

Supply Chain



All Regions / Chain Transparency: Plants



The Project

“We unite industry players to create transparency and traceability of the entire supply chain of plant rooting and young plant propagation and bring information and knowledge to support suppliers in reaching higher international sustainability criteria. With our partners Albert Heijn, Waterdrinker, IKEA and Royal Lemkes, we have conducted a risk assessment and analysis of the supply chain to identify environmental and social risks. In this way, we aim to create a better understanding on how to avoid intransparency and gaps in the chain. We are now in the process of engaging stakeholders and convincing non-certified companies to adhere to sustainability criteria.”

Remco Jansen, Manager Retail
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The Results



5 Breeders, Retailers and wholesalers working together.
5 High Profile products identified.
Checklist of sustainability criteria for field visits.



Production sites visited in **the US, Holland, Central America and Africa**.
Seminars organised in **Ethiopia, Uganda and Guatemala**



Tool created to map the supply chain issues.
5 Dutch growers consulted for testing the tool