



Kwaliteit aardappel als grondstof voor fritesindustrie

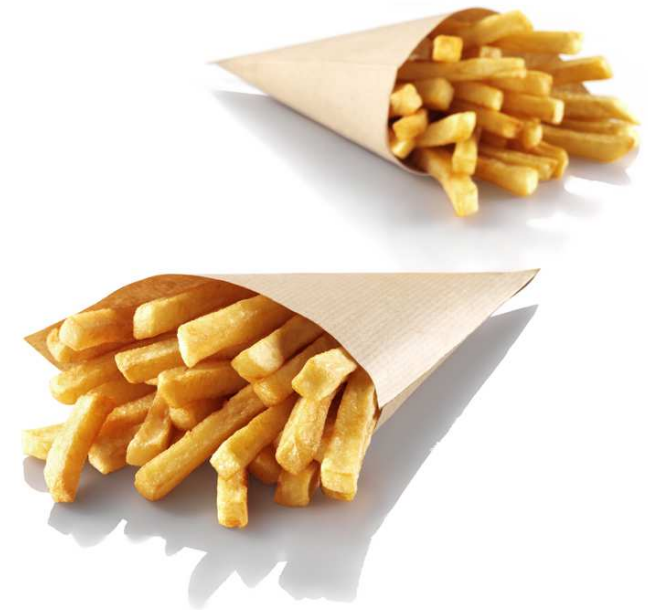
Leon Boer – Director Potato Procurement



Feiten en cijfers



- **Familie** bedrijf sinds 1971
- Een van de **wereldwijd toonaangevende** bedrijven op het gebied van aardappelverwerking
- **40** verkoopkantoren en **6** productiefaciliteiten
- **1500** medewerkers op **40** verschillende locaties
- Meer dan **1.300.000 ton aardappelen** worden jaarlijks verwerkt tot **780.000 ton product**
- Bediening van klanten via '**Out of Home**'-, retail- en **industriële kanalen**
- Verkoop in meer dan **100** landen.



Onze identiteit

Telers, producenten en partners

We zijn **telers**

Telen is onze basis.

We zijn **Producenten**

We werken continu aan het verbeteren en optimaliseren van onze productieprocessen.

We zijn **Partners**

We zijn sterk in het bedienen van iedere markt.



Telers



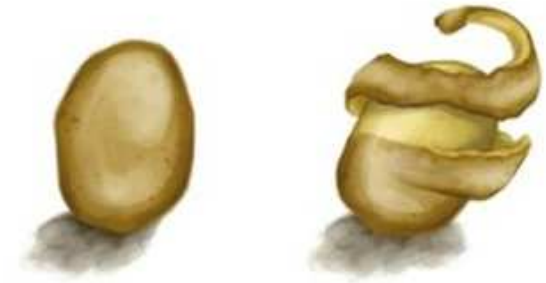
- Waar we aardappelen kunnen **telen**,
telen we aardappelen!
- We **ondersteunen** lokale boeren overal
ter wereld.
- We **ontwikkelen** sterke aardappelrassen.
- Onze focus is op **duurzaamheid**.



