

Advisory services

Wednesday 28-9-2016

Harm Brinks



Delphy

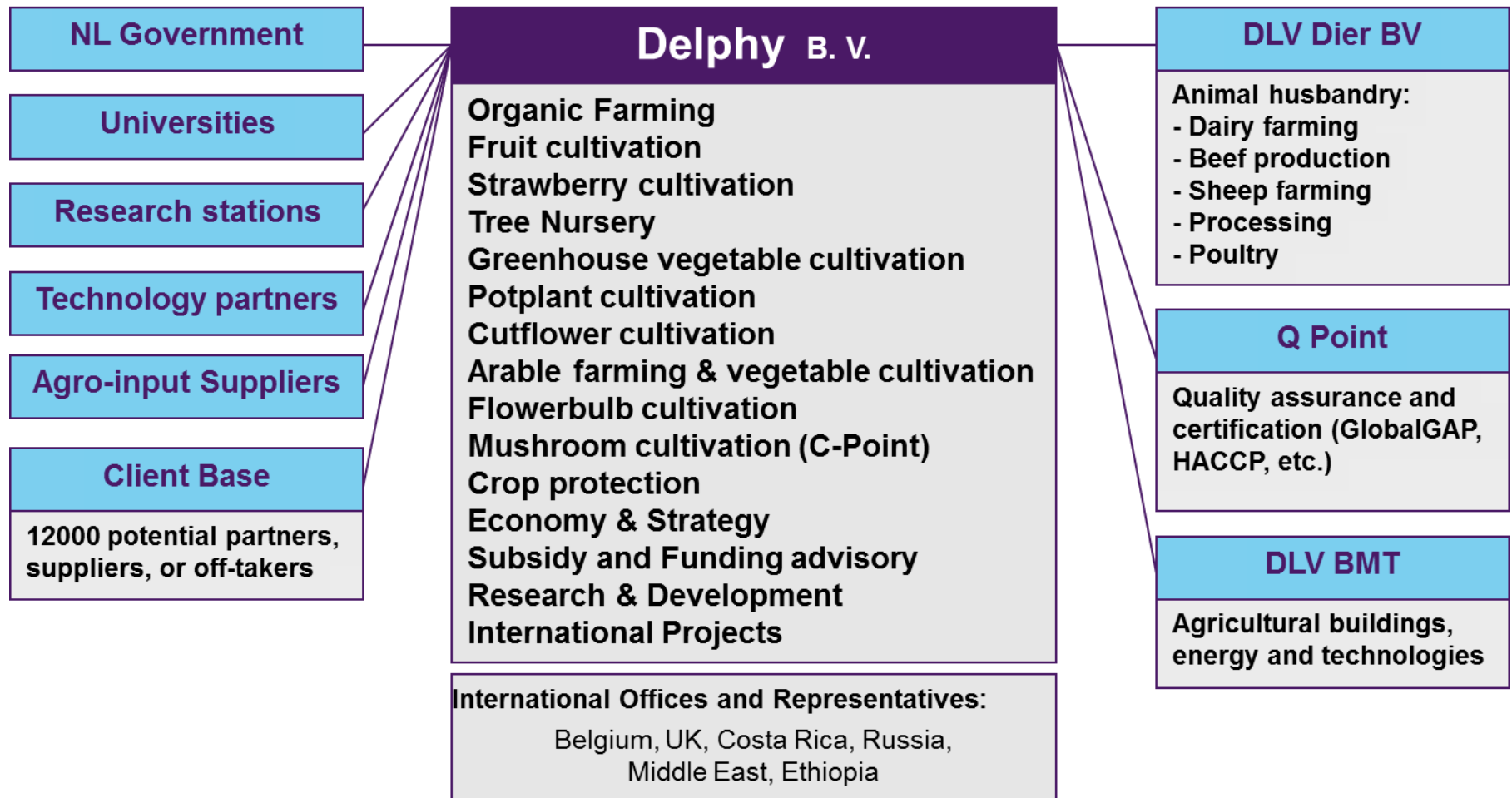
World wide experts in food and flowers:

- 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



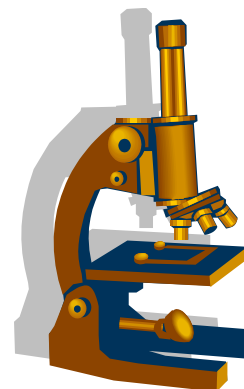
Business model



- 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 & turn over
- 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

