



One Step Ahead with Sustainable Agriculture

**BraZander –
The Netherlands**




De Ruiter
Experience Center

Bayer
Forward 
Farming

Sustainable Agriculture in Practice

Paul Zantman and Rob Brabander, the owners of the BraZander glasshouse operations near The Hague, have a passion to produce best quality tomatoes. Besides yield, they value the flavor and disease resistance modern tomato varieties offer. This motivated them to join hands with De Ruiter and to jointly set up a state-of-the-art glasshouse at one of their locations – the “De Ruiter Experience Center”. Here, new tomato varieties are cultivated using the latest technologies, to develop smart ways to grow healthier crops more environmentally friendly and economically sustainable. Together with Bayer ForwardFarming, sustainability practices are embraced and demonstrated even stronger.



Introducing BraZander

**Owned by Paul Zantman
and Rob Brabander**



Location:

Bleiswijk, near Rotterdam and The Hague.



History:

Sharing a common vision on vegetable production, Paul and Rob joined forces in 2001. After a small-scale start, BraZander expanded to five locations including the De Ruiter Experience Center, with a total production area of about 12 ha.



Glasshouse Operations:

The BraZander glasshouse and the De Ruiter Experience Center cover an area of 1,8 ha, which is divided into 1 ha for commercial production and 0,8 ha for testing and demonstrating new varieties.



Crops:

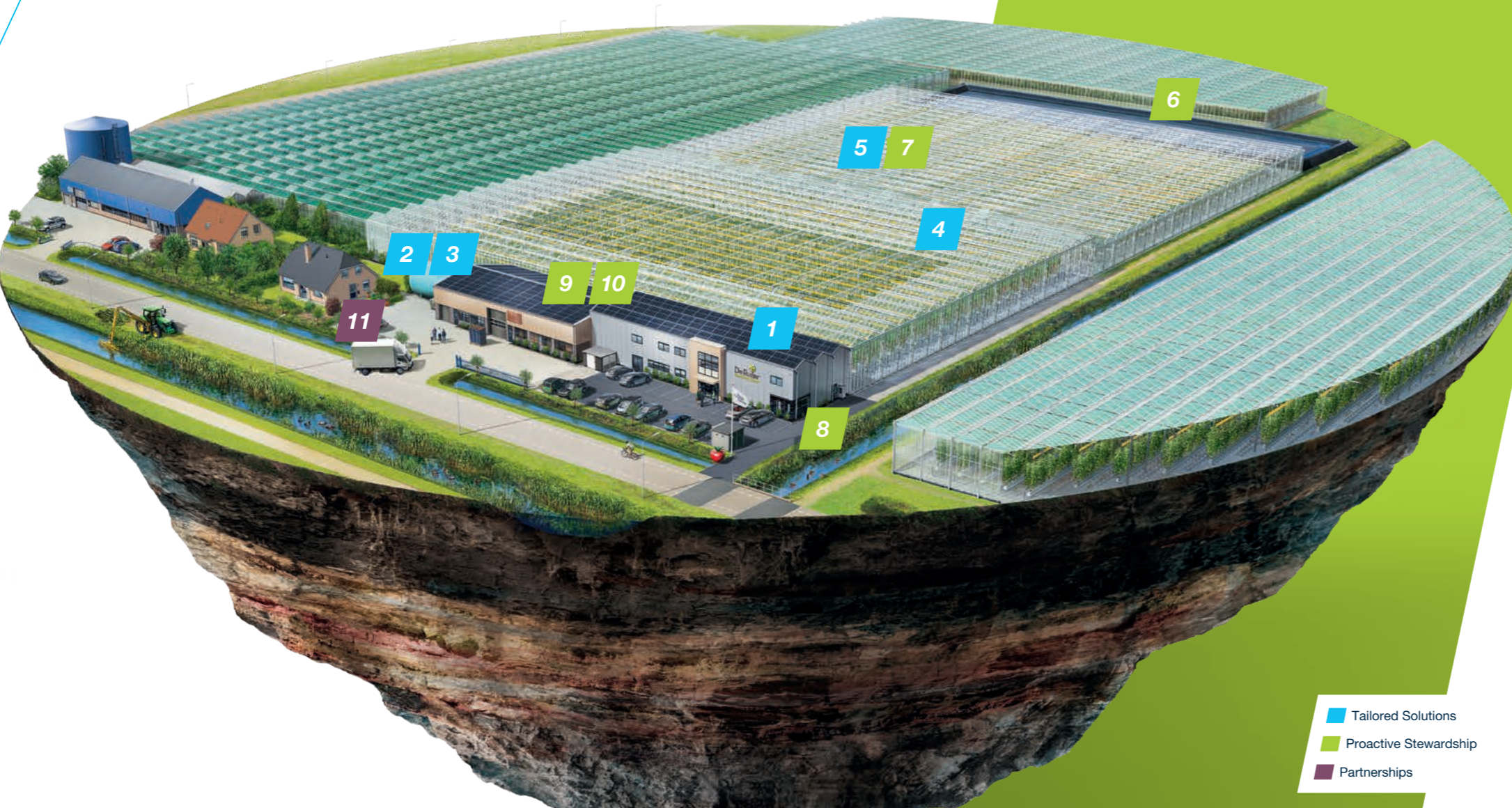
Tomato – for the fresh fruit market and approximately 300 varieties in testing.