Onze uitdagingen



- Verduurzaming teelt



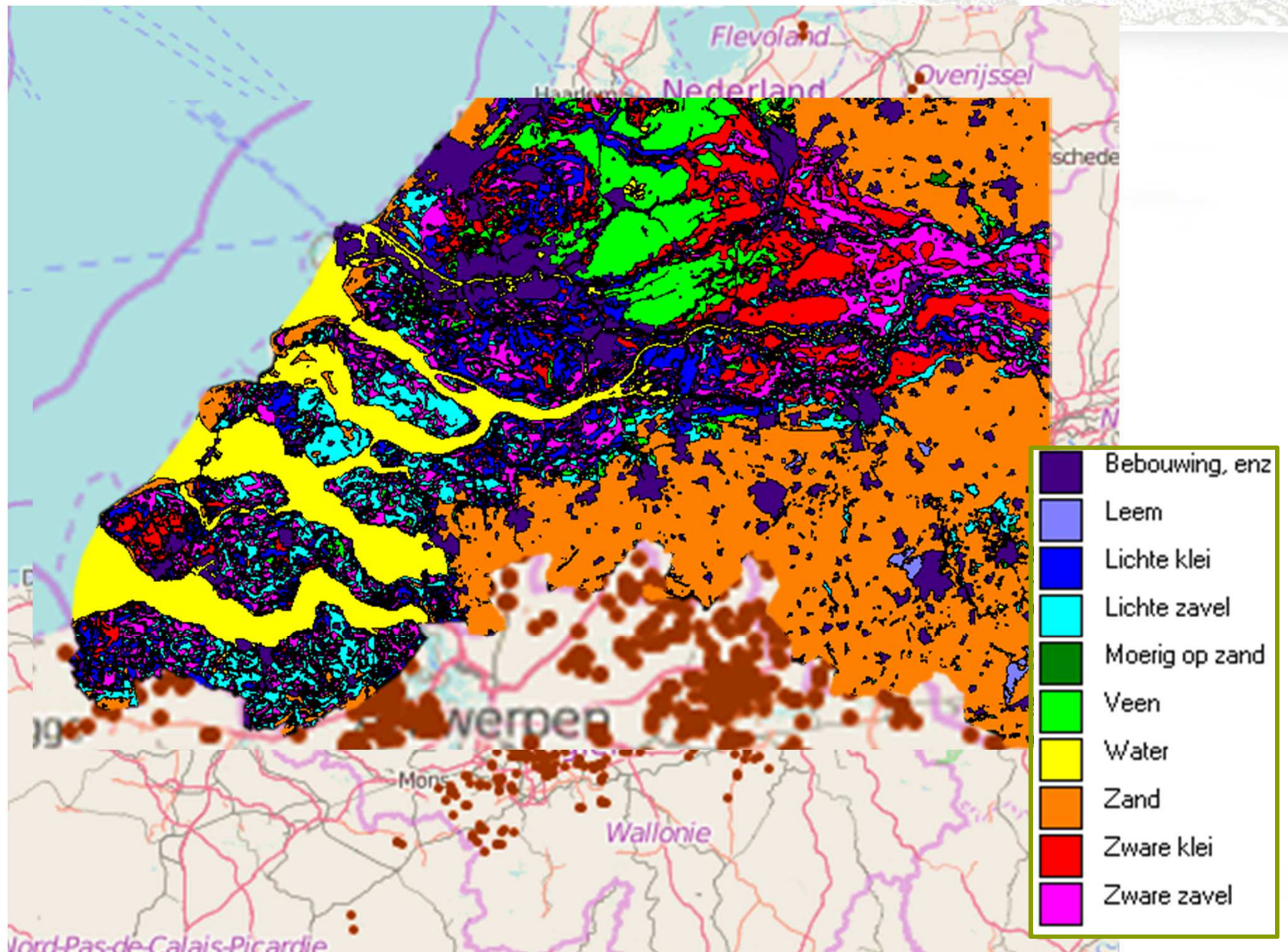
- Homogene grondstof



- Constant eindproduct



Spreading

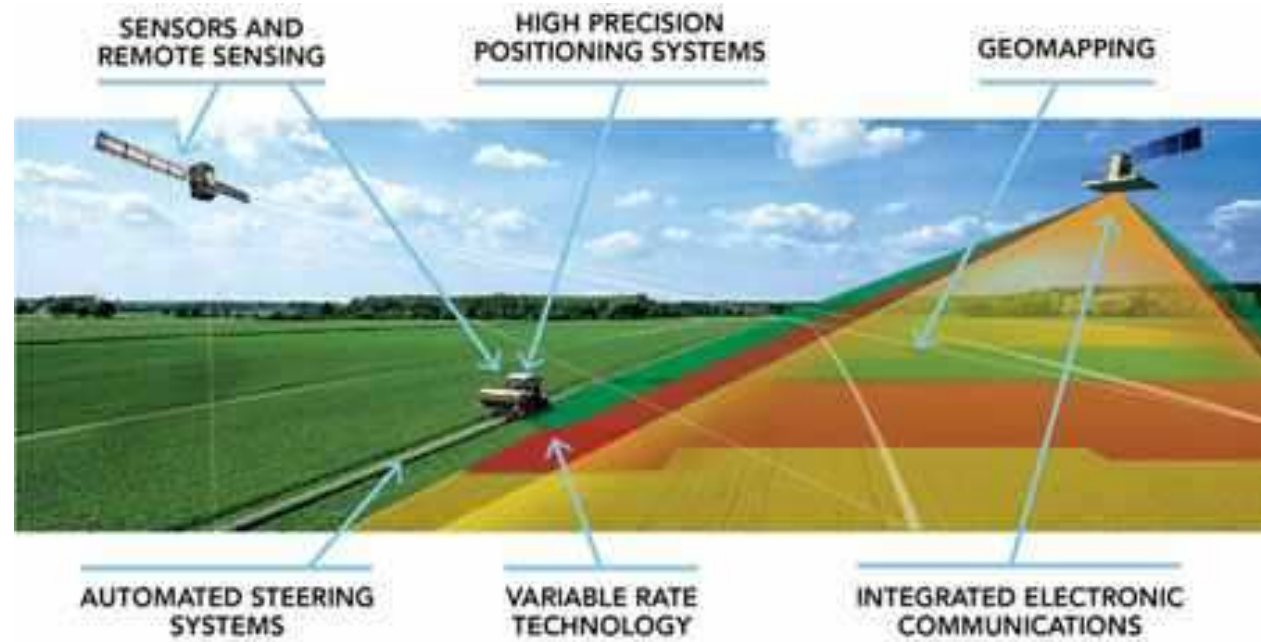


SMART farming



- Gebruik van precisielandbouw voor:
 - Verduurzaming teelt
 - Homogene grondstof

Maar hoe?

