PIB Digi Fruit - Netherlands Precision Knowledge Fruit

A Partnership for International Business



Netherlands

Building a more sustainable and competitive fruit sector

Romanian growers face growing demands for consistent quality, efficient use of resources and more sustainable production methods. Digitalisation of fruit growing offers practical solutions to these challenges, provided they are tailored to each grower's needs and stage of development.

Digi Fruit brings together Dutch expertise across the fruit production chain, from planting material for pome fruit, stone fruit and soft fruit to orchard design and planting, fertigation, crop protection, harvesting, storage and sorting. This gives Romanian growers access to a wide range of practical solutions, with technologies and applications demonstrated at ICDP Mărăcineni over several years.

Digitalisation can deliver significant benefits, including:

- Up to 30% less water and soluble fertiliser are used for irrigation and crop nutrition.
- Up to 40% reduction in crop protection products.
- Higher yields and more consistent production.
- Automated record-keeping and improved traceability.
- Better preparation for product certification, helping growers access modern retail channels and export markets.

These benefits directly address three key priorities for Romanian fruit growers: maximising yields, minimising costs and improving sustainability. Digi Fruit makes digitalization accessible through practical, financially viable solutions that can be introduced step by step, according to each grower's needs and starting point.

Through demonstrations, training and knowledge exchange, Digi Fruit aims to help Romanian fruit growers improve efficiency, strengthen their market position and contribute to a more sustainable and competitive fruit sector.

Partners

Netteam BV (together with FRUSTAR) – is specialized in designing, building, maintaining antihailnet constructions and full covering systems in orchards. Netteam has built many antihailnet constructions all over Europe. We supply all materials needed for new orchards and plantations.

Agromanager is a leading provider of specialized AgroTech software solutions designed to optimize operational efficiency and management intensive fruit cultivation and horticulture. By seamlessly integrating diverse agricultural data sources, such as local weather stations, soil sensors, and tractor-integrated GPS tracking. Key functionalities: automated registration of crop protection and spray records, precise labor and harvest tracking, and advanced inventory management. The software ensures complete data traceability from orchard to end-product. It shows costs, revenues, stock, schedule, orders, etc.

WolkyTolky Agro Data Systems supplies cloud-based measurement and weather stations for the agricultural sector, enabling growers to gain real-time insight into weather and crop data at the field level. Via the WolkyTolky app, you can view clear dashboards and historical data and receive automatic notifications when threshold values are reached, allowing you to make faster and better-informed crop decisions.

Hol Spraying Systems is a manufacturer of fruit crop protection machinery since 2010. In our range we build single and triple row orchard sprayers, different versions of weed sprayers and chemical mixers.

VGB Watertechniek provides customized agricultural water-management technologies, specializing in precision fertigation and irrigation systems. Its solutions include automated fertilizer dosing, irrigation, water storage, frost protection, and water treatment technologies such as de-ironing and oxygen control, designed for fruit growers and arable farming.

Since 1954, Burg Machinery has been developing innovative machines and complete automation solutions for the processing, sorting, packaging, and logistics of fruit and vegetables. In addition to designing and building high-quality machines, Burg offers expert service, maintenance, and full project management, including turnkey solutions. With quality, reliability, and sustainable customer relationships as core values, Burg helps customers make their processes more efficient and future-proof.

Van Oostrum provides digital surveying and precision measurement technologies for civil engineering and fruit cultivation. Its services include digital levelling, total-station surveying, site layout and setting-out, supporting road construction, drainage, infrastructure projects, and optimized fruit-orchard planning and land use.

For over 35 years BATO Plastics has been developing, producing and distributing (plastic and biodegradable) products for the cultivation of vegetables, soft fruits and floriculture, as well as client specific injection-molded products. We provide thousands of growers worldwide innovative solutions: from clips to substrate trays, and from ornamental pots to truss supports and gutters. More than 90% percent of Bato products are made from recycled material. In turn, the products we supply can be recycled 100% into (re)granules. This closes the resource loop.

KEKKILÄ-BVB is a supplier for substrates for the soft fruit sector. We offer substrates for several different types of soft fruits growers, for landscapers and for retailers. With its own R&D Department, technically advanced laboratories and a phytotron, and test areas.

Geerlofs is a leading specialist in cold storage solutions for fresh and frozen produce. We have more than 90 years of experience. Our market segments include agriculture (potatoes, vegetables, fruits, flowers and flower bulbs), food processing industry, tissue culture laboratories, perishable / logistic centers and vertical farming. Our Products: Cold stores, freezer stores,

industrial refrigeration solutions, insulated doors, insulated panels, PLC controls with application specific software. We have offices and representations in: NL, Ethiopia, Kenya, North Macedonia, Mongolia, Morocco, Singapore, Uzbekistan.

Fleuren Tree Nursery is one of Europe's leading growers of fruit trees for professional cultivation. Across more than 130 hectares, we grow trees, ranging from established cultivars to innovative varieties—for customers in over 80 countries. We grow cherry trees, we also grow apples, pears, plums, and rootstocks. In addition, we provide tailored solutions for every cultivation system. Thanks to breeding projects, cold storage capacity for 1.5 million trees, and a network of strategic partners, we are able to support our customers year-round.

As a 3rd generation soft fruit producer (blackberries, raspberries). We invest, cultivate and produce these plants ourselves: such as raspberries, black berries and red current. We do our own trials at Puijkresearch. These trials include fertigation, growing techniques and unique cultivation of new varieties. At Puijkconsultancy we share our passion, knowledge and experience of soft fruit with various soft fruit producers, from start-up businesses to supermarkets!

Genson Plants is your partner in the sustainable, year-round production of high-quality strawberry and raspberry plants. With expertise, innovation, and a strong focus on quality, we provide a reliable foundation for your success. Genson offers a wide range of varieties of strawberry tray plants and raspberry young plants. With 60 years of experience we ensure our clients a strong and reliable start of their fruit production.

Fall Creek is a US-based company with a keen focus on blueberry genetics, plants and grower support delivered to the world's premier blueberry growers. We have a Research & Development department. We deliver the best genetics and plants, technical know-how and global market intelligence for blueberry growers. We have several innovation programs including Plant Preview Program, and A World with Better Blueberries.

Verbeek Boomkwekerijen is a supplier of high-quality, virus-free and certified fruit trees for fruit growers. With a focus on quality, reliability and innovation, we offer apple and pear varieties produced to meet the needs of modern orchards. We can supply trees in any combination of rootstock and variety, allowing growers to choose planting material that fits their orchard design, soil conditions and production goals. For fruit growers in Romania, Verbeek Boomkwekerijen combines Dutch nursery expertise with an understanding of Romanian orchards. We work with growers, advisors and partners to deliver uniform, healthy planting material for new orchards and orchard renewal.

Get in contact!

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