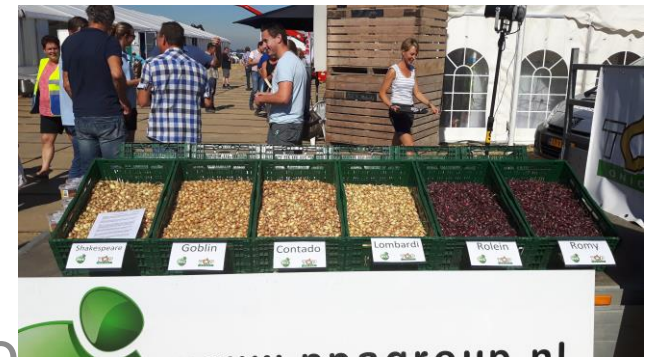


- Investment planning/economics for new machinery, technology, farm buildings, etc
- Planning of crop management activities
- Soil management and cost effective fertilizer strategies on field and farm level
- Cost effective plant protection strategies
- Implementation of precision agriculture methods,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

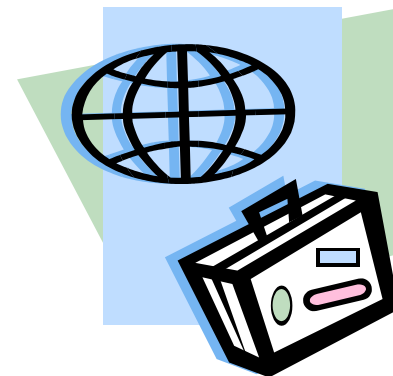


Applied research

- 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 of sensors and monitoring devices
 - ✓ Pictures, drone images, etc.

Precision farming over time



Irrigation recommendation

DLV plant

Algemeen Akkeverzicht Gegevens Advies

Red = irrigate

adiebla.
adiebla.
Lorem ipsum, dit is fake tekst. Hier komt een algemeen verhaal te staan over bladiebla.
Lorem ipsum, dit is fake tekst. Hier komt een algemeen verhaal te staan over bladiebla.

Selecteer akker

- Akker achter ✓
- Akker links ...
- Akker groot ✓
- Akker rechts ✓

gegevens niet correct ingevuld
niet irrigeren
over aantal dagen beregenen
start beregenen