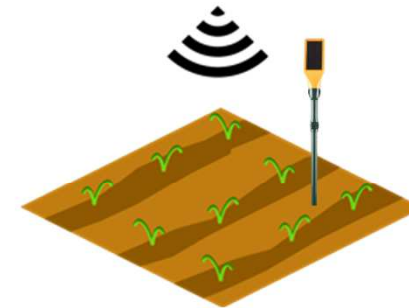




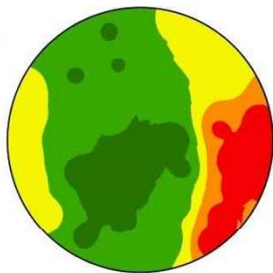
Bewaren



Kwaliteitscontrole



Bodemdata

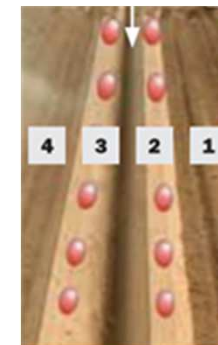


Smart sampling



Loofdoding

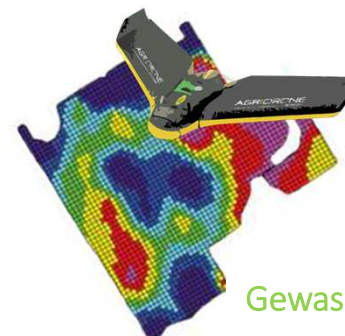
Smart Farming



Variabel poten



Bemesting



Gewasscans

