

# APS POP-UP SEMINAR PROGRAMME – GASHOUDER, WESTERGASFABRIEK



THURSDAY NOVEMBER 3, 2016: 10.30 – 16.00

#celebratingFRESH

AT THE WESTERGASFABRIEK, AMSTERDAM

10.30

## BREAKING INTO THE VALUE CHAIN

**A healthy diet can be vital for surgical patients. How can the fresh produce industry create better collaboration with hospital food buyers and other medical professionals?**

An eminent surgeon who is often outspoken in the Dutch media, Dr Joost van der Slip will give his views on the potential role of nutrition in optimising the treatment value of the time that patients spend in hospitals, as well as its ongoing contribution to combatting post-surgical complications. Specifically, he will address the role of fresh produce. He will explain the medical buyers' landscape, and delve deeper into the role of the medical and pharmaceutical industries, the government, health care insurers and last but not least, the patient himself or herself.

11.15

## THE DIFFERENTIATION DILEMMA

**In the ultra-competitive grocery retail marketplace, is enough attention given to the need to stand out from the competition?**

One of the many aspects of consolidation occurring in the retail supermarket industry is a lack of differentiation among competitors. This session will examine that premise and offer thoughts on how companies can stand out. For many years, Bruce Peterson was the man who headed up efforts to differentiate Wal-Mart's fresh produce offer from its competition in the US market. He is now a consultant and speaks as one of the leading minds in the global retail industry. Bruce will deliver a fascinating and thought-provoking session and encourage active engagement from the audience.

12.00

## DRIVING THE ONLINE REVOLUTION WITH STATE OF THE ART TECHNOLOGY

**How MAP technology is at the forefront of the effort to reduce water usage and make online produce supply chains and sales systems more efficient.**

Dutch startup BloomPost is taking the (online) retail market by storm by making it possible for retailers to sell and distribute fresh flowers without the use of water or cooling. Entrepreneur and BloomPost founder Dave van Stijn, who describes himself as a man on a mission, will provide a close insight into his success to date, the role of modified atmosphere packaging in that and provide business cases for both established and novice (flower) retailers and how they see the technology changing the way flowers and other fresh produce will be distributed in the near future. Dave's award-winning technology has already made him a sparring partner for many key retailers worldwide keen on optimising their home delivery services.



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12.45

## THE ROLE OF CERTIFICATION IN COMMERCIALY VIABLE SUSTAINABILITY

Throughout the tropics and subtropics, agriculture has traditionally been a major contributor to unsustainable practices. But the Rainforest Alliance believes it does not have to be this way.

Agriculture can be productive and profitable for farmers and workers, an important engine of economic and community development, and an integral part of sustainable and resilient rural landscapes. The jointly-managed Sustainable Agriculture Network (SAN)/Rainforest Alliance certification system supports this change and Marcel Clement, director, market transformation, EMEA & Japan, Rainforest Alliance, will discuss the latest updates made to the certification standard, and explain how the 2017 SAN Standard is designed to enable more producers to embark and then continually progress on their journey toward sustainable farming. He will also delve into what key issues the SAN standard tackles and what this means for businesses and farmers who want to help to tackle these issues.

13.30

## THE TRUE IMPACT OF AGRIBUSINESS CSR

Corporate Social Responsibility is one of the buzzwords of our times, but in Mexico Campos Borquez and its customers make it happen – and they are making a significant impact.

Sergio Borquez will outline how his family's company is working with like-minded organisations and the end consumer to ensure that every step of the value-chain has CSR at its core. Through a case study on a water project being carried out in conjunction with Wholefoods Market and Fairtrade USA, Sergio will illustrate that getting the process consistently right for just one product and one retailer can provide real sustainability and potentially save thousands of lives

14.15

## TAKING ADVANTAGE OF PROMOTIONAL OPTIMISATION IN THE FRESH FOOD INDUSTRY

Is the produce industry doing all it can with its resources to promote products in the most efficient and effective manner?

Dr John Stanton, professor and chairman of the Food Marketing Department at Saint Joseph's University in Philadelphia will deliver a session that explores ways in which the produce industry can enhance its promotional output. While big companies selling consumer products have utilised these analytical techniques, the produce and fresh food industry has lagged behind in applying them. Dr Stanton will look at the advantages of promotional optimisation and then demonstrate how these methods can be applied to the produce industry.

15.00

## SEMINAR PANEL DEBATE – SUSTAINABILITY IN THE FRESH PRODUCE CHAIN IN PERU AND THE NETHERLANDS

Panelists: Julian Arnts (Agrofair), Peter Verbaas (Fruittrade Association Netherlands), and 2 more TBC.

Moderator: Kathy Hammond.

During this Panel Debate experts from the fresh produce sector in Peru and the Netherlands will discuss sustainability in the fresh produce chain in the Netherlands and in Peru. In the Netherlands the Sustainability Initiative Fruits & Vegetables (the SIFAV) has been signed by big Dutch importers and the main supermarkets. They have agreed that by 2020, all imports of fresh fruits and vegetables to the Netherlands should be 100% sustainable. Furthermore, imports/exports of organic fruits and vegetables are increasing, and social certificates guaranteeing healthy and honest working conditions are more and more required. Because of these tendencies in the market, and Peru being a big exporter of several varieties of organic fruits and vegetables, the Trade Commission of Peru has organised this Panel Debate to see where we are, and what is being done with respect to sustainability in the fresh produce sector in Peru and Holland. The panel will discuss from their perspectives what is going on in the sector, what problems exist with respect to sustainability, and how companies can and do tackle these problems.

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