Selecteer hier een akker om de gegevens bij te werken

4 dgn

1 dag

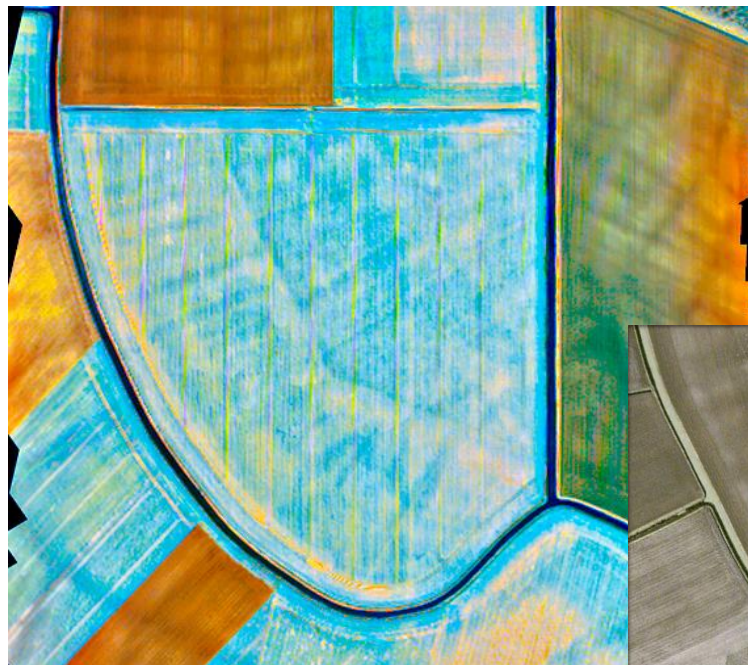
ga verder

DLV Plant BV | Agro Business Park 65 | 6700 CA Wageningen | info@dlvplant.nl

yellow = start in 4 days

Gray = no accurate data

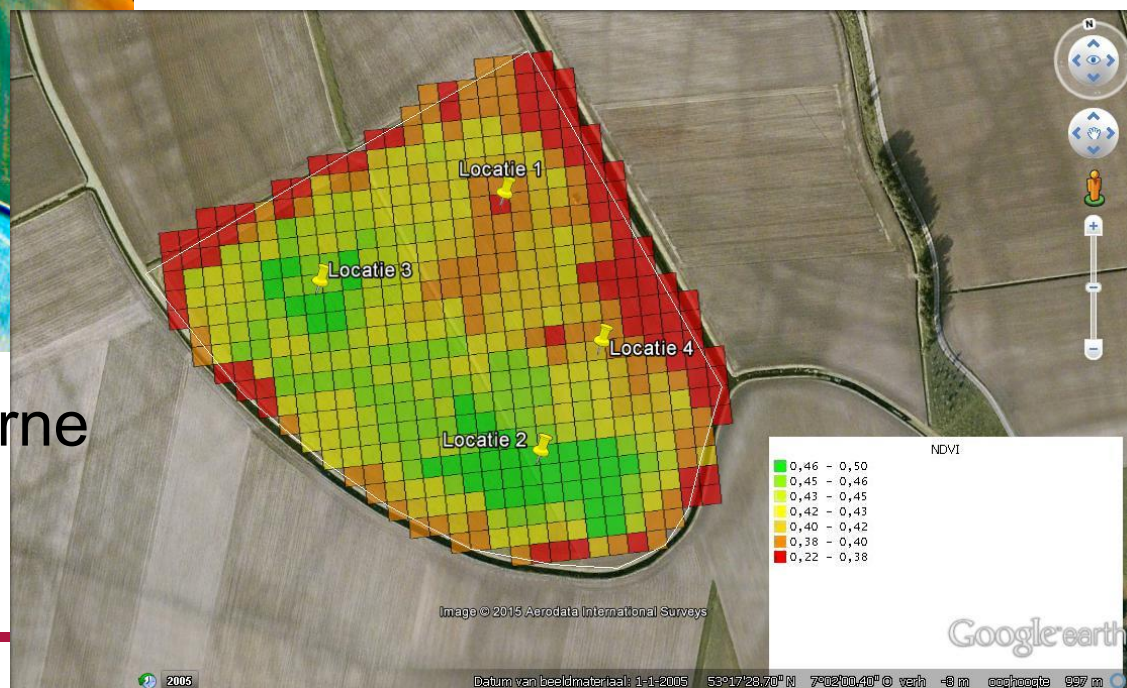
Sensor information



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

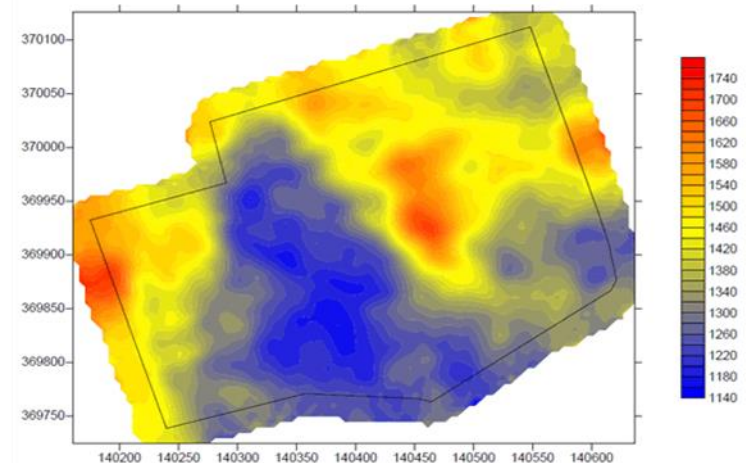
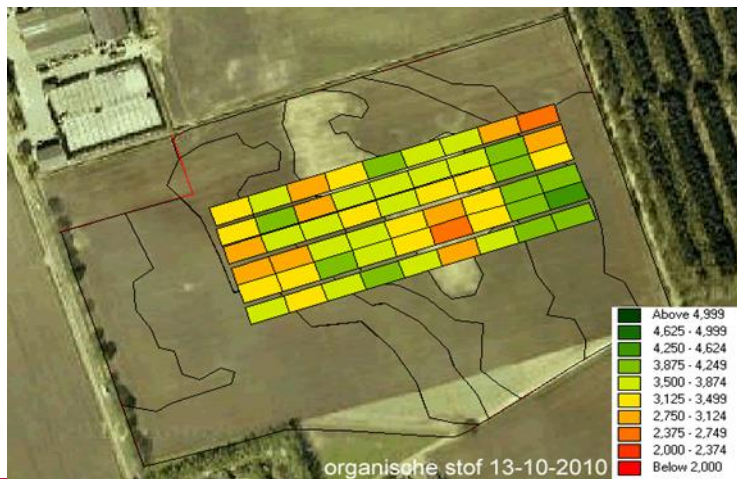
Monitoring of 'soil borne problems'