Source: Accenture, FarmWorks, Grimme, Certis, Dacom

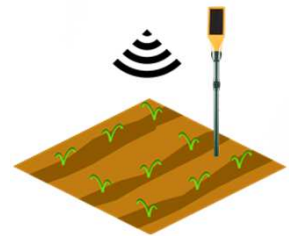
Bodemdata

Bodemscans



Variatie in kaart brengen

→ Minder variatie in aardappelen



Bodemdata

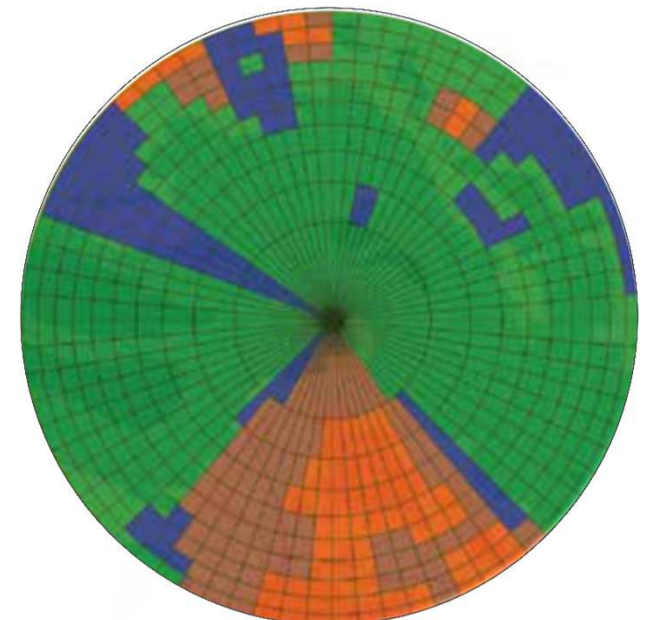
Water Management



Druppelirrigatie



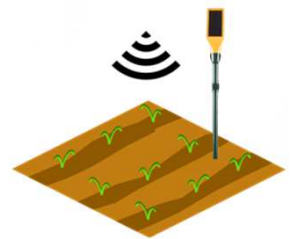
