Course

Discovering Dutch agriculture and horticulture
Drivers behind its success and lessons for Japan

The Netherlands and Japan have a lot in common with respect to population density, education level, work ethic, available technology, welfare standards, short distance to metropolitan areas ageing population, etcetera. Also when it comes to agriculture: e.g. the predominance of family farms, strong cooperative organizations, fertile soil and high land prices. So why is it that in the Netherlands the total agricultural export is 53% higher than the total agricultural import whereas in Japan, the total agricultural import is 1488% higher than the total agricultural export?

Target Group
Many Japanese national and prefectural government bodies, universities, other knowledge institutions, and businesses can profit by learning more about the successful supply chains in Dutch agriculture and horticulture. This dedicated course will serve the curiosity and interest of many in Japan (as a policy maker, teacher or businessman) to learn what routes can bring the desired outcomes with respect to food production and rural development in Japan.

Result
After the course, participants will have new ideas and insights about how to implement new strategies and policies to their own situation in Japan. Furthermore:
– Participants will have course material about the Dutch agri&food ready to use in Japan
– Participants will have built a network of Dutch experts in agri&food supply and processing companies

Our approach
The programme is built around three pillars (modules). Each module consists of three days and is built around the same structure, as follows:

Day 1  Presentations from well-known researchers and teachers at the campus of Wageningen University & Research (WUR).

Day 2  Field trips and masterclasses with field experts to experience how ‘it’ works in practice.

Day 3  Based on the acquired knowledge and experience, experts and participants review and discuss possible ways forward to revive agricultural development in Japan.

Location:  Wageningen
Dates:  4 till 15 September 2017 (10-day programme)
Course leader:  Dr. ir. Jos Verstegen: senior researcher entrepreneurship, Wageningen Economic Research (WUR) and visiting professor Miyazaki Sangyo-keiei University
Programme

**Module 1** (day 1, 2, 3)
Facts and Figures of Dutch Agriculture and Horticulture

**Module 2** (day 4, 5, 6)
Agricultural policy and institutions

**Module 3** (day 7, 8, 9)
The Future of Agriculture and Horticulture

**Day 10**
Participants present their lessons learnt to panel of experts

Besides masterclasses and group assignments participants will visit several inspiring agro-highlights in The Netherlands. Companies and international students and experts from Wageningen University & Research (WUR) will be invited to the networking dinner.

Advisory Committee

**Dr. Evert Jan Krajenbrink** Agricultural counsellor at Royal Netherlands Embassy Tokyo

**Mr. Frederik Vossenaar** Netherlands Ministry of Economic Affairs

**Dr. Takayuki Miyazaki** Project manager Food Promotion Division, Agriculture, Forestry and Fisheries Department – Wakayama Prefectural Government

**Mr. Kenichi Tanaka** Associate professor – Miyazaki Sangyo-keiei University

Practical information

**Costs**
The course fee of 3,000.- euro per person covers tuition, course materials, coffee/tea/soft drinks, snacks, lunches and 1 networking dinner. The course fee does not include hotel overnight accommodation and dinners.

**Registration**
Registration closes at 21 August 2017. Participants will receive information about the program shortly after this date. Registration is possible via www.wageningenacademy.nl/en.

Recruitment and selection of Japanese participants will take place in consultation with the programme committee. Japanese translation will be provided.

**General Terms**
The General Terms and Conditions of Wageningen Academy apply to all activities of Wageningen Academy: www.wageningenacademy.nl/en.

Our offer
Wageningen Academy also offers in company training, distance learning modules and summer schools. Check our website for more options.

