



Presentation Floridata - Wesley van den Berg (Floridata)

Questions and closing

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Please contact:
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Wesley van den Berg Manager at Floridata



Floridata – Together strong by sharing data

Who we are and what do we stand for?

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- Floridata collect and convert data into insights for participants.
- Insights on **Market information**, **Credit information** (defaulters) and **Sustainability**.
- Participants pay a contribution fee based on their turnover and share all data on **debtors**, **invoices** and **payments**.
- Insights are also used for **lobbying** (Brexit, trade barriers) and **COVID subsidies**, the **Ukraine conflict**.

Market information

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- Market insights, adding 2 million invoices each year.
- Monthly export and import figures for the top 30 countries, split up into product groups (GPC classification) and sales channels.
- Benchmark functions and company ranking.
- Sector performance and monitoring.

Key success factors

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- Trust in our data handling and security.
- Together strong by sharing data, every party in it's own role.
- Facilitating rol in closed chain collaborations and transparency, and sector performances.
- Non profit organisation, open for collaborations when it contribute to the collective strategy and benefit of our participants.

Eric van Tol

Chairman of the board Floridata, responsible for Data Science education & research at Applied Science University Fontys, CTO at ICT company Advanced Programs



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Bert Buis

Initiator and founder Floridata, creator of smart IT solutions, connecting business and technology.



Wesley van den Berg

Manager Floridata, responsible for current and new services, creator of new collective collaborations.



145 Floridata participants – 85% of total Dutch export!

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Sustainable Sourcing Scan

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- Sector sustainable purchase performance based on 5 billion flower stems, and 500 million pots plants each year, from 5.000 different growers worldwide.
- Scan (inter)national purchases on the **Floriculture Sustainability Initiative Basket of Standards**.
- Provide transparency about certified volume and origin of the product.
- Stimulate sustainable purchase.

Worldwide horticulture template

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- (1) Start leading group of countries:
>> to create a template for better and more detailed insights in physical and trading streams, from grower to consumer.
- (2) Connect other countries to grow to a worldwide horticulture template.

World Floriculture Map by Rabobank



What are our services?

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Credit information Market information Sustainable Sourcing Scan (SSS)

Since 2009 we have grown in participants, more data, and more types of data.
Strong services based on 12 years of data history!
<https://businessintelligence.rabobank.nl/>
<https://floridata.nl/2020-01-01>

FSI 2025 Basket of Standards



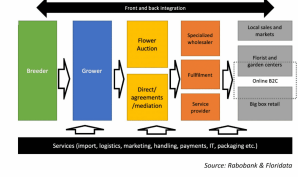
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How does the floriculture supply chain work?



Credit information

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- Payments behavior of 200k debtors worldwide.
- Almost **realtime** insights when a debtor becomes a defaulter.
- Active **early warning** system.
- Favorable credit limits with credit insurers:



Future ambitions

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- Elaborate and role out to more countries for **international** support.
- Facilitate further **closed chain transparency**, from breeder to client.
- Expand to **other sectors** (fruit, vegetables, nursery stock etc.).
- Develop export back and **forecasting** models (Machine Learning).
- Elaborate on **sustainability issues** (footprint, packaging, traceability, due diligence, Life Cycle Analysis)