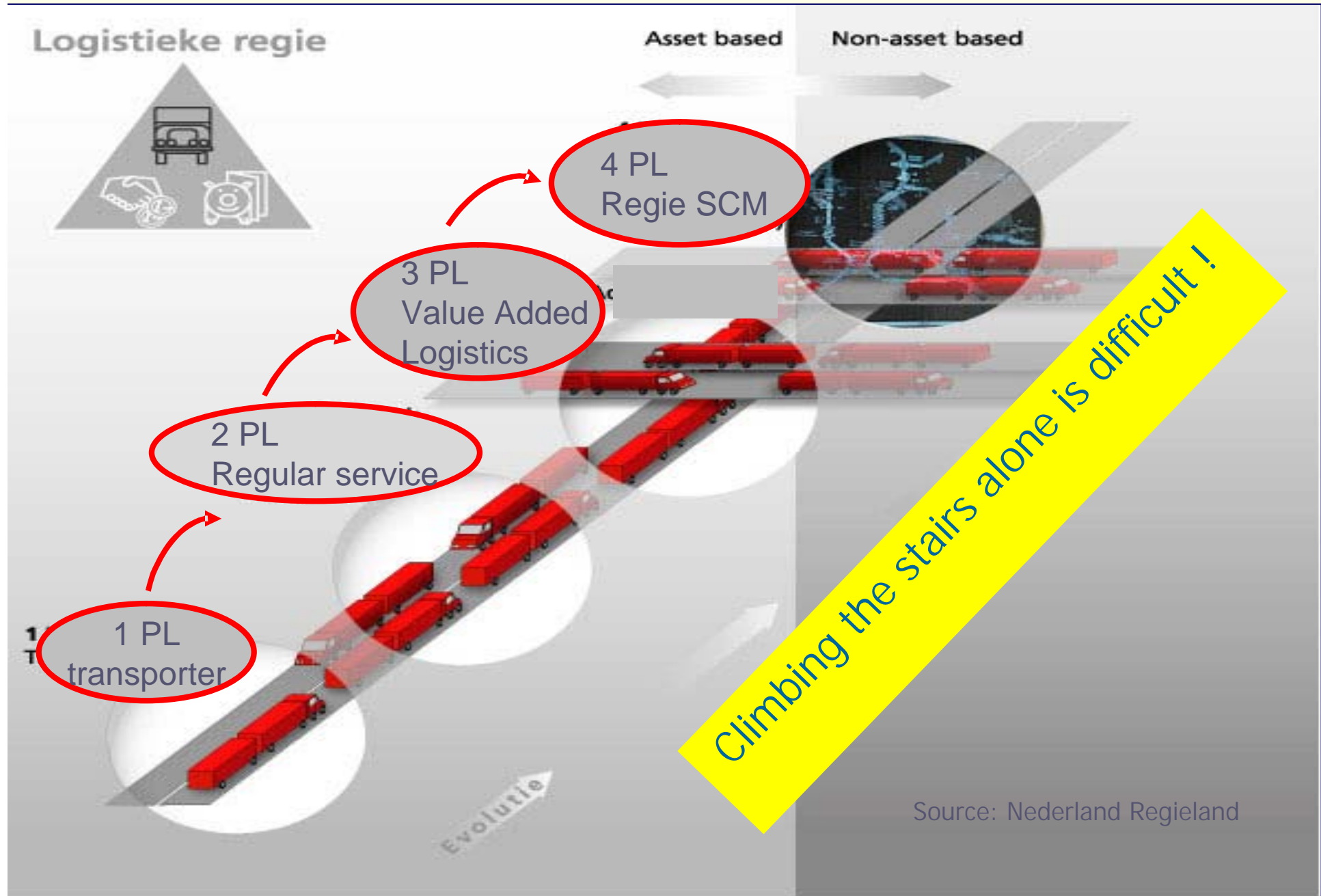
# Connecting:

**A g r**logistics  
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# Orchestrating

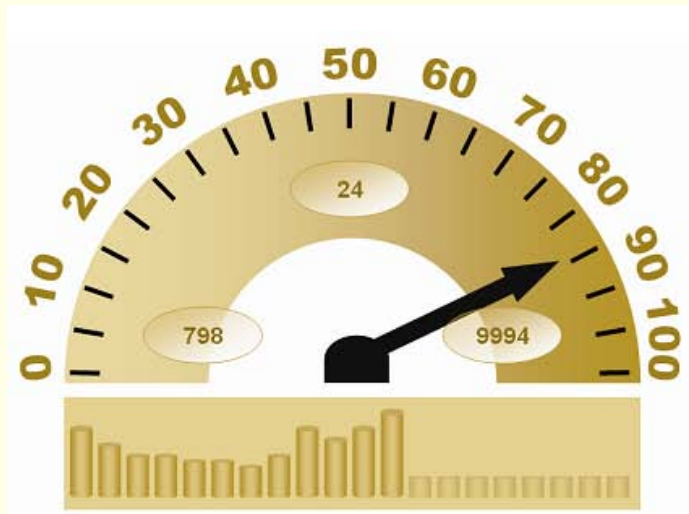


# Specialisation



## Results Agrologistics Pilot Projects

- § Total reduction of transportation: 3 mln km / year
- § Total reduction of CO<sub>2</sub>: 2.600 ton / year
- § Regional development support, 5.000 jobs



# The new homo logisticus takes over?

PLUS the new learning:

