



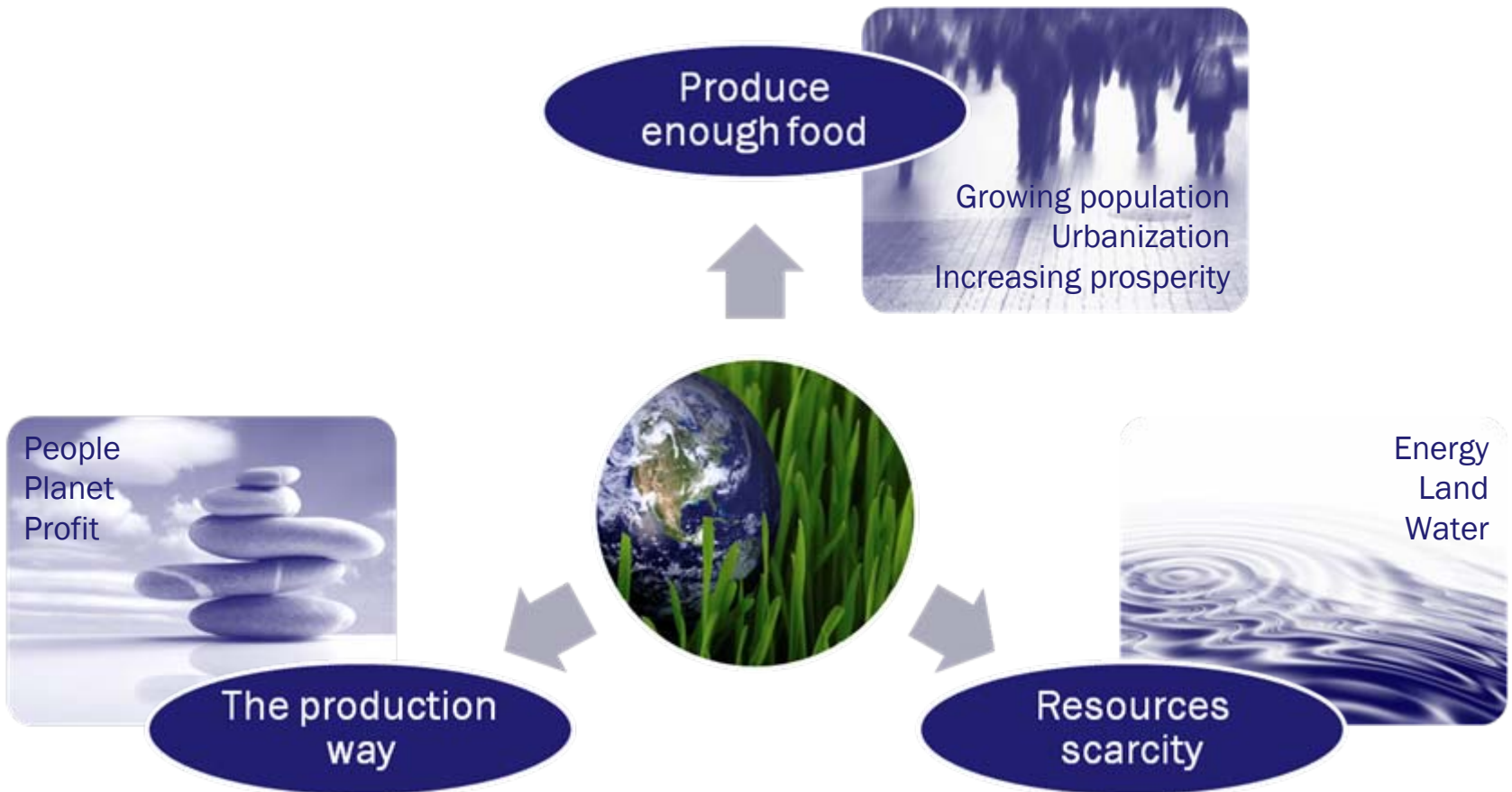
Identifying modern challenges

Vincent Deenen, Director Marketing Grodan

Trends



Global pressure on food production

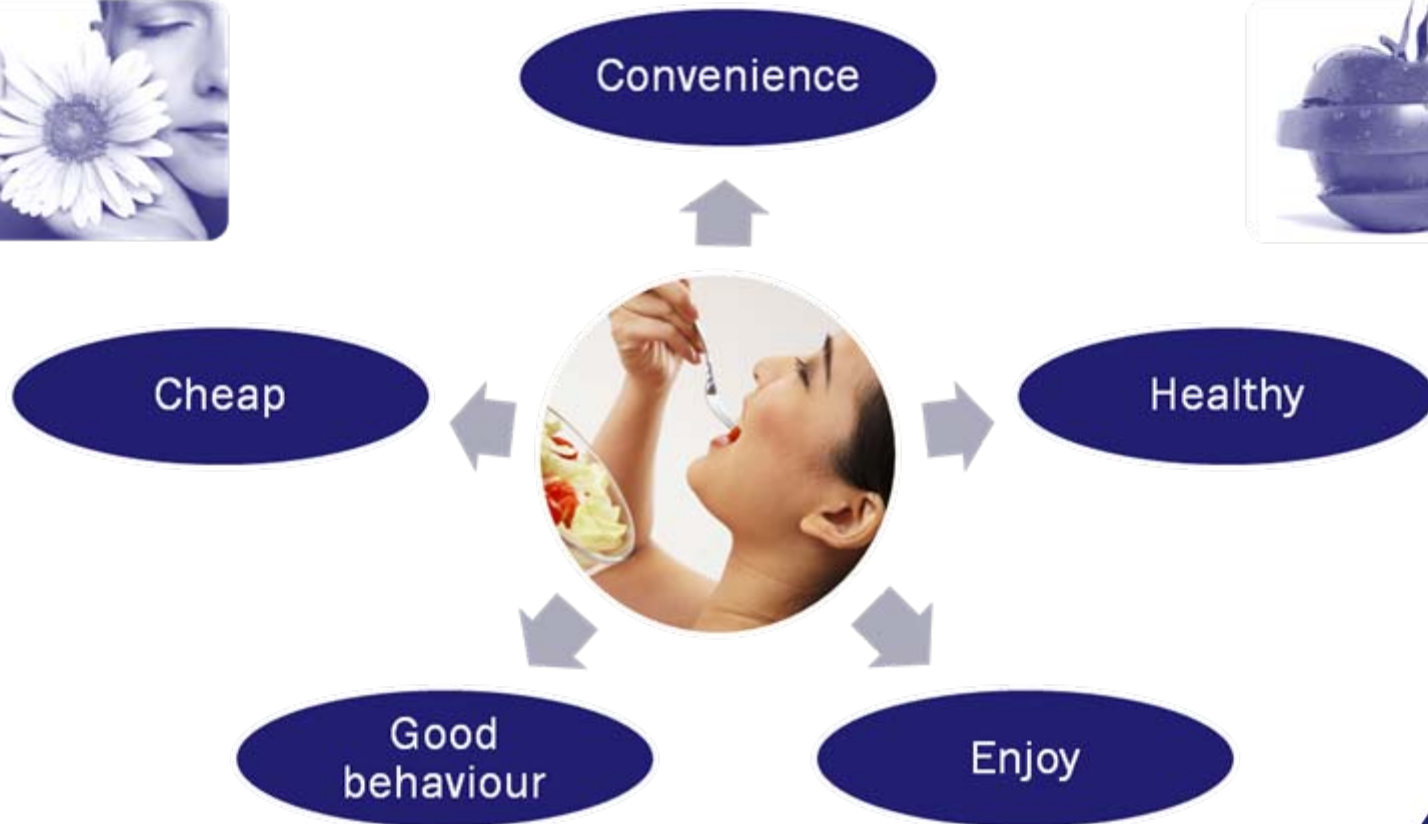


Modern challenge 1



Doing more with
less per m² ...
in a better way

Consumer more and more experience



Modern challenge 2



Consumers have preferences ...
and they change

Horticulture facing reality



Modern challenge 3



Making € ...
given the changing
power fields

Modern challenges



Doing more with
less per m² ...
in a better way



Consumers have
preferences ...
and they change



Making € ...
given the changing
power fields

Modern solutions

Balancing market
expectations with
today's reality

Horticulture 2.0?