



PRO
MANAGER
MASTERCOURSE
MEDICINAL
CANNABIS

CREATED BY



An unprecedented JOURNEY for key players in MEDICINAL CANNABIS

The Netherlands is the worldwide leader in horticulture while production of medicinal cannabis is a fast growing (legalised) horticultural subsector in many countries. Time has come for leaders from both worlds to team up!

Jungle Talks will select 15 (future) leaders of medicinal cannabis production companies from around the globe to participate in our two-week Pro Manager Mastercourse in the Netherlands. Building on our existing Pro Manager Mastercourses on Floriculture and Vegetables, we will now focus on medicinal crops.

Selection & costs

You are (about to become) active in the medicinal cannabis industry and you (will) hold a position within the (general) management of a medicinal cannabis production company. You apply for this course by filling out the interactive application form found here:

<http://bit.ly/medicinalcannabis2019>.

Note: Applications need to be received by Friday, March 22, 2019. All applicants will be informed of the outcome of their application before Friday, April 5, 2019. Only 15 candidates will be selected to participate in this course.

If selected, your participation fee will be only €2,500, excluding travel costs and lodging but inclusive of all other major expenses. Lodging costs are estimated at €2,000 for 13 nights (€150 per night).

Program

For two weeks, participants will get acquainted with international horticulture today, what is in store for the industry tomorrow, and meet with peers from around the globe. This Mastercourse offers expert insights into the current state of the industry that participants work in and what the future will have to offer. Participants will also connect with current leaders of the Dutch horticultural sector. In addition, this interdisciplinary program will introduce participants to inspiring CEOs from other industries with lessons to share.

Each day, a relevant subject will be tackled by board members of two complementary horticultural companies. Furthermore, field visits to leading horticultural producers in the Netherlands are included in the program. The first week will focus on production-related issues, how to improve your crops' yield and quality, and the tools that you need to succeed. During the second week, participants will discuss the impact of medicinal cannabis on society. That same week, the group will visit the GreenTech international trade fair and the GreenTech Summit.



PROGRAM WEEK 1 PRODUCTION

Day 1 Sunday June, 2

Participants' Arrival

All participants will arrive at different times from various parts of the world. It's June so we'll meet at the beach. We'll start with a number of optional activities. If weather allows, you can go kitesurfing or do other beach – sea related activities. In the evening, we will informally kick off the Pro Manager Mastercourse on Medicinal Cannabis with dinner on the beach and an end-of-day yoga session.

Day 2 Monday June, 3

Theme: Getting Started – Past, present & future

Main content suppliers: Hagelunie, Havecon and Van der Heide Greenhouses

Locations: Westland Museum, World Horti Center, and Havecon

The formal Mastercourse kick-off takes place in the Westland Museum to illustrate the roots of this "garden of Europe." After a guided tour, all participants and partners involved in this course introduce themselves. The World Horti Center will be one of our hosts today and we will visit an inspiring horticultural start-up.

Havecon is a flexible and customer-minded organization with a lot of experience in the field of development, construction, and the complete implementation of horticultural projects. The company is passionate about the international horticultural sector and wants to share that passion with their customers.

Van der Heide has specialized in the construction of plastic greenhouses for more than 25 years. VDH poly greenhouses are ideal for fruit and vegetable cultivation, for tree and vegetable nurseries, as well as for companies producing young plants.

Day 3 Tuesday June, 4

Theme: Focus on automation – Everything is under control!

Main content suppliers: Codema Systems and Meteor Systems

Locations: Tomatoworld and Meteor Systems

The acreage of greenhouses is rapidly increasing around the globe but how will all these new greenhouses be managed? There is already a shortage in growers today. Efficiency and control are key to managing greenhouses and improving as well as increasing quantity and quality. They also pave the way towards automated decision making and forecasting. Excellent data are the basis for these digital services. How can these data help you to take your company forward?

By building essential, custom-made horticulture solutions, **Codema** solves most of your issues. Codema increases your operating efficiency by applying extensive experience in the six following essential disciplines: Water Management, Climate Control, Engineering & Construction, Cultivation Systems, Power & Lighting, and Software & Web Solutions.

Meteor Systems is an innovative company specialized in the development, production, and supply of moveable cultivation systems, irrigation, growing and fixing systems, gutters, and plastic tunnels for the international horticultural sector.

