

Meet the Dutch Delegation

Innovation Mission New Zealand: Agtech, Robotization and Digitalization in Horticulture

18-22 November 2024



Netherlands

The Netherlands and New Zealand, Natural Partners in Sustainable & Future-proof Fruit-tech

Though the Netherlands and New Zealand are separated by vast oceans and continents, the two nations are united by a deep, shared commitment to innovation, sustainability and progress. As we approach 2025—a milestone year marking 60 years of diplomatic relations—our celebration of this longstanding partnership will be highlighted by a series of exciting initiatives across New Zealand.



Ard van der Vorst

The Innovation Mission in Agritech, Robotization, and Digitalization in Horticulture is the perfect way to launch these celebrations. This mission exemplifies the power of collaboration between our countries, especially in the world of agriculture—where cutting-edge technology and sustainable practices intersect to shape the future of food production.

New Zealand's horticulture sector is a vital engine of the economy, contributing 12-15% to its export earnings. While world-renowned for its kiwifruit, New Zealand's horticultural landscape is rich and diverse, with apples, berries, avocados, wine, and flowers flourishing across the country. Much like the Netherlands, New Zealand is at the forefront of a green revolution—prioritizing sustainability, technological innovation and data-driven approaches to improving crop resilience and yield.

This week, you will have the chance to engage with some of the most forward-thinking experts and innovators in New Zealand's agritech and horticulture sectors. Together, you'll explore shared challenges and exciting opportunities, forging meaningful collaborations that will lead to new, sustainable solutions for the future of agriculture.

My team and I are thrilled to welcome such a dynamic group of industry leaders and experts. We are eager to strengthen ties between our countries, spark new ideas and cultivate partnerships that will drive positive change.

Let's make this mission one that marks not just the beginning of another year of diplomatic celebration, but the beginning of groundbreaking collaborations.

I look forward to meeting you all and embarking on this exciting journey together.

Ard M.M. van der Vorst, Ambassador
Embassy of the Kingdom of the Netherlands to New Zealand, Cook Islands, Fiji, Kiribati, Samoa, Tonga and Tuvalu

The Netherlands and New Zealand are globally well-known as leading producers of high quality and safe fresh produce, in dairy, vegetables and fruit. At the same time, both countries are also facing similar challenges when it comes to sustainability and the availability of labor.

Research and innovation are essential to overcome these challenges and change production in the modern era as is working together and reinforcing our joint strengths. Key technologies such as AI, robotics and ICT will play a vital role in our endeavors, but many barriers still need to be overcome.

The Netherlands not only wants to be a major logistics partner and exporter of sustainably produced agri-food products, but also of knowledge, expertise and technology for achieving a sustainable food system worldwide. We strengthen this position by investing in digital innovations and by collaborating in research and development with international partners.

As such the Netherlands is keen to explore multi-level cooperation with New Zealand, especially with its highly competitive and export-oriented fruit sector that is investing in digital solutions.

The New Zealand government also attaches great importance to making food production more sustainable and limiting the impact on the climate. In recent years, there has also been a strong focus on digital solutions to improve transparency and traceability in the food chain, which contributes to addressing the joint challenges of sustainable climate, nature and food production.

The goals of this mission are:

1. Gain insight into the ecosystem, innovative developments and opportunities in the agricultural sector in New Zealand, and learn from each other.
2. Explore and exchange best practices within policy, industry, research, and farming.
3. Exploring trends and opportunities for long-term (public-private) collaboration between knowledge institutions and between companies in the field of research and development.
4. Linking innovative knowledge and technology from the Netherlands to market opportunities in New Zealand.

The Dutch delegation includes several companies, researchers and government representatives that bring expertise in various areas like autonomous robots, crop monitoring, precision spraying, inspection and data technology, among other things.

I look forward to a fruitful mission and to meet you all,

Richard Harrison, mission-leader
Topsector Horticulture & Starting Materials



Richard Harrison
Captain of Science

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Delegation



BBLeap

BBLeap makes technologies for growers around the world to take care of their crops on plant level for their entire operations. The technology can be put on any type of sprayers and is available for existing sprayers as well new machines. Besides the spraying technology BBLeap offers LeapSpace for cloud solutions to work with detailed application maps 1ftx1ft up to 5000acres and LeapEye for realtime applications.



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Ministry of Agriculture, Fisheries,
Food Security and Nature

Ministry of Agriculture, Fisheries, Food Security and Nature

The Netherlands Ministry of Agriculture, Fisheries, Food Security and Nature wants to ensure good prospects for the Dutch farming, horticulture and fishing sectors, which are renowned worldwide for producing good-quality food that is safe and affordable. The Ministry is working with all stakeholders in the agribusiness to restore and maintain natural areas. It aims to consolidate the agriculture sector's leading international position, strengthen the link between nature and agriculture, and improve farmers' economic situation. Innovation is a priority for the ministry and innovation forms the basis of the Dutch success in agriculture. It will also be crucial in developing solutions for the challenges the agricultural sector faces. The Agrifood Technology mission to New Zealand is one of our instruments to stimulate and promote innovation in an international context.



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Netherlands Food and Consumer
Product Safety Authority
*Ministry of Agriculture, Fisheries, Food
Security and Nature*

NVWA

The Netherlands Food and Consumer Product Safety Authority (NVWA) monitors animal and plant health, animal welfare, and the safety of food and consumer products, as well as enforcing nature legislation.

