ASU Walton Sustainability Solutions Initiatives
ARIZONA STATE UNIVERSITY

Global Sustainability Solutions Services

Resource Optimization in Greenport Aalsmeer

THE PROBLEM The costs of horticulture are based roughly on the costs for production (from seed to flower), transport to the auction, the auction itself, export to destination and the distribution to customers. The growers of flowers within Greenport Aalsmeer have a unique position with their proximity to the auction FloraHolland, so that they can compete on price by saving on the initial transportation costs. However, more and more e-commerce is occurring. The competitive landscape in the floriculture industry is shifting away from the Greenport as stakeholders migrate to utilizing the internet to grow their business. Thus, the challenge for the future of Greenport Aalsmeer is to understand how to maintain its market position as the world and the transportation system are changing through the integration of web-based tools.

THE PARTNERS Greenport Aalsmeer

THE SERVICE Resource consumption inventory and analysis

THE SOLUTION Through a geospatial inventory of resources consumption in the 12 Greenport Aalsmeer growing clusters, ASU broadly recommended that Greenport Aalsmeer:

1. Strengthen the stakeholder network to successfully implement sustainable opportunities.
2. Become the knowledge and innovation platform for horticulture.
3. Broaden the use of sustainability assessment to optimize commodity priorities.
4. Create a sustainability opportunity prioritization decision-support tool.

THE OUTLOOK The report was presented to the Greenport Aalsmeer and is currently exploring many of the specific recommendation regarding the local heat network, geothermal energy use, and tapping into the regional CO2 pipeline. These projects will help the growers of Greenport Aalsmeer meet their aggressive sustainability goals.

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