

REPORT

VI. Dutch-Ukrainian Greenhouse Industry Forum

February 21, 2017

KyivExpoPlaza, 2-B, Salutna str., Exhibition Hall #1, Conference hall #3,

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Photo report of the forum – You may download by the [link](#) and of [Facebook](#)

All presentations [link](#)

Related publications: <https://www.facebook.com/events/592172357644493/>

In Dutch: <http://www.agroberichtenbuitenland.nl/kirov/wp-content/uploads/sites/4/2017/03/2017.03.16-Kastuinbouw-in-Oekraïne-nog-in-zwaar-weer.pdf>

General information about the forum

On 21 February the VI Dutch-Ukrainian Greenhouse Industry Forum was held within the business program of the industrial fair of equipment and technologies for greenhouse industry ‘Greenhouse – 2017’

Leading Dutch and Ukrainian experts discussed outcomes of the previous year and forecasts for 2017 for the Ukrainian greenhouse sector, prospects for the Ukrainian producers as well as the Dutch innovations and market trends at the greenhouse production market in Ukraine and worldwide.

Although the Netherlands is relatively small country, it accommodates about 10,000 ha of high-technology greenhouses. Dutch greenhouse sector is not only one of the world's largest suppliers of greenhouse vegetables and flowers, but it also initiates global trends and provides know-how in this industry overseas.

Carolien Spaans, Agricultural Counsellor of the Embassy of the Kingdom of the Netherlands in Ukraine, informed that the Dutch companies, research and scientific centers make a significant contribution to sustainable greenhouse production with application of technologies allowing to save resources and grow fresh products with respect for the nature. ‘Investments of planting material manufacturers and research centers continuously making their contribution to development of the industry constitute nearly 15% of the annual turnover of the Dutch crop sector’.

Mrs. Carolien Spaans also noted that export of knowledge, services and technologies is a priority for the Netherlands: ‘Our country appreciates close relations and cooperation with Ukraine which has a great potential in the greenhouse sector. We constantly try to focus on practical aspects of the greenhouse production: discuss current issues at our forums, support demonstration projects for representing the Dutch technologies and materials to the Ukrainian producers’.

Yevhen Chernyshenko, President of the Association ‘Greenhouses of Ukraine’, told about outcomes of the previous year and forecasts for 2017 for the Ukrainian greenhouse sector which are currently not very comforting: ‘In view of high technology and energy-dependent production, greenhouse industry has considerably felt the negative impact of unstable political and economic situation in Ukraine. Unfortunately, year by year a situation in the greenhouse sector is worsening. From a financial perspective in 2016 the producers ended up with the minimum indices. There are different reasons: cancellation of special VAT regime, investment issues, slow growth of prices for vegetable products. In order to be more effective, now we are relying on alternative energy resources and adoption of the advanced technologies, but they can be obtained by means of investment programs’.

Hryhoriy Moroz, representative of Enza Zaden Ukraine spoke about tendencies at the greenhouse production market in Ukraine and worldwide, in particular Mr. Hryhoriy focused on products branding. According to him, effective branding of products will depend on the cooperation of three key businesses: seed company, manufacturer and retailer ‘Branding of products occurs at every stage, from positioning of the food as organic to arrangement of space on the shelf. For better promotion of the products it is essential to explore the global trends in food consumption and according to this to develop the strategy. For example, in the USA and Western Europe most attention is paid to the taste and organic origin; in addition, foreign customers would better buy a snack, i.e. vegetables as quick meal’.

Hryhoriy also spoke about ‘vertical pharming’, growing of salads and aromatic herbs on hydroponics in fully enclosed premise using artificial lighting by means of LED: ‘Today it is the newest trend in the world. Implementation of this project depends on the proper selection of seeds, technical equipment and market demand. It provides a lot of advantages: efficient use of resources, clean and healthy food, possibility of growing in big cities, food safety. In Japan, the yield of lettuce crop is 30 thous. heads per day in the production area of 3,500m².

Volodymyr Kornienko, Marketing Expert of Trading House ‘Kalynivka Premium’, believes that Ukraine has a great potential for promotion of products overseas: ‘The European market is much promising and interesting for top producers of fruits and vegetables than the Russian. First of all, in this ‘dispute’ the logistics wins.

Secondly, Europe is ready to pay more but requires higher quality. Today companies are willing to provide good quality’.