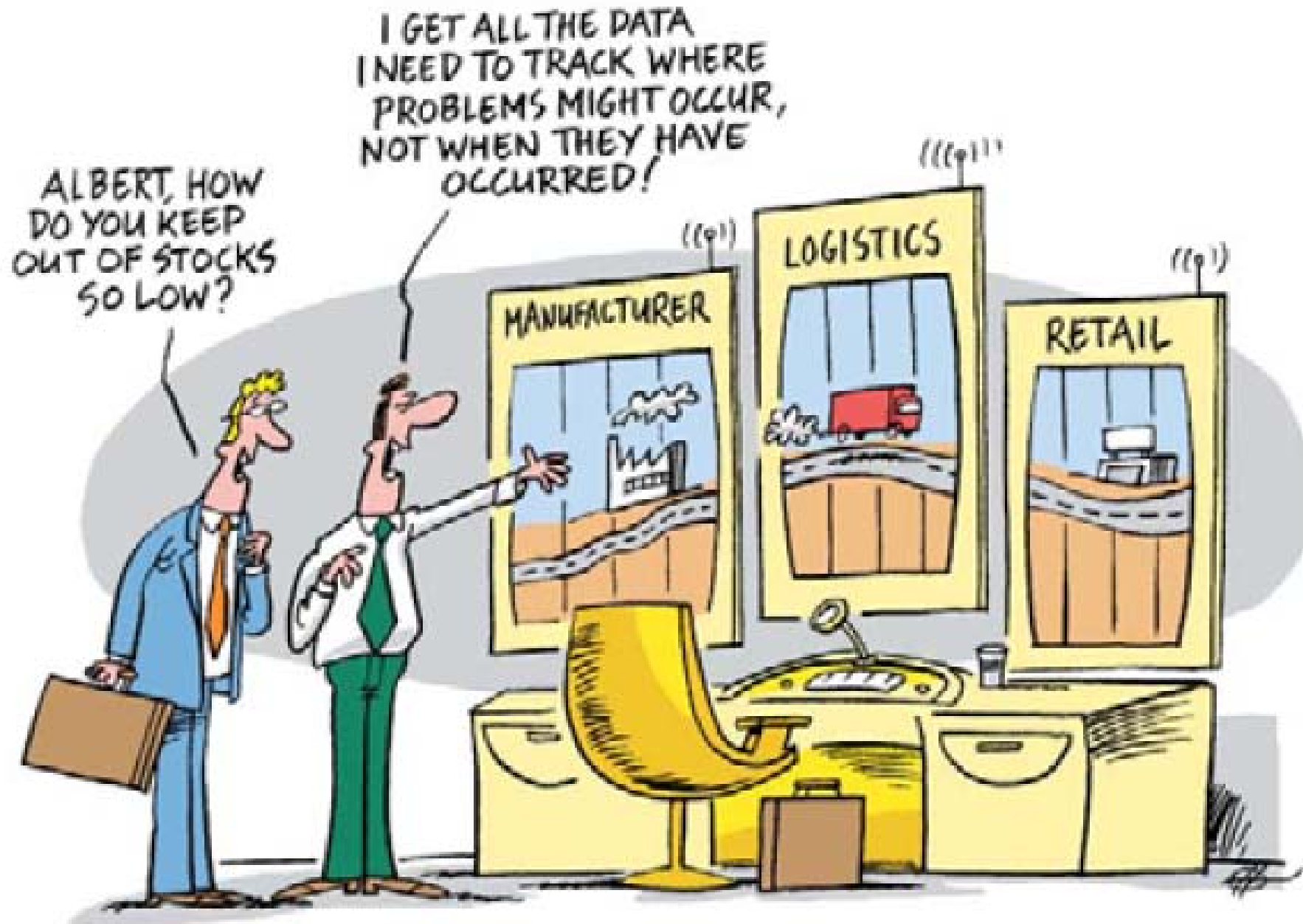
- Entrepreneurial skills
- Collaboration management
- Innovation and knowledge management



Existing learning:

- Analytical and problem solving
- Professional knowledge
- Reliability and integrity
- Management skills, mostly “constructor”
- An eye for the human factor

# HOMO-LOGISTICUS



(source: GCI, 2016 future supply chain, May 2008)

# Conclusion

Redesign of the food chain is potentially attractive:

Lower costs:

- § 30% - 40% transport cost reduction per pallet
- § 20% cut of truck kilometers travelled
- § 20% lower handling costs

Higher performance:

- § 40% lower lead time per order
- § 25 % better on shelf availability

Lower emissions:

- § Reductions of 40% of CO2 emission per pallet

(source: GCI, 2016 future supply chain, May 2008)

## To conclude - 2

**Collaboration between all parties in the value chain will be essential in order to better serve the needs of the consumers, efficiently and effectively**  
**(José Luis Duran, CEO Carrefour group.**

**This means:**

- 1.Need for new ways of working together**
- 2.Sharing information more readily and**
- 3.Changing internal culture and rethinking the relationships**
- 4.Building collaborative commercial trust.**

**(source: GCI, 2016 future supply chain, May 2008)**

Agrologistics  
without borders?

YES

Is Europe  
ready for  
Agrologistics?

YES



Do we need a  
EU Agrologistics  
think tank?

YES

Is European  
cooperation  
necessary?

YES

THANK YOU FOR YOUR ATTENTION

*‘Coming together is a beginning  
Keeping together is progress  
Working together is success.’*  
**Henry Ford**

**Full report: Agrifood logistics as the art of  
co-operation –the Dutch experience.**

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