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Symposium about the future of high-tech horticulture

Modern solutions for modern challenges

To mark its 40 years anniversary Grodan, a supplier of innovative substrate solutions for horticulture, organises an international symposium on Thursday 19 November. Theme will be 'Modern solutions for modern challenges'. Venue: "Buitenplaats Amerongen" in Amerongen (the Netherlands).

Traditional values are back in fashion. That includes consumer perception of the production methods that should be used in agriculture and horticulture. Conventional, old-style production methods are popular, while the high-tech production of fresh food is often viewed with mixed feelings. Technological innovation is highly advanced, particularly in greenhouse horticulture. Modern answers are being sought for modern issues such as a better environment, the demand for greater variety and the pressure to produce higher yields. This all requires a well-balanced approach. To what extent is the high-tech horticultural sector able to find a balance between the demands and expectations of society regarding the environment and the profitability of the production sector? And how can we bring this to a higher level?

Program and speakers

During the plenary part of the program - 1.30 p.m. to 5.00 p.m. – these and related issues will be addressed by Vincent Deenen, Director Marketing Grodan ('Identifying modern challenges'), Dick Oosthoek, Director Horticulture and Arable Farming Rabobank International ('Future developments in horticulture'), Peter Oei, Program Director SIGN (Stichting Innovatie Glastuinbouw Nederland) ('Taking the high-tech greenhouse to the next level') and Martijn Laar, Managing Consultant Berenschot Consultancy ('Modern solutions for changing realities - lessons from other industries'). Moderator will be Marc van Eck, Managing Partner Business Openers. He will also guide the panel discussions following the presentations.

Expert sessions within the chain

Furthermore, the highlights of the expert sessions held in September on various levels in the chain, in preparation of the symposium, will be presented. These sessions illustrated that although sustainability is high on the agenda, it does not always have sufficient priority. That CO₂, energy and - above all - water are seen as key priorities. That the knowledge of cultivation techniques is inadequate and insufficiently integrated. That the development of controlled environments for growing crops is essential. That high-tech developments are often more driven by technical possibilities rather than the plant. And that the integration of knowledge about the plant and root zone should get more attention.

These are just some of the many issues that are alive within the sector. At the symposium these issues are placed within the framework of 'Modern solutions for modern challenges', and complemented with insights from the speakers. This way, Grodan hopes to make a valuable contribution to the further development of high-tech horticulture.

Interested parties can still register via www.grodan.com/symposium.

(Based on availability of seats)

Corporate information:

Grodan is focused on the professional horticultural sector. The company supplies the glasshouse industry with innovative cultivation solutions comprised of clean and controllable stone wool substrate, in combination with advice and support services. In professional horticulture, Grodan substrates are the ultimate alternative to soil. The cultivation on stone wool substrate is environmentally-friendly and provides higher yields and better quality as well as savings in nutrients, water and energy. In brief - total control of the crop. Grodan's solutions are predominantly used to cultivation of vegetables and flowers, such as Tomato, Cucumber, Pepper, Egg Plant, Rose and Gerbera.

Grodan was established in 1969 and is now active in over 60 countries worldwide. The Grodan head offices are in Roermond, the Netherlands.

More information and visuals are available with:

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