- Nematodes
- Soil structure
- Drought monitoring



Site specific treatment?

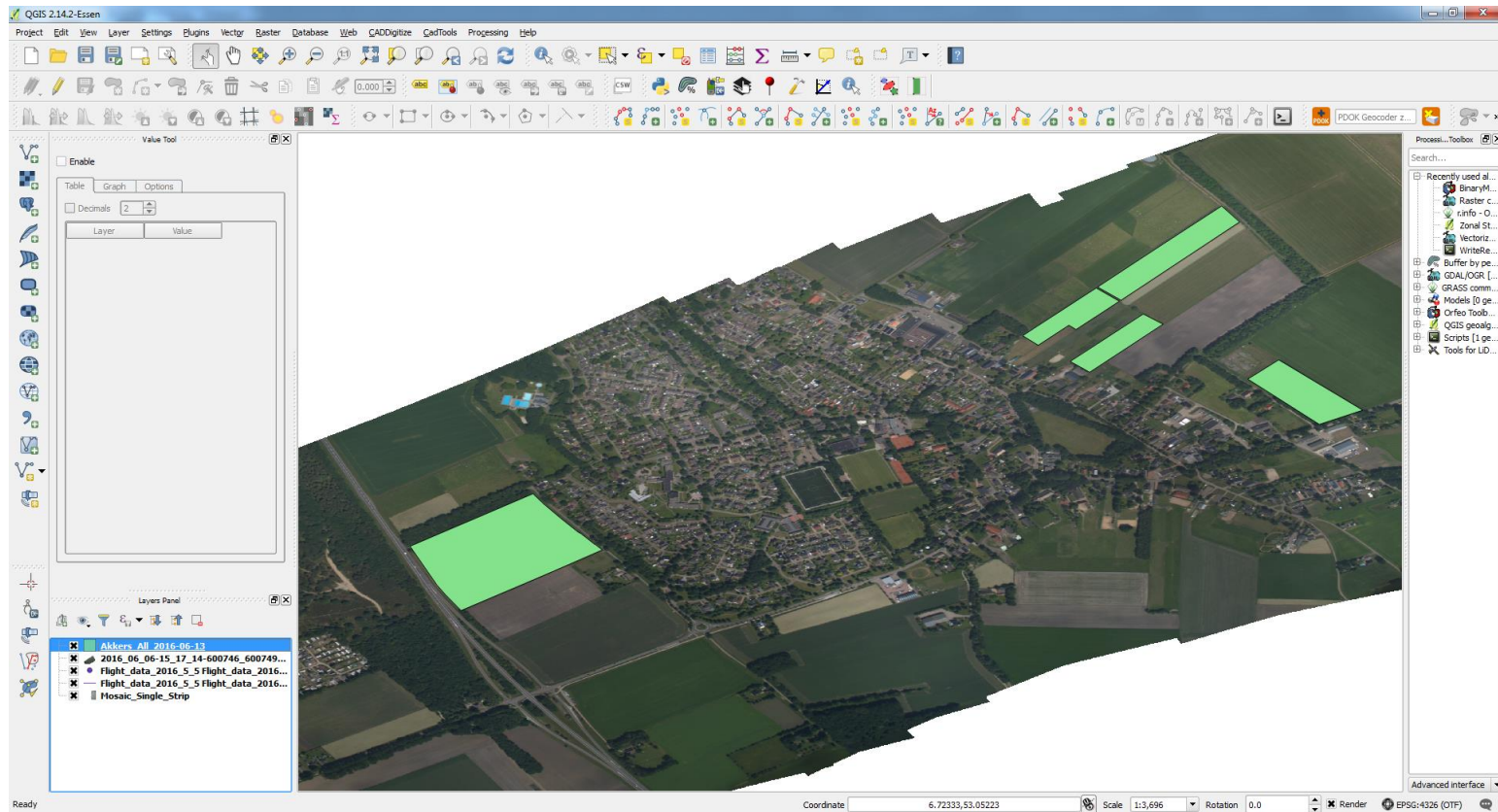
- Differences between fields
- Differences within fields
 - When economic to adapt management to these differences? 20 kg N/ha, 50 kg N/ha?
- How to manage the differences



