



PRO MANAGER MASTERCOURSE

VEGETABLES



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. The 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 will focus on a different theme that will be 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? If you have been with your company for about 5 years and think you will join 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 rates are estimated at 140 Euros per night.

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. We previously led the Pro Manager Mastercourse Floriculture and will now focus on leaders in vegetable production.

During the 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 Fruit Logistica, the fresh produce trade show in Berlin.

Apply now and get selected!

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-minute business case. The audience will consist 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? Today, there is already a shortage of growers. Digital support enables growers to increase their level of control and to improve the management of larger greenhouses. This support also feeds into automatic decision making. Excellent data are the basis for these digital services. Intelligent logistics are key to gathering the right data from greenhouses.

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 of these developments demand smart growing solutions, like controlled-environment 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 thousand days are critical. The same is true for living species. Plants need to be resilient from the very start in order to protect them against future threats. When analyzing modern greenhouse production, innovation and technology enable us to go back to where we came 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 for starters, why don’t we switch to vegetarian meat? Health and horticulture were once closely related. What happened? What can we learn from our past 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? What 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 at the Guggenheim Museum in NYC.

Day 11 Wednesday 6/2

Partner: Imagro
Supporter: To be defined
Theme: Chainges
Location morning: Kipster
Location afternoon: Imagro

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 much more efficient and effective communication between producers and consumers. Some will benefit while 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. 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 Fruit Logistica by yourself, but we can also take you on a tour and introduce you to key players in 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 will be evaluated in the company of this audience and to top it off, we of course will have an inspiring keynote speaker in the 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



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(DIGITAL) APPLICATION FORM

APPLICANT'S DETAILS (as in passport)

First name(s)

Surname(s)

Date of birth

Sex

Nationality

CONTACT DETAILS

Full address

Country

Telephone (land line)

Telephone (cell)

Whatsapp

Email

Skype name

PRESENT EMPLOYMENT

Company / organization

Location

Company website

Company phone

Position

Date of entry

Responsibilities

EDUCATIONAL RECORD

Name(s) of institution(s)

Location

Degree (Bachelor, Master, other)

Year of graduation

Field of study

Other relevant courses

Level of English

MOTIVATION

PERSONAL LEARNING GOALS

Date

Place and country

Signature



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.