



A data driven approach to growing everbearing strawberries



Heleen Lugt
Data driven growing specialist



>20 years experience with data



Vlaardingen, 2001



Increase ROI through Data Driven solutions



Spin-off Wageningen University, currently part of Batenburg



2000+ customers over 40+ countries



Cloud Platform, data collection, share & analysis



40+ colleagues



If you want to go fast go alone, if you want to go far go together!

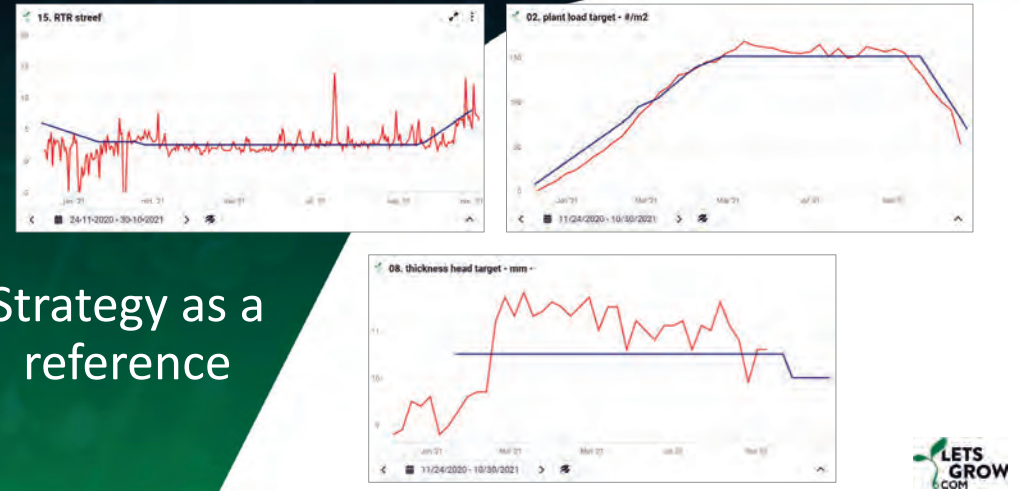
Control Room



Growing by Plant Empowerment



Strategy as a reference

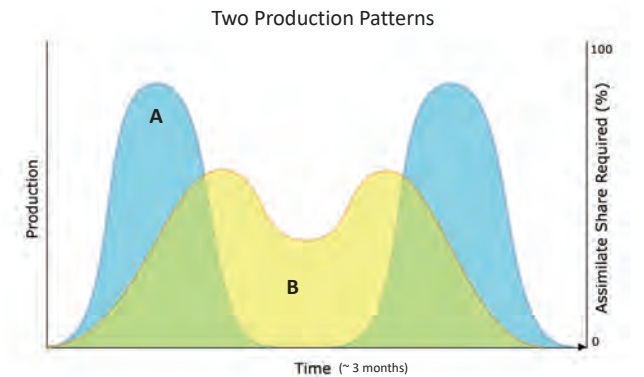


Can we apply this to everbearing strawberries?



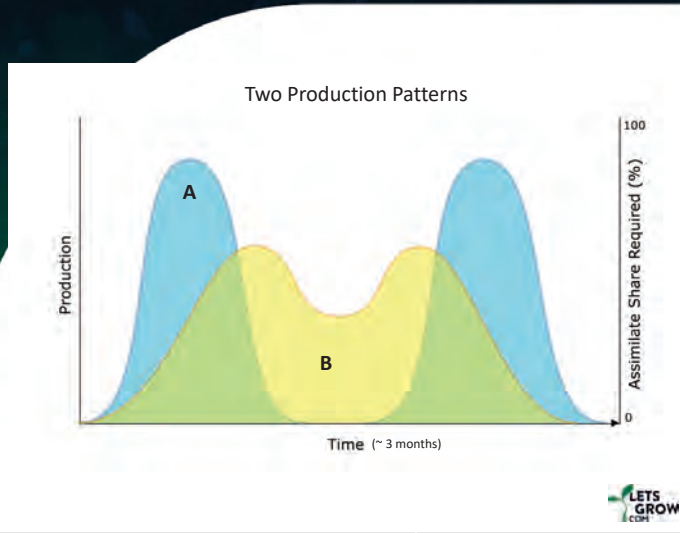
Theory

How much assimilates are available to all processes in the plant?



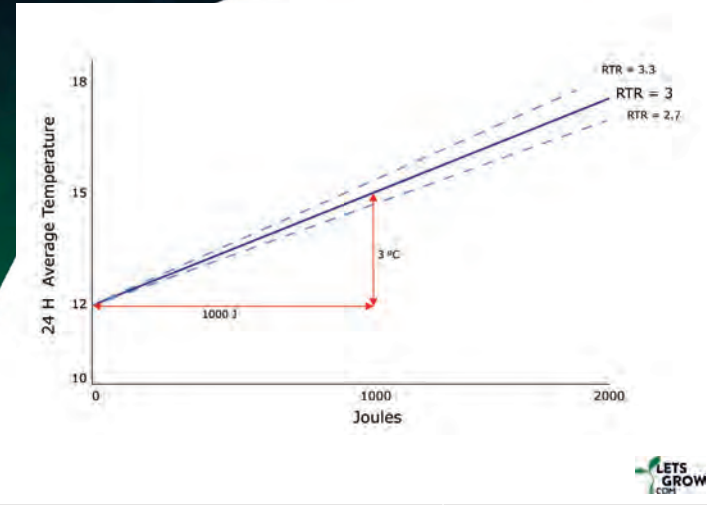
Theory

How does this relate to the plantload and growing degree hours?



Step 1 – RTR

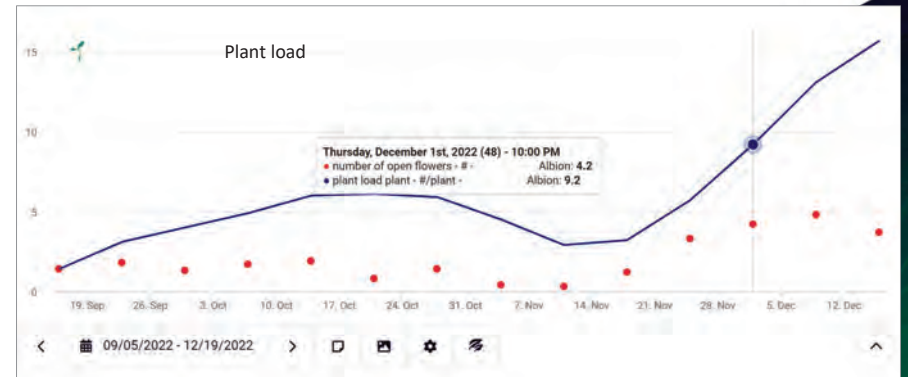
A consistent ratio between light and temperature



