



FloraHolland

Sustainable transport FloraHolland

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EMS forum
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FloraHolland company

- Flower sales through auction clock and mediation
- Grower owned (cooperative)
- Trendsetter in logistics innovation and ICT



FloraHolland in figures

- Growers: 9,000 nationally and internationally
- Customers: 3,500 exporters and wholesalers
- 6 Locations: FH Aalsmeer = size Monaco
- Turnover: € 3.9 billion (2009)
- Products: 11 billion cut flowers
1,3 billion plants
20.000 different products



Green initiatives: Today!

- GreenRail project:
 - Goal is to prove that an efficient and reliable transport connection, by rail, for floricultural products is possible: 3 corridors: Italy, Poland and Romania
 - Focus on plants
 - Performance: 34 containers, 4 delay
- Bio diesel
 - First Biodiesel Tank at location FH Naaldwijk
- Road transport EMS (European Modular System)
 - Use of > 30 EMS trucks
- Auctioning by virtualization



Use of EMS (European Modular System)

- First EMS
 - Start Febr. 2005
 - Location Eelde - Naaldwijk (260 km)
- Technical
 - Size 25,25 meter (normal 18,75 m)
- Business Case
 - Form DC to DC
 - 50 % more load
 - 33% less fuel and CO2 emissions for same load
 - Less congestion 1%
 - Lower cost per Flower trolley
- Today
 - More than 15 Floriculture supply Transporters use the EMS (ca 30 trucks)
 - Also short distance; Aalsmeer - Naaldwijk (55 km)
 - Only inbound and local transport



Changes for EMS

- Today only inbound and local transport
- Change in outbound transport
Top 5 Export Floriculture product into Europe

(x 1 million)	Turnover 2009	Full Truck loads
1. Germany	€ 1,527	121.200
2. United Kingdom	€ 656	52.000
3. France	€ 646	51.300
4. Italy	€ 323	25.600
5. Belgium	€ 212	16.800

- If 5% EMS trucks for these countries?

*For these countries 4.450 less trucks
and less CO2 (ca 4.500.000 kg)*



Now is the moment to act?



Thank you for your sustainable attention!

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