Bodemvochtsensoren



VRI

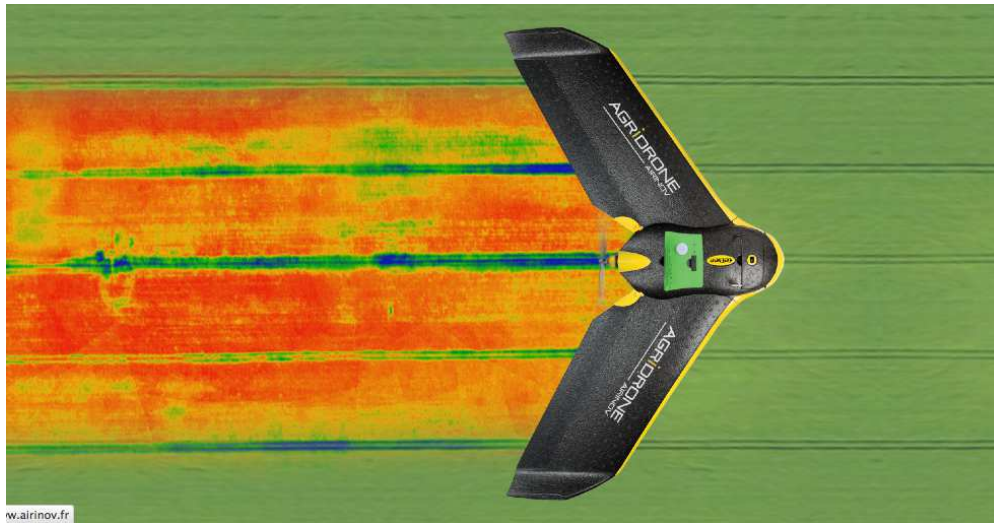


Source: Valley

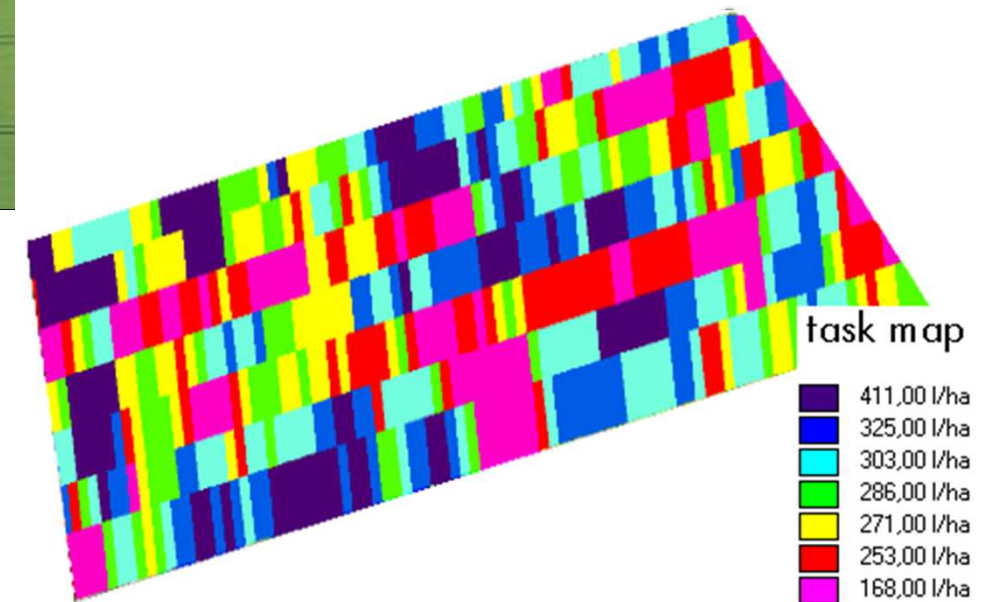


Gewasscans

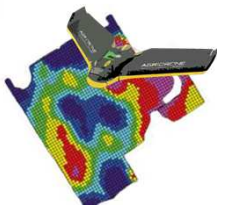
VRA/VRI



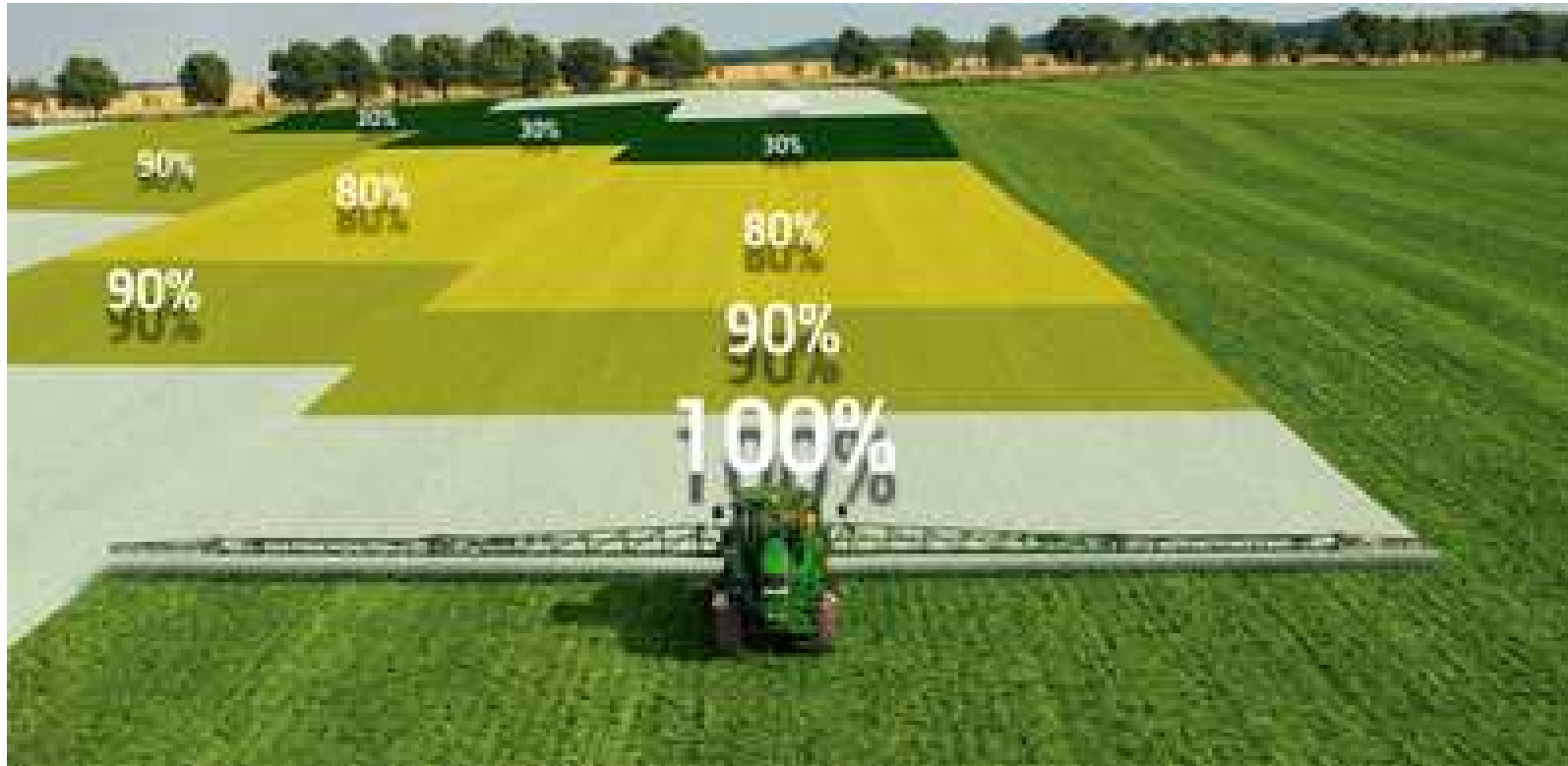
- Variable rate application
- Variable rate irrigation



