



Whitepaper | WUR-TIAS Executive MBA in F&A programme

## “Sustainability should be in the capillaries of our society”

Frank Hollaar (49) had a long career as an agronomic accountant behind him, when he enrolled in the EMBA Food & Agribusiness in 2020. “It has been a wonderful experience, an eye-opener in many fields. It really gave me some handles for my future life! I learned such a lot about a whole range of business fields. And soon you have internalized all these new insights so much, that you are hardly aware that you are now applying them on the workfloor every day.”



### Broader outlook

Frank Hollaar has been an agronomic accountant and business consultant since 1999. He worked for a large company, then started his own business, which was taken over in 2006 by the renowned agrarian consultancy and accounting office Flynth. Half way through his MBA, Hollaar again decided to go it alone, but soon he fitted in so well with one of his former clients, that now he is one of the directors of Forever Plants, a large producer of tropical houseplants. “Agronomic accountancy is a highly specialized discipline,” Hollaar notes. “As my work got more and more challenging, I felt the need for a broader expertise, for instance in business management. I was looking for a more integrated, holistic approach of complex issues on the workfloor. And frankly, after all those years in accounting I felt that I was riding the same hobby horses over again. I felt a need for refreshment.”



---

## True costs

For his final study, the so called Capstone project, Hollaar is going to plunge into the true costs of tropical houseplant production business, including the environmental costs. "I'd like to find out how we can implement environmental costs into all of the supply chain. "The question has fascinated him for many years and his MBA experience gave

him an extra boost. "One of our submodules was about sustainability accounting. I'd like to study the technical side of implementing aspects of sustainability into financial accounting and cost price calculations. I think there's a great future."

---

## Sustainability

All together, Hollaar greatly enjoyed his MBA- study. "I am not a very social animal by nature, but I've made some real friends there. We had so much fun together. And in a way, every student 'opens up'. We all have the same motivation to learn things. Everyone is open to new views and has to tackle new fields of study and we had some wonderful discussions." A recurrent theme in the MBA programme was sustainability,

as a starting point for many discussions. "Of course it remains a challenge to really integrate sustainability into every field of micro- and macro-economics, rather than treating it as a separate thing, some sort of bonus. And not just in academia, the same applies in real life. Sustainability should be in the capillaries of our society."

The world needs a new generation of skilled professionals to tackle the challenges in agribusiness. The Executive MBA in F&A can help you to make sustainable changes in food and agriculture and in doing so, change the face of our future world. **Here you can find more information about the MBA Programme.**



Today's  
knowledge  
Tomorrow's  
business

Get your brochure



### Personal consultation

Would you like to know more about the Executive MBA in Food & Agribusiness? Contact our programme adviser:



**Agnes Kiss**

Programme Adviser

E [agnes.kiss@wur.nl](mailto:agnes.kiss@wur.nl)

T +31 (0)317 48 51 39

### General contact

**Wageningen Academy**

E [info.wageningenacademy@wur.nl](mailto:info.wageningenacademy@wur.nl)

T +31 (0)317 48 40 93

Droevendaalsesteeg 1

6701 PB Wageningen

The Netherlands