According to Mr. Volodymyr, each company exporting products is an ambassador not only of its own brand, but it is a face of Ukraine as well: ‘We understand that we cannot provide customers with a bad product. There are four basic indicators that we follow: experience, reputation, quality and advertising. With regard to advertising, we encourage producers to participate in conferences and exhibitions. For example, Trading House ‘Kalynivka Premium’ has recently taken part in the exhibition ‘FRUIT LOGISTICA’ in Berlin attended by 70 thousand potential customers’.

Ihor Chechitko, Expert on Preparing to GlobalGap Certification described the typical requirements for greenhouse complexes. He informed that the opinion regarding GlobalGap safety is issued on the basis of tracking all stages of production: ‘Today Ukraine has a certain approach to determination of safety: a certain number of products is selected, tested on various parameters and according to the analysis results the opinion is issued. However, such system does not give an absolute guarantee since the company has hundreds of factors that can affect the outcome. For instance, sprayer or fertilizer spreader can be broken and, as a result, application of certain substances is not uniform. GlobalGap works ahead so that the entire production cycle will be developed perfectly. When all conditions are fulfilled, the products will be safe.

Mr. Ihor also told about preparation stages for certification of the greenhouse sector: ‘GlobalGap program includes approximately 400 clauses to be fulfilled, particularly regarding occupational health, safe use of pesticides, requirements for laboratories etc. For greenhouse sector, the attention is paid to execution of the control rules for glass and plastic, treatment of waste materials in case of breaking, use of lamps with safe ceiling. GlobalGap is popular among producers of greenhouse crops; now the top-5 certified crops on the area under glass includes radish, tomato, pepper, cucumber and strawberry. As of today, GlobalGap certificate enables the Ukrainian producer to export to nearly 100 countries, improves product quality, meets requirements of customers and retailers as well as upgrades image of the products and the manufacturer’.

Forum screensaver



КиївЕкспоПлаза, 21 лютого 2017

**VI ГОЛЛАНДСЬКО-УКРАЇНСЬКИЙ ФОРУМ
З ТЕПЛИЧНИХ ТЕХНОЛОГІЙ**

VI DUTCH-UKRAINIAN GREENHOUSE INDUSTRY FORUM

























Appendix 1. Forum Program

VI Dutch-Ukrainian Greenhouse Industry Forum

Moderator: Taras Vysotskyi, Association “Ukrainian Agribusiness Club”

12:00 - 12:30	Registration and Welcome-Coffee	
12:30 - 13:00	<u>Opening and Welcoming Speech</u> Carolien Spaans , Agricultural Counsellor, Netherlands Embassy Olga Trofimtseva , Deputy Minister of Agrarian Policy and Food of Ukraine on European integration Taras Vysotskyi , General Director, Association “Ukrainian Agribusiness Club” Volodymyr Chernyshenko , President of Associations “Greenhouses of Ukraine”	
13:00 - 13:20	Yevgen Chernyshenko , Association Greenhouses of Ukraine	Facts, figures, main problems and lessons learned in different regions in Ukraine in 2016
13:20 - 13:40	Serhiy Lenchuk / Mikel Honders Galicia Greenery	Best practice: market potential in Ukraine. Investment opportunities.
13:40 - 14:00	Volodymyr Korniienko , Trading House “Kalynivka Premium”	Export strategy and promotion of the local brand abroad – be proactive
14:00 - 14:20	André Pilling , Agritrade Ukraine	Export support projects for Ukrainian producers of horticultural products
14:20 - 14:40	Igor Chechitko , Global GAP Expert	Global Gap: requirements for greenhouse companies in order to obtain Global GAP certificate
14.40 - 15.00	Grygoriy Moroz , Enza Zaden Ukraine	Market tendencies in assortment of greenhouse vegetables: Ukraine and World. Innovations in greenhouse products. Organic seeds.
15:00 - 15:20	Vadym Poliakovskiy , Philips Lighting Ukraine	Bringing Dutch innovations to the growers – Philips Lighting Horti LED projects in Ukraine
15:20 - 15:40	Olena Boltovska , Koppert Biological Systems	Dutch technologies for safe and quality greenhouse products. Training programs for greenhouse experts in Ukraine by Koppert.
15:40 - 16:00	Q/A	
16:00 - 16:30	Coffee Break / networking	