Source: Aurea imaging



Loofdoding



Source: CEMA agri

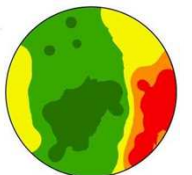
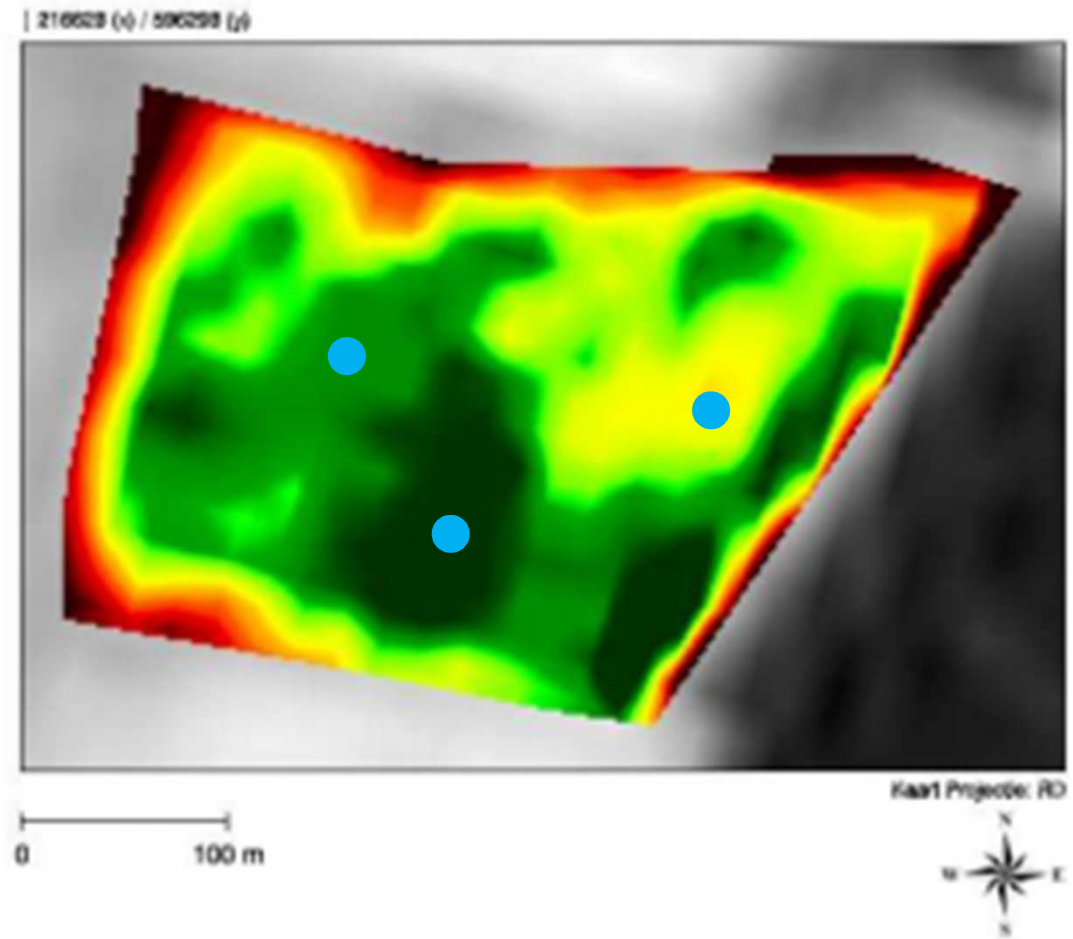