Tomatoworld is a unique experience center that focuses on the global food challenge of feeding 9 billion mouths in 2050 as well as the global problems of climate change, food waste, freshwater scarcity, urbanization, finiteness of fossil fuels, food availability, and safety. Tomatoworld showcases the solutions that the Dutch greenhouse horticulture sector can offer whether they concern technology, cultivation methods or food education.

Day 4 Wednesday June, 5

Theme: Biology meets Technology – The Plant is King!

Main content suppliers: Ridder and WUR

Locations: Ridder, Duijvestijn Tomaten, and Wageningen University

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 well-being 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?

Using our expertise, commitment, intelligent systems, and practical solutions, **Ridder** helps growers to overcome their challenges by adopting tailored approaches to efficient and sustainable controlled-environment agriculture, wherever they are located in the world.

The mission of the number one ag university in the world, **Wageningen UR**, is "to explore the potential of nature to improve quality of life."

Day 5 Thursday June, 6

Theme: Track and improve your cultivation – Better with less

Main content suppliers: Klasmann-Deilmann and Royal Brinkman

Locations: Klasmann-Deilmann, Royal Brinkman, and relevant production companies

Raw materials, fossil fuels, fertilizers, water, and fertile soil are becoming scarce. Weather and the climate are changing rapidly. Consumers are increasingly asking for sustainable and safe food products free of pesticides and they also demand transparency. All these developments call for smart growing solutions, like new cultivation systems and digital tools. Do growers actually know how they can improve step by step? Can growers do better with less?

Klasmann-Deilmann is the leading corporate group in the international substrate industry. All over the world, their substrates and know-how provide a vital basis for plant growth and for the success of their partners and customers in the commercial horticulture sector. Klasmann-Deilmann developed a digital service that helps growers to map their nursery with automated cultivation alerts. The service is developed in cooperation with growers and world-class experts to increase cultivation results with the support of data and the Klasmann-Deilmann Tech Advisory Group.

Royal Brinkman is a supplier, consultant and installer for the professional horticulture industry. This international company specializes in seven disciplines; crop rotation, handling, protection & disinfection, packaging & design, mechanisation, technical projects and service-related articles.

Day 6 Friday June, 7

Theme: Back to nature – The essence of resilience

Main content suppliers: **Koppert Biological Systems** and **Micothon**

Locations: **Koppert Biological Systems** and relevant production companies

Resilient cropping is the way to go. Back to nature. Prevention instead of cure. For human beings, their first 1,000 days are critical. The same is true for every living species. Plants need to be resilient from the start to protect them against all kinds of threats. When analyzing modern greenhouse production, innovation and technology enable us to go back to where we came from: nature!

Koppert Biological Systems contributes to better health for people and the planet. In partnership with nature, Koppert makes agriculture healthier, safer, and more productive. Koppert provides an integrated system of specialized knowledge and natural, safe solutions that improve crop health, resilience, and production.

A good spray result is determined by many technical and pest-related factors. **Micothon** provides a total solution with trouble-free integration into your company. The Micothon experience is your guarantee for a customized solution that ensures your company's specific needs are met.

Day 7 Saturday June, 8

Theme: Operation Sustainability – A week of inspiration in practice

Main content suppliers: **Mprise**

Locations: **Ter Laak Orchids**

Ter Laak Orchids is an award-winning producer and received the 2018 International Grower of The Year Award. The company excels in sustainability and (technological) innovation. To operate in a sustainable way, optimal use of technology and resources is key and Mprise is one of the leading companies enabling Ter Laak to reach its goals.

Mprise Agriware is specialized in the development, support, and rollout of business software for the horticulture and agriculture industry, including:

- Growers of potted plants, ornamentals, bedding, foliage, shrubs, and trees
- Nurseries and propagators of young plants, liners, and seedlings
- Producers of seeds, cuttings, tissue culture, and young plants for medicinal cannabis

Day 8 Sunday June, 9 and Day 9 Monday June, 10

Visit to pop festival Pinkpop (optional)

On Sunday and Monday, Pentecost is celebrated in the Netherlands. During these official holidays many cultural activities are organized all around the country. One of the most inspiring festivals this weekend is Pinkpop, the oldest ongoing pop festival in the world that is celebrating its 50th anniversary this year. This festival could be part of your Mastercourse. Fleetwood Mac already confirmed to be there. In addition, participants can of course visit Amsterdam or other historic cities. The optional weekend program will be decided upon and planned in close consultation with the selected participants.