It is crucial for the NVWA to stay up-to-date with the latest technological developments to effectively fulfill our core mission—protecting public health, animal health, and plant health. A study trip to New Zealand offers a unique opportunity to learn from a country renowned globally for its innovative approach in agriculture, food safety, and biotechnology.

New Zealand is a pioneer in the use of advanced technologies such as precision farming, biosecurity measures, and sustainable food production. By experiencing these innovations firsthand, we can gain valuable insights that are directly applicable to our Dutch context. This trip also provides an excellent opportunity to forge collaborations with New Zealand institutions and companies, potentially leading to future knowledge exchanges and joint projects.



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Rabobank

Rabobank

Dutch Bank which is globally leading in the Food and Agri Transition, based in New Zealand with 30 branches and 500 employees.

Rabobank plays a significant role in the global food and agriculture sector. In New Zealand, we focus on increasing the availability of affordable, nutritious food while respecting producers and the environment. As the market leader in New Zealand, we have a solid banking infrastructure that we exclusively offer to New Zealand and Dutch companies.



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Skytree

Skytree develops advanced direct air capture technology that extracts CO₂ directly from ambient air. Our modular units can be stacked together to meet any CO₂ demand, offering a scalable solution that eliminates the need for fossil fuel-based CO₂. By creating a circular CO₂ supply, we're helping Controlled Environment Agriculture (CEA) operations transition to more sustainable practices.

CO₂ is expensive and increasingly difficult to source in New Zealand, yet it's a crucial input for greenhouse and vertical farming operations to enhance plant productivity. With tightening regulations around CO₂ and the high costs associated with imports, growers are under pressure to find sustainable alternatives. We aim to introduce direct air capture technology to the CEA industry in New Zealand, offering a more sustainable method to pull CO₂ directly from the air for use in these operations. Our goal is to broaden our network and engage with key stakeholders interested in advancing agricultural innovation, providing new solutions to outdated practices, and driving the industry forward.



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Top Sector Horticulture & Starting Materials

Horticulture & Starting Materials is one of ten Top Sectors in the Netherlands that support public private cooperation on innovative solutions for societal challenges concerning value chains, climate adaptation, labour shortage, water quality and the circular use of raw materials. The Top Sector organisation consists of a general board and an executing bureau with members of private sector, science and government . We support R&D cooperation funded by the Dutch Government and private sector.

We have a broad (international) network consisting of technological, breeding, primary production and trade companies in the horticulture sector. The Top Sector organisation consists of a general board and an executive bureau with members of private sector, science and government . We have a broad (international) network consisting of world leading institutes in plant science and technology (e.g. Wageningen UR) and a private sector globally active in breeding, technics and trade.



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Wageningen University & Research

The mission of Wageningen University & Research (WUR) is to explore the potential of nature to improve the quality of life.

WUR combines the strengths of a university dedicated to life sciences with specialized research institutes that cooperate on a large scale in public-private partnerships and in confidential contract research. More specific, the Vision + Robotics program of WUR runs projects that use and develop AI, machine learning, computer vision, robotics, and spectral imaging. We believe in harnessing the power of technology to address pressing challenges in agriculture, horticulture, marine, livestock, and the fresh food supply chain.



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Organization



Kingdom of the Netherlands

Embassy of the Kingdom of the Netherlands in Wellington

The Embassy of the Kingdom of the Netherlands to New Zealand, Cook Islands, Fiji, Kiribati, Samoa, Tonga and Tuvalu plays a vital role in addressing political, economic, cultural and consular issues across the Pacific region. We focus on strengthening Dutch-New Zealand and Dutch-Pacific relations across various sectors, including government, business, academia, and local communities.

Our work encompasses key areas such as the promotion of trade and investment, security and human rights, bilateral and multilateral cooperation and providing consular services to Dutch citizens. In alignment with our Joint Statement for Climate Action with New Zealand, we prioritize our work around initiatives in sustainable agriculture, water management, climate change and energy.



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Netherlands Enterprise Agency

Netherlands Enterprise Agency International Innovation department

The Netherlands Enterprise Agency is the executive agency of the Dutch Ministry of Economic Affairs and Climate Policy. The Agency promotes sustainable development and innovation, both within the Netherlands and abroad. The aim is to improve opportunities for entrepreneurs and strengthen their position, nationally and internationally.

Through the Netherlands Enterprise Agency both national and foreign organizations may gain access to a broad Dutch network of knowledge institutes, research centers, trade associations, companies and government departments. The agency participates in numerous international platforms and counselling groups. It helps with finding grants, business partners, know-how and compliance with laws and regulations.

You can contact us for information, advice, financing issues, networking and regulatory matters, whether you are entrepreneur, representing a knowledge institute or work for a government body.



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Kingdom of the Netherlands

AgriTech New Zealand

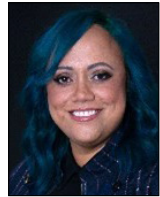
AgriTech New Zealand is an independent, member-funded organization dedicated to unlocking the full potential of New Zealand's agritech industry. Our members share a passion for harnessing agritech to address global food system challenges while promoting innovation, sustainability, and economic growth.

Our mission is to unleash the full capabilities of agritech in Aotearoa New Zealand by connecting stakeholders, enabling ecosystem navigation, and advocating for global collaboration. We work to drive the industry forward through advocacy, innovation, and fostering international connections that promote growth and technology export.

By uniting innovators, investors, researchers, and regulators, AgriTech New Zealand provides a collaborative environment where ideas are shared and challenges are solved. Our work advances agritech solutions as a critical part of addressing the global need for sustainable food production, helping New Zealand become a leader in this space.



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