



CUT FLOWER PRODUCTION

The past few years the agricultural sector has seen many changes. Profits per unit are decreasing due to liberalization and globalization. Many farmers respond by increasing the scale of their operations. The market for ornamentals is innovative with well-planned trends. In order to benefit as a grower you need to be able to combine trends and technology.

FOR WHOM

- ⇒ Owners, managers and specialists in cut flower production
- ⇒ Agricultural trainers and extension workers

TARGET

Based on a reversed-value chain analysis you will get more insight and tools to improve quality and profits from your farm.

COURSE

Our tailor-made courses of "Cut Flower Production" consists of 5 days at CITAVERDE Bedrijfsopleidingen in the Netherlands. The program will contain lectures, practical exercises, meetings with entrepreneurs and field visits to companies in Netherlands, Germany and/or Belgium.

CONTENTS

Depending on the group's objectives the course will cover:

- ⇒ Lily
- ⇒ Chrysanthemum
- ⇒ Gerbera
- ⇒ Rose

Examples of subjects to be covered:

- ⇒ Markets, supply windows and marketing
- ⇒ Post-Harvest Handling
- ⇒ Climate Control
- ⇒ Water and Fertilizer Management
- ⇒ Integrated Pest Management
- ⇒ Artificial Substrates
- ⇒ Investment planning and greenhouse construction

