Cold Chain in the international Flower Trade.

A life report.
Objective:

- To set up an Information and Communication Network through internet to improve the Cold Chain between a supplier and their worldwide customer base.
The world biggest trading place for flowers:

- 6 locations; 39 clocks for trade
- 43 million flowers sold per day
- per year: 12 billion flowers; 500 million plants
- € 4 billion sales; 125,000 transactions per day
- Worldwide market share 60%
Verdict - package:

✓ Collect temperature data during transit
✓ Direct communication of these data via Internet
✓ Direct feed-back on every shipment
✓ Management tool to manage these data
Management Cold Chain in Horticulture

1: ad hoc action
2: optimalisation

supplier

FloraHolland

Internet
Case Study:

- Describe current Cold Chain for imported flowers
- Develop benchmark per country to help individual growers
- Develop model for estimated vase life based on quality of cold chain
- Improve quality of the flowers for customers
- Differentiate trading price for flowers from Controlled Cold Chain
discussion:

- Location of dataloggers (top, inside, outside)
- Biological activity of products
- Vacuum cooling vs traditional cooling
- Variation of products (different requirements)

- Stop-overs in Cold Chain
Thank you for your attention!