Advisory services

Wednesday 28-9-2016

Harm Brinks

Worldwide Expertise for Food & Flowers
Delphy

World wide experts in food and flowers:

- 220 professional advisors
- 11 offices in The Netherlands, offices and representatives in Great Britain, Belgium, Spain, Denmark, Poland, Russia, East Africa, Middle East, China, Japan, South Africa
- more than 12000 satisfied customers in 40 countries
- annual turnover Euro 25 million
Privatised since 1990

- Service within Min. Of agriculture
- Foundation outside the Ministry
- Limited company, MoA shareholder
- MBO in 2005, final step
- Limited split up in 5 separate private companies
Network alliances and partners

NL Government

Universities

Research stations

Technology partners

Agro-input Suppliers

Client Base
12000 potential partners, suppliers, or off-takers

Delphy B.V.

Organic Farming
Fruit cultivation
Strawberry cultivation
Tree Nursery
Greenhouse vegetable cultivation
Potplant cultivation
Cutflower cultivation
Arable farming & vegetable cultivation
Flowerbulb cultivation
Mushroom cultivation (C-Point)
Crop protection
Economy & Strategy
Subsidy and Funding advisory
Research & Development
International Projects

DLV Dier BV

Animal husbandry:
- Dairy farming
- Beef production
- Sheep farming
- Processing
- Poultry

Q Point

Quality assurance and certification (GlobalGAP, HACCP, etc.)

DLV BMT

Agricultural buildings, energy and technologies

International Offices and Representatives:
Belgium, UK, Costa Rica, Russia, Middle East, Ethiopia
Business model

- Originally: develop up to 50% private, 50% sector money in 2003
- Since 1998: no sector money, 100% private
- 2015 100% private
- Focus on direct payments by farmers
- Strong development of international activities
- Subsidiaries in 10 countries
- Clients in > 50 countries
Delphy services

- Advice & training
- Applied (on farm) research
- Collaboration with universities and research stations, such as TNO, WUR
- International knowledge exchange
Delphy The Netherlands

- Advisory teams (specialists and generalists)
  - Arable & open field vegetables (4)
  - Strawberry
  - Fruit
  - Tree nurseries
  - Green house flowers, vegetables, pot plants
  - Flower bulbs
  - Mushrooms
Advisory team

- 5-15 advisors
- Team responsibility for budget & turnover
- 70-100% turnover from contacts with farmers
- 0-30% turnover in projects
- Every advisor individual target, responsible for own acquisition
- Mix of Dutch and foreign clients
Focus on farm management

- Investment planning/economics for new machinery, technology, farm buildings, etc.
- Planning of crop management activities
- Soil management and cost effective fertilizer strategies on field and farm level
- Cost effective plant protection strategies
- Implementation of precision agriculture methods, using GPS and sensing systems
- Dedicated to higher farm income
Applied research

- Short term problems
- Financing through companies, branche organisations, growers
- Own locations:
  - Bleiswijk_greenhouse crops
  - Plantarchitecture of poinsetta
  - Zeijen arable farming
  - Boskoop tree nurseries
  - Soft fruit
  - Onion innovation centre
    - Variety testing
- Cooperation with research stations
International activities

- Turn key projects (horticulture)
- H2020 projects (limited)
- Advisors with individual clients (greenhouse crops, strawberries, open field vegetables)
- Subsidiaries
  - Work with local people
  - Local shareholders
  - Knowledge exchange/specialists
- 30% of total turnover, expected to grow to 50%
Example Delphy Poland

- 5 advisors
- Tomatoes
- Soft fruits
- Open field vegetables
Innovation areas of work

- The digital advisor
  - Manage a green house from behind a desk, based just on data:
    - Classic data: Climate/temperature/air humidity
    - Data from sensors and monitoring devices
    - Pictures, drone images, etc.
Precision farming over time
Irrigation recommendation

- **Red** = irrigate
- **Blue** = no irrigation
- **Yellow** = start in 4 days
- **Gray** = no accurate data
Sensor information

From spectral images to site specific application of inputs (N, P, K, lime) in time&space

Monitoring of ‘soil borne problems’
- Nematodes
- Soil structure
- Drought monitoring
Site specific treatment?

- Differences between fields
- Differences within fields
  - When economic to adapt management to these differences? 20 kg N/ha, 50 kg N/ha?
- How to manage the differences
Spectral images for better management?

- Spectral & thermal camera on airplanes
- 5 images per growing season
- Analysis of biomass and temperature variation in the fields
- Monitoring aspects and site specific application of inputs
- When site specific treatment cost effective?
- 300 fields in 2017
Flightplan
Biomass image
Thermal image
Prescription map
Delphy: Happy to be private

- Questions?
- Thanks for your attention