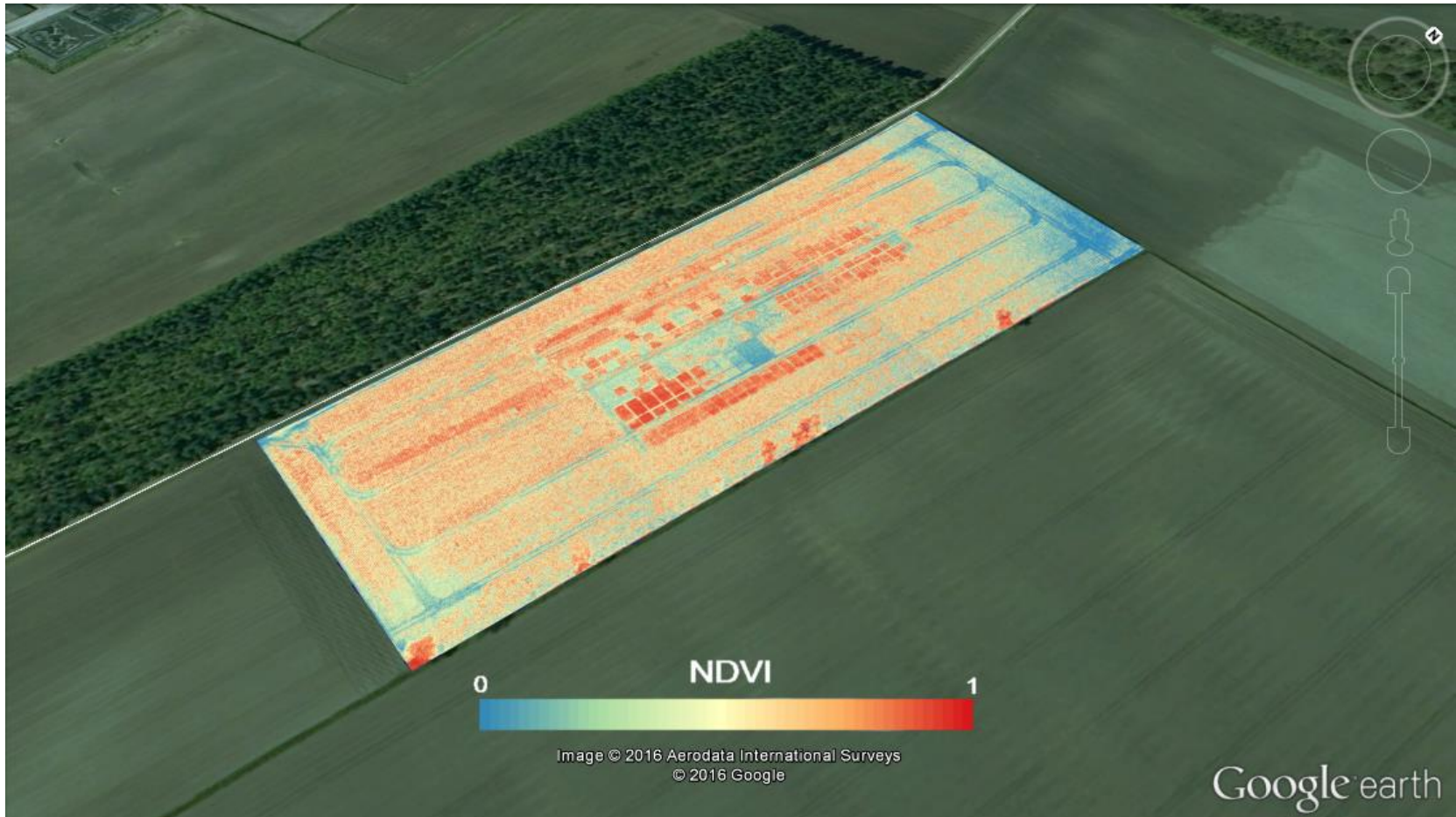
Spectral images for better management?

