



One Step Ahead with Sustainable Agriculture

**BraZander –
The Netherlands**




De Ruiter
Experience Center

Bayer
Forward 
Farming



At the BraZander glasshouse site, a unique cooperation has been established with the De Ruiter Experience Center and Bayer ForwardFarming, to demonstrate state-of-the-art technology and innovative solutions for sustainable agriculture, that comprise three components:

// **Tailored Solutions** – Innovative products and services tailored to customer needs, including high quality seeds and traits, biological and chemical crop protection products, and digital solutions. These solutions are backed by tailored services ranging from agronomic support, field demonstrations, diagnostics, and prediction tools, to documentation.

// **Proactive Stewardship** to ensure product integrity (for seeds and crop protection products), protect human health, and preserve the environment. We offer training to raise standards of handling and usage, as well as to minimize any possible risks to human health and the environment.

// **Partnerships** to enhance the quality of life for farmers, communities, and society. Mutually beneficial partnerships that include all players in the value chain and help to leverage the potential for collaboration in modern agriculture.

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.

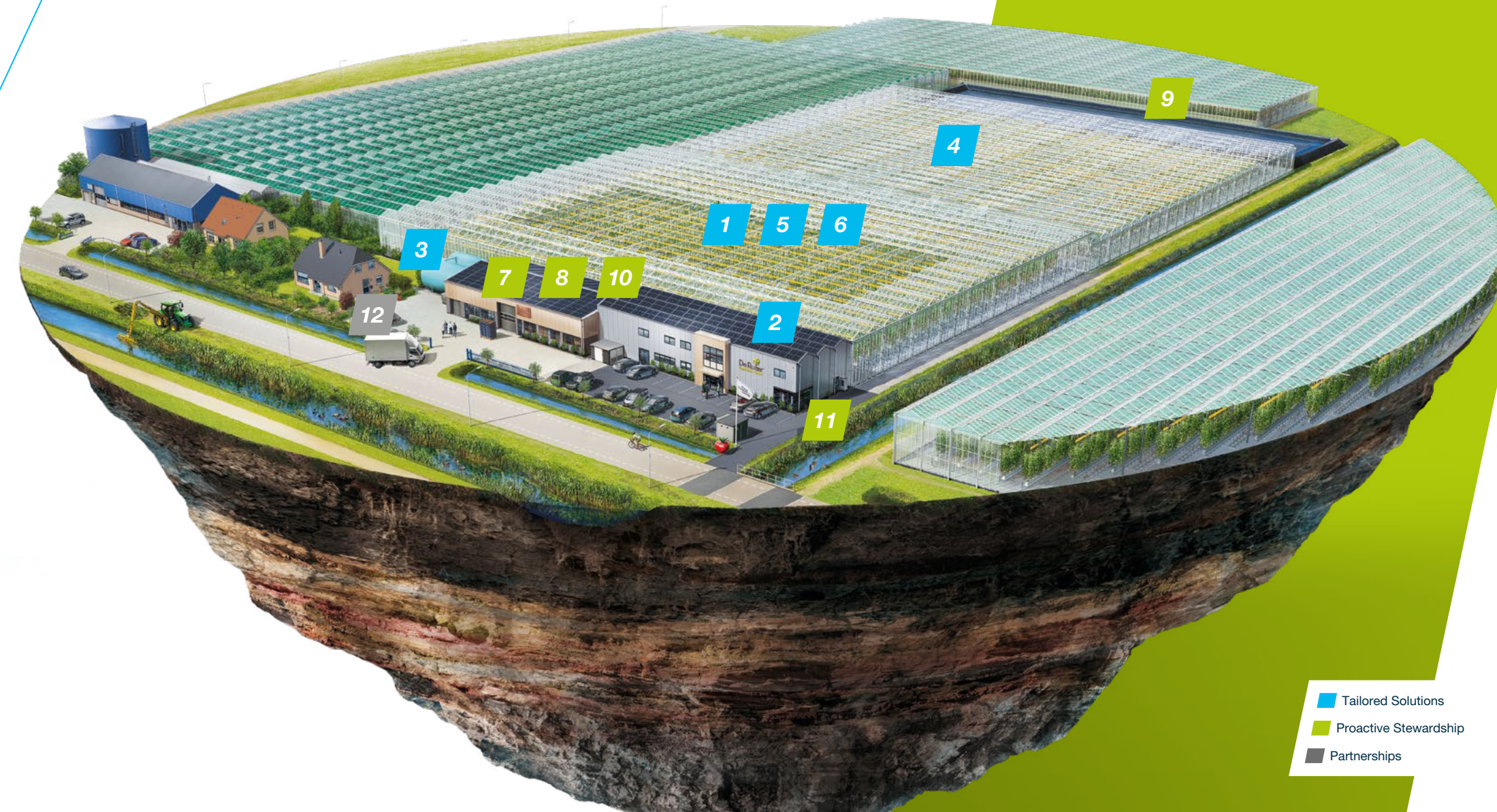


Crops:

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

BraZander

Farm Profile



Key Elements

- 1 Growing healthy plants and quality, tasty fruits**
BraZander takes pride in using the latest horticultural glasshouse technology and the very best seeds from De Ruiter and others.
- 2 Quality seeds to secure quality harvest**
Each tomato plant starts with just a small seed. Using the best DNA material, from carefully bred varieties, is the only way to ensure quality fruits and the highest possible yield.
- 3 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.
- 4 Climate, CO₂ & light management**
Lighting, temperature, and CO₂ level are fine-tuned to allow optimal plant growth and productivity.
- 5 Use of digital technology**
Digital tools help monitor and steer environmental parameters and nutrition to create optimal growing condition.
- 6 Integrated disease and 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.
- 7 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.
- 8 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.
- 9 Smart input sourcing and 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.
- 10 Transparent tracking and tracing**
Training, documentation, and certification allow tracking and tracing across the whole value chain – from the glasshouse to the supermarkets and consumers.
- 11 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.
- 12 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

Contact

De Ruiter Experience Center

Narcissenweg 4
2665 NA Bleiswijk
The Netherlands
www.deruiterseeds.com

Contact person

Jan Kamper
Tel.: +31 (0)6-51420153
E-mail: jan.kamper@bayer.com

BraZander

Narcissenweg 4
2665 NA Bleiswijk
The Netherlands
www.brazander.com

Contact person

Paul Zantman
Tel.: +31 (0)6-51221552
E-mail: info@brazander.nl

Bayer Crop Science SA-NV

Energieweg 1
3641 RT Mijdrecht
The Netherlands
www.agro.bayer.nl
www.forwardfarming.com

Contact person

Jan Hulst
Tel.: +31 (0)6-27830503
E-mail: jan.hulst@bayer.com

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