Evaluation results

1. Is your company a member of Ukrainian Agribusiness Club (UCAB)?		
Answers	Figure	%
Yes		8,11
No		91,89
2. How did you get the information about this event?		
Answers	Figure	%
Received invitation by email		37,84
Electronic media		16,22
Print media		2,7
Social networks		29,73
Received the information on one of the previous events		8,11
Other source		13,51
3. How did you like the venue? (5 – very much, 1 – not at all)		
Answers	Figure	%
5		58,33
4		33,33
3		8,33
2		0
1		0
4. How would you rate the level of event organization in general? (5 – very good, 1 – very bad)		
Answers	Figure	%
5		54,05
4		40,54
3		5,41
2		0
1		0
5. Do you plan to attend the following events organized by AgriEvent/UCAB?		
Answers	Figure	%
Yes		94,59
No		5,41
6. What is the crucial factor for you to participate in the agricultural forum / conference?		
Answers	Figure	%
Theme of the event		91,89
Participation cost		21,62
Speakers		54,05
Venue		8,11
Participating companies		29,73
Event format		8,11
7. In which area do you operate?		
Answers	Figure	%
Agricultural production		62,5
Financial organization		0
Agricultural machinery		3,13



CPP/seeds		15,63
Consulting		28,13
Other		18,75

8. Are you satisfied with speaker's presentations in general? (5 – very satisfied, 1 – very dissatisfied)

Answers	Figure	%
5		55,56
4		38,89
3		5,56
2		0
1		0

9. Which presentations did you like / dislike the most?

Answers	Figure	%
Facts, figures, main problems and lessons learned in different regions in Ukraine in 2016 (Yevgen Chernyshenko, Association Greenhouses of Ukraine)		
5		48,39
4		38,71
3		6,45
2		6,45
1		0

Best practice: market potential in Ukraine. Investment opportunities (Serhiy Lenchuk / Mikel Honders, Galicia Greenery)

5		67,74
4		25,81
3		3,23
2		3,23
1		0

Export strategy and promotion of the local brand abroad – be proactive (Volodymyr Korniienko, Trading House "Kalynivka Premium")

5		61,29
4		25,81
3		6,45
2		6,45
1		0

Export support projects for Ukrainian producers of horticultural products (André Pilling, Agritrade Ukraine)

5		66,67
4		23,33
3		3,33
2		6,67
1		0

Global Gap: requirements for greenhouse companies in order to obtain Global GAP certificate (Igor Chechitko, Global GAP Expert)

5		65,52
4		27,59
3		6,9
2		0



1		0
Market tendencies in assortment of greenhouse vegetables: Ukraine and World. Innovations in greenhouse products. Organic seeds (Grygoriy Moroz, Enza Zaden Ukraine)		
5		56,25
4		34,38
3		9,38
2		0
1		0
Bringing Dutch innovations to the growers – Philips Lighting Horti LED projects in Ukraine (Vadym Poliakovskiy, Philips Lighting Ukraine)		
5		72,73
4		21,21
3		6,06
2		0
1		0
Dutch technologies for safe and quality greenhouse products. Training programs for greenhouse experts in Ukraine by Koppert (Olena Boltovska, Koppert Biological Systems)		
5		64,52
4		25,81
3		9,68
2		0
1		0
10. What kind of speakers would you like to see at the next forum?		
Answers	Figure	%
International experts		47,22
Practitioners		86,11
Scientists		58,33
Government Representatives		19,44
		0
11. Further comments and suggestions you would like to make:		
Answers		
Доповідь про використання сонячних вегетарієв в Україні.		
Більше інформації щодо ринку тепличної продукції в Україні, стану галузі.		
Бажано було б отримати прелік компаній (з Нідерландів), які мають представництва в Україні та пропонують сучасні рішення, обладнання, конструкції, автоматику і т.д.		
Сучасні технології вирощування овочів в закритому ґрунті, регулювання параметрів мікроклімату. стратегій поливів, досвічування.		
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Прошу провести форум по виробництву часнику та продуктів його переробки.		
Почути інженерів, щодо енергозбереження		
Представники державної влади що працюють на користь галузі		
Форум о технологіях, но про них дуже мало. Недостатньо інформації про те де можна пройти курси, семінари по підвищенню кваліфікації		