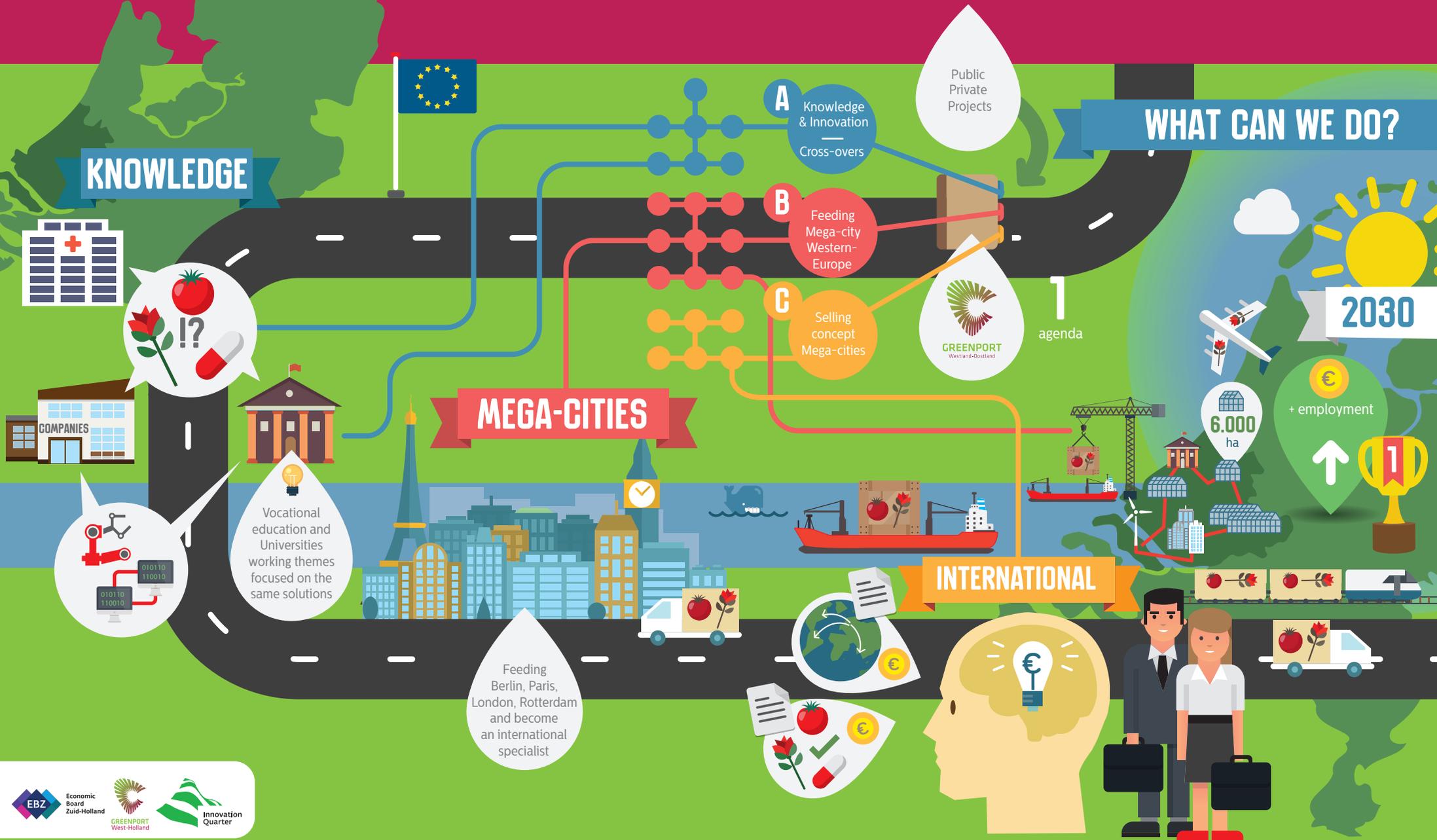


Feeding & Greening the Mega-cities



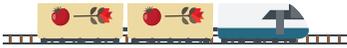
Feeding & Greening the Mega-cities

A bright, healthy and sustainable future lies ahead for the Dutch horticulture and her suppliers. However this future doesn't come easy. Companies, authorities and research institutions have to collaborate much more on building the economic strength of this region.



There is a solution which contains three strategies that must be executed at the same time:

A. Become the world's number 1  in the field of horticultural knowledge  again. By working on knowledge and innovation in the field of food, health, plant ingredients  and technical systems we have to re-gain our number 1 position in the world. Bioscience,  cross overs, patents, food-safety. All these themes require a close cooperation where boundaries of universities and  graduate schools fade away and we can all work together on the best solutions.

B. Feeding  Mega-city Western Europe with the appropriate acreage and supply chains. Cities will play a crucial role in this development. How can we especially supply Mega-city Western Europe with food, health and wellbeing? We  will have to become the big example for the world and show them how to feed a Mega-city in a responsible, sustainable way. We can do  that by working on our logistic tasks, with the appropriate logistical concepts. 

C. Sell our concept of feeding the Mega-city as a complete solution.  The next step: how can we sell the Dutch concept whereby we feed the whole of Western Europe.  Hundreds of mega-cities will arise in the coming years, wanting to produce their food locally. We have the blueprints and the products. Just like we protect New Orleans and New York against water, we can feed them. This way the Dutch Horticulture will remain the international front runner. 

With all that in mind, the network of Greenport  is making a big effort towards a joint future.