Smart sampling



- Locaties selecteren
- Locaties bemonsteren
- Opbrengstvoorspelling

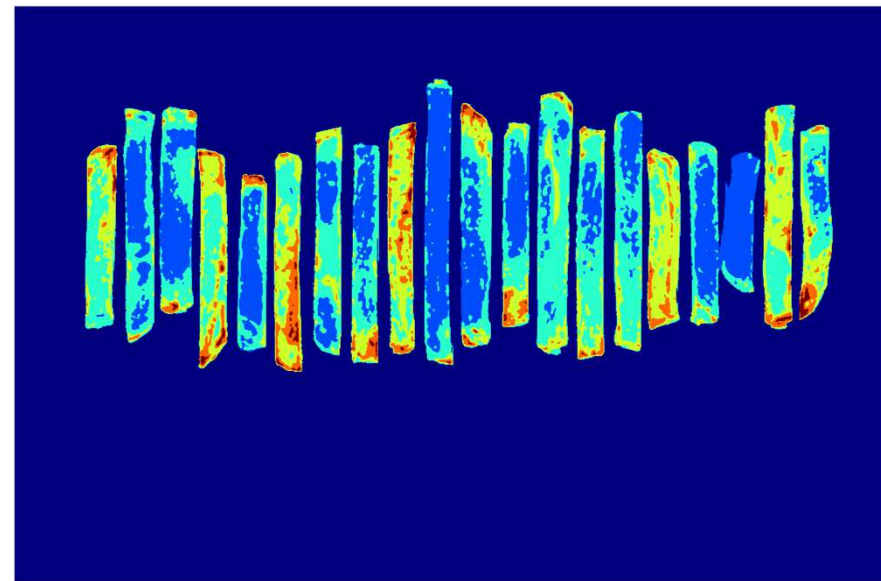
→ Sales weet wat ze kunnen verkopen.