PROGRAM WEEK 2 SOCIETY

Day 10 Tuesday June, 11

Theme: Visit to GreenTech – Regulation around the globe

Main content suppliers: **Canna** and **Nature Can Do**

Locations: **GreenTech**, **RAI Amsterdam**

*The morning program will be dedicated to regulations around the globe, using the Dutch situation as an example. This theme will be organized in close collaboration with the management of GreenTech. The Dutch (lack of) regulation will be introduced by **Nature Can Do** while **Canna** will present the current state of affairs in the traditional sector in the Netherlands.*

After lunch, participants will visit the GreenTech international horticultural fair in Amsterdam. Various seminar sessions on medicinal cannabis will be organized and participants will of course visit the medicinal cannabis pavilion at the fair.

Canna welcomes you to a way of growing that is all about passion, love for plants, and achieving the best results in the easiest way. Many years of R&D and experience have resulted in high quality, easy-to-use, and consistent plant fertilizers, substrates, and expertise that will help you grow excellent plants.

Nature Can Do is a Dutch initiative that promotes the legal production of medicinal cannabis in the Netherlands. Three leading horticultural entrepreneurs have started their quest to set up their own legal production facilities for medicinal cannabis. By doing this, they want to promote an open dialogue on different levels in The Netherlands about the future of this promising horticultural crop.

Day 11 Wednesday June, 12

Theme: Visit to GreenTech – GreenTech Summit

Locations: **GreenTech**, **RAI Amsterdam**

The full day will be dedicated to a visit to GreenTech and the GreenTech Summit. Participants will receive a free entrance ticket for the not-to-be-missed Greenhouse Summit that will take place in the afternoon - evening.

Day 12 Thursday June, 13

Theme: The perfect crossover: health & horticulture

Main content suppliers: **Koppert Cress**

Locations: **Koppert Cress** and additional locations to be defined

Today's field visit and discussion will zoom in on what (medicinal) plants have to offer the world. Health and horticulture were once closely related. Nowadays, this relation is not that clear. Taking inspiring examples and projects from the vegetable industry that have fostered health improvements, participants will discuss opportunities derived from the content components of plants and the future of the regulated cannabis industry.

Koppert Cress targets the chef who wants year-round supplies of clean, fresh, HACCP certified, and rare ingredients in order to create his or her signature dish. Koppert Cress challenges restaurateurs not only to use their product as decoration, but as unique and flavourful condiments.

Day 13 Friday June, 14

Theme: Thinking outside the box! – A dynamic end to an inspiring Mastercourse

Main content suppliers: **Yeald** and **Jungle Talks**

International greenhouse horticulture is currently undergoing metamorphosis: markets are professionalizing and consolidating, requiring businesses to grow and professionalize their own operations. As a result, businesses are confronting challenges in the areas of strategy, internationalization, mergers and acquisitions, funding, and footprint. These are issues that will determine your company's future too and influence your company's returns.

Yeald helps their clients make sound decisions by guiding them to create winning strategies, execute them well, and grow. They couple specialized expertise with entrepreneurial vision and combine a hands-on mindset with an extensive network. As many challenges in the horticultural sector apply to medicinal cannabis as well, Yeald is also active in this field.

The horticultural sector is on the threshold of disruptive change. The sector offers solutions to many of the important challenges that the world currently faces, such as food scarcity and the sustainable production of agricultural products. Intersectionality or making crossovers is always an important source of inspiration and innovation and Jungle Talks operates precisely on the interface between sectors. Jungle Talks is both the digital and physical platform that connects the horticultural sector and the outside world.

In the morning we will wrap up this first international Pro Manager Mastercourse on Medicinal Cannabis with an extensive evaluation at an inspiring location. The company Yeald will offer a key note speech on how to manage a medicinal cannabis production company.

In the afternoon we will visit one of the most successful companies and brands from the Netherlands: Dutch beer brewer Heineken. The program's details are still under development but rest assured that we will talk about medicinal cannabis!

Day 14 Saturday June, 15 – Goodbye & participant departure

For more information on the program above, please contact Ed Smit in Costa Rica via ed@jungletalks.com or +506 88418125. Additional information on Jungle Talks you find on www.jungletalks.com.