Farm Profile

Key Elements

- 1 Quality seeds to secure quality harvest**
Each tomato plant starts with just a small seed. Using the best DNA material from carefully bred varieties, taking into account growers' needs, is key to ensure quality fruits and the highest possible yield.
- 2 Growing media, irrigation & fertilization**
With expertise and high-end equipment, the crop can be monitored very precisely, allowing to adjust watering, irrigation, and fertilization schemes in just seconds.
- 3 Climate, CO₂ & light management**
Lighting, temperature, and CO₂ level are fine-tuned to allow optimal plant growth and productivity.
- 4 Use of digital technology**
Digital tools help monitor and steer environmental parameters and nutrition to create optimal growing condition.
- 5 Integrated disease & pest control**
Resistant varieties, climate control, monitoring, trapping, use of beneficials, digital tools, sanitary measures, and chemical and biological products allow very effective pest and disease control with highest safety standards.
- 6 Smart input sourcing & recycling**
A circular economy is key for efficient resource management. Therefore, inputs such as rock wool and water are recycled. Waste heat and waste CO₂ from other industries are used to create optimal plant growth conditions.
- 7 Responsible stewardship management**
Personal protective equipment, safe storage of input materials, closed transfer systems, sanitary measures, environmental safety measures and regular training enable highest worker and food safety standards.
- 8 Outdoor biodiversity measures**
BraZander contributes to biodiversity in a modest yet effective way: the banks of adjoining ditches are sown with special bee and butterfly flower seeds.
- 9 Transparent tracking & tracing**
Training, documentation, and certification allow tracking and tracing across the whole value chain – from the glass-house to the supermarkets and consumers.
- 10 From harvest to market**
Many benefits of modern horticulture for the consumer, reflected in variety of taste, quality, better packaging possibilities, improved shelf life, marketability, and waste reduction, are demonstrated.
- 11 Partnerships**
Bringing together skills, expertise, and state-of-the-art technology to demonstrate successful and modern sustainable horticulture in a holistic manner.

■ Tailored Solutions
■ Proactive Stewardship
■ Partnerships





Bayer ForwardFarming provides an up-close look at how farmers are practicing sustainable agriculture around the world. Unique in its global reach the Bayer ForwardFarming network serves as platform for knowledge sharing and dialogue. Forward-Farmers deploy technologies and best practices that reduce agriculture-related greenhouse gas emissions, decrease the environmental impact of crop protection, promote biodiversity and conserve natural resources.

On the ForwardFarms, progress towards the Crop Science sustainability commitments truly comes to life.

Bayer ForwardFarming demonstrates solutions that support sustainability in agriculture across the following three components:

// **Care for Crops** – Every farm is different, and every field within a successful farming operation is unique. **Tailored Solutions** are needed to meet the needs of the individual farmer and their specific field – from the right seeds and traits to the correct type and amount of crop protection, to the digital tools and services that allow for good decision making and precision.

// **Care for the Planet and People** – ForwardFarming promotes and demonstrates **Proactive Stewardship** to protect human health and preserve the environment. Examples include addressing the safe and responsible use of crop protection products; soil health, biodiversity, and water conservation; and offering training in all of these areas.

// **Care for Partnerships** – Bayer ForwardFarming fosters **Partnerships** with agricultural value chain actors, research centers, universities, and other institutions to strengthen sustainable farming development.

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