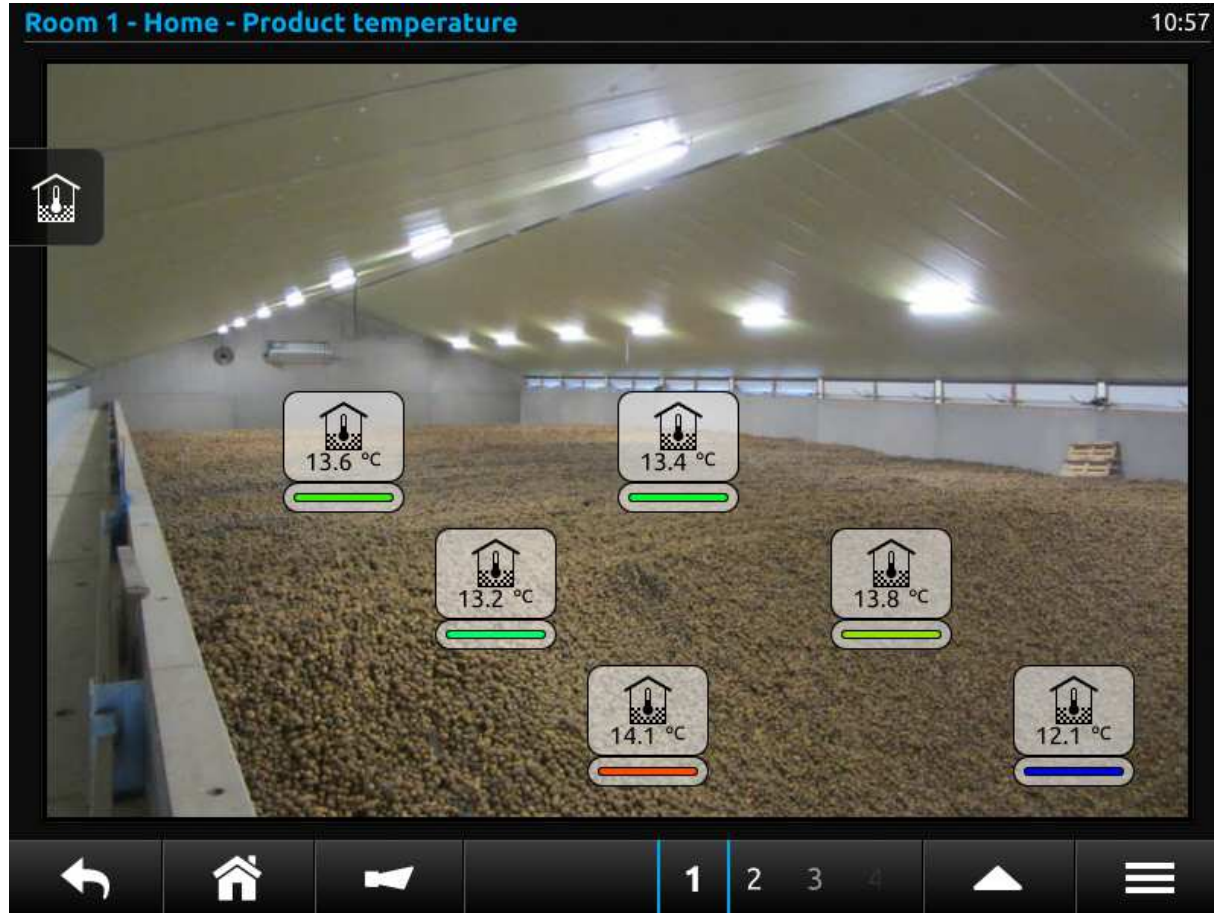
Kwaliteitscontrole

Soleye

- Onafhankelijk
- Wereldwijde standaard



Bewaring



Source: Mooij



Traceerbaarheid

Crop-R

The screenshot displays the CROP-R software interface, which is used for farm management and record-keeping. The interface is divided into several sections:

- Top Navigation Bar:** Includes the CROP-R logo, tabs for Dashboard, Map, and Record, and user information (Apps, Uitdewilligen, NL-2015-Pootgoed, and a profile picture).
- Left Panel (Map):** Shows a map with a red location pin. A sidebar on the left contains a zoom control (+/-) and a list of inventory items.
- Inventory List:**
 - Bewaarcel 1:** Aantal voorraden: 2.
 - Veld I / Spunta 400 ton:** 0000-0200, 0200-0400, 0400-0600, 0600-0800, 0800-1.000.
 - Veld II / Spunta 600 ton:** 0000-0200, 0200-0400, 0400-0600, 0600-0800, 0800-1.000.
- Record (246) and Planning (36) Section:** Contains a calendar view for May 2015. The calendar shows various activities scheduled for different days, including hoeing, field work, and application of fertilizers or pesticides.
- Bottom Right:** A small section showing crop types: Sweet Corn (1) and Winter wheat (4).

'Smart potato'

Temperatuur

Gewas info

Voc



Impact

(C)O₂
Suikers



Dank u voor uw aandacht