- 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



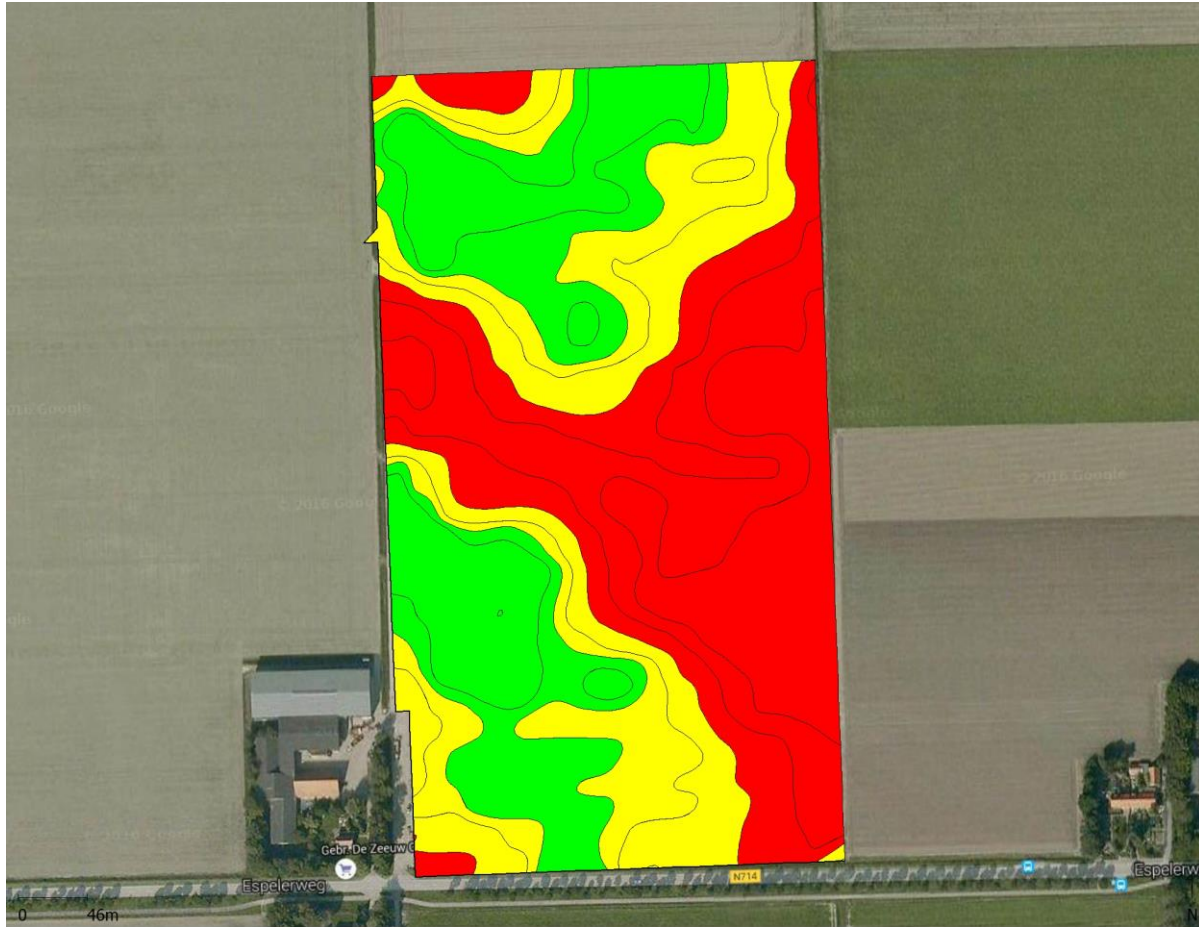
Biomass image



Thermal image



Prescription map



Delphy: Happy to be private

- Questions?
- Thanks for your attention