Contact

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Today’s knowledge, tomorrow’s business
Discovering Dutch agriculture and horticulture
Drivers behind its success and lessons for Japan

Programme leader

**Dr. ir. Jos Verstegen**: senior researcher entrepreneurship @ Wageningen Economic Research and visiting professor @ Miyazaki Sangyo-keiei University, Miyazaki City

Curriculum developed in consultation with the Advisory Committee:

**Dr. Evert Jan Krajenbrink**: Agricultural counsellor at Royal Netherlands Embassy Tokyo

**Mr. Frederik Vossenaar**: Netherlands Ministry of Economic Affairs

**Mr. Takayuki Miyazaki**: Project manager Research Promotion Division, Agriculture, Forestry, and Fisheries Department – Wakayama Prefectural Government

**Mr. Kenichi Tanaka**: Associate professor – Miyazaki Sangyo-keiei University

Location: Wageningen, heart of Food Valley, The Netherlands
Excursions: Key locations in The Netherlands
Lectures: Wageningen University & Research at Wageningen @ Wageningen Campus

Dates: 10 days in September 2017
Discovering Dutch agriculture and horticulture

*Japan and The Netherlands: many things in common and yet...*

The Netherlands and Japan have a lot in common with respect to population density, education level, work ethic, available technology, welfare standards, short distance to metropolitan areas (London, Berlin, Paris) ageing population, etcetera. Also when it comes to agriculture, there are multiple similarities e.g. the predominance of family farms, strong cooperative organizations, fertile soil and high land prices. So why is it that, according to the UN Comtrade 2014-figures, in the Netherlands the total agricultural export is 53% higher than the total agricultural import whereas in Japan, the total agricultural import is 1488% higher than the total agricultural export?

No simple answers

Of course, there is not one simple explanation for the differences between Dutch and Japanese agriculture and horticulture. The Netherlands benefits from its mild climate and extremely flat land whereas Japan has to deal with earth quakes, typhoons and large mountainous areas. Moreover, Japan realised a strong industrial development in the past centuries, causing many (young) people to move from the countryside to the big cities. The Netherlands had a slower development leaving enough young people in the countryside to modernize agricultural and horticultural supply chains. This was further stimulated by the successful reconstruction after World War II and the creation of a single European market without tariffs and barriers (EU in 1992). These historical differences have led to a different focus on agriculture and horticulture in both countries which is reflected in different government policies, enabling and supporting institutions, knowledge and innovation systems and clusters, concepts and brands, supply chains, international trade, and entrepreneurial climate and competences in agriculture and horticulture.

The discovery trip

Many Japanese national and prefectural government bodies, universities, other knowledge institutions, and businesses have shown interest to learn more about the successful supply chains in Dutch agriculture and horticulture. Even Prime Minister Shinzo Abe and the Standing Committee for Agriculture, Forestry and Fisheries have toured the Westland area in recent years to see the vegetable production with their own eyes. The experts of Wageningen University and Research (WUR) are happy to share their experiences and therefore developed a unique programme specifically tailored to the wishes and needs of Japan (Japanese translation will be arranged). We believe a dedicated course, more than the occasional short visit, could well serve the curiosity and interest of many in Japan to learn what routes can bring the desired outcomes with respect to food production and rural development in Japan. Besides master classes and group assignments we will visit several inspiring agro-highlights in The Netherlands. At the end of the programme, the participants have written, and presented, a report revealing the relevance of their findings for their own work context in Japan (as a policy maker, teacher or businessman).

The programme is built around three pillars (in the programme called modules). The modules consist of three days and are built around the same structure. This looks as follows:

*Day 1* Presentations from well-known researchers and teachers at the campus of Wageningen University & Research (WUR).

*Day 2:* Field trips and masterclasses with field experts to experience how ‘it’ works in practice.
Day 3: Based on the acquired knowledge and experience, experts and participants review and discuss possible ways forward to revive agricultural development in Japan.

After the three modules, one day is left for the participants to present their lessons learnt to a panel of experts. Next to that further steps for cooperation will be discussed.

Result
After the course, participants will have new ideas and insights about how to implement new strategies and policies to their own situation in Japan.

More specific participants will have:
- Course material about the Dutch agri&food ready to use in Japan. (slides will be translated into the Japanese language)
- Built a network of Dutch experts in agri&food supply and processing companies.
## Preliminary 10 day programme

### Module 1  Facts and Figures of Dutch Agriculture and Horticulture

#### Day 1  Topics
- Opening speech by a board member of Wageningen University and Research
- Introduction round: getting to know each other's interests and expectations
- A short overview on Wageningen University and Research
- Presentation on the history and development of Dutch agriculture and horticulture
- Facts and figures on Dutch agriculture and horticulture (economic size, firm succession, supply chains, logistics, multi-functional agriculture). Comparisons are made with Japan.
- Tour on the Wageningen Campus

#### Day 2  Presentations by two companies: one Dutch company that has experience doing business in Japan, and one Japanese company who has experience doing business in Europe.

#### Day 3  Discussing the facts and figures
- What is the origin of the differences between Japan and the Netherlands? What will be your take-home-message? What types of agriculture and horticulture are successful in Japan and what products have good prospects? What business models can create added value and a good income for farmers? What are development strategies for Japan?
- Working on own report and presentation

### Module 2  Agricultural policy and institutions

#### Day 4  Topics
- Presentation on the Dutch Agricultural Knowledge and Information System and collaboration in the “Golden Triangle”
- Presentation on the European and Dutch Agricultural Policy (e.g. environmental and quality regulations, protected geographical indication)
- Presentation on the Dutch Agricultural Policy (e.g. top sectors, land market regulation, innovation, subsidies and export promotion.
- Presentation on Dutch agribusiness including cooperatives, farmers' unions, private companies, regional and international (cooled) supply chains, retail

#### Day 5  Visit at world largest flower auction FloraHolland / The Greenery
- Visit at state-of-the-art greenhouse horticulture firm and retail distribution center

#### Day 6  Discussing agricultural policy and institutions
- What is the origin of the differences between Japan and the Netherlands? What will be your take-home-message? What agricultural policy changes are needed to realize growth of export (1 bn in 2018) and self-sufficiency of 55% in 2030?
- Working on own report and presentation
Networking diner
Companies and international students and experts from Wageningen University & Research will be invited.

Module 3   The Future of Agriculture and Horticulture

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<th>Day 7</th>
<th>Topics</th>
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<td>Presentation on innovation, entrepreneurship education, extension service and training, and new business models in agriculture and horticulture (city farming, multifunctional farming, organic, convenience, online retail)</td>
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<td>Presentation on urban farming and vertical farming (using led-light)</td>
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<td>Presentation on big data platforms in agricultural and horticultural supply chains (transparency, efficient logistics, customization)</td>
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<td>Presentation on the latest developments in greenhouse production: construction, climate control, energy saving (next generation cultivation)</td>
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<td>Presentation on gen technology in agriculture</td>
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| Day 8 | Visit at price-winning Agricultural Entrepreneur of the Year |
|       | Visiting vertical farming at an urban greenhouse |

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<th>Day 9</th>
<th>Discussing the future of agriculture and horticulture</th>
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<td>What will be your take-home-message? Will Japan produce its food around cities or in the rural areas? And what about the Netherlands?</td>
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<td>Working on own report and presentation</td>
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<th>Day 10</th>
<th>Participants present their lessons learnt to panel of experts (companies and experts involved in the programme)</th>
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<td>Conclusion: what is the “number 1”-lesson that you take home to tell others?</td>
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<td>Programme evaluation</td>
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<td>Certificate ceremony</td>
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<td>Group picture</td>
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<td>Farewell session with drinks</td>
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**Practical information**

**10 day - programme**

- Participant’s fee: € 3,000.-
- Maximum number of participants: 16

**Included:**
- Translator
- Transport during the excursions
- Drinks and lunch
- Networking dinner
- Course material (slides are translated into the Japanese language)
- Certificate
- Group picture

**Not included (but can be arranged):**
- Hotel accommodation and breakfast
- Dinners
- Flights and insurances

**Roles and responsibilities**

Programme leader: dr. ir. Jos Verstegen

Recruitment and selection of Japanese participants (in consultation with the programme committee)

Advisory committee: Fine-tuning of the course programme

Wageningen Academy: Programme and project management (coordination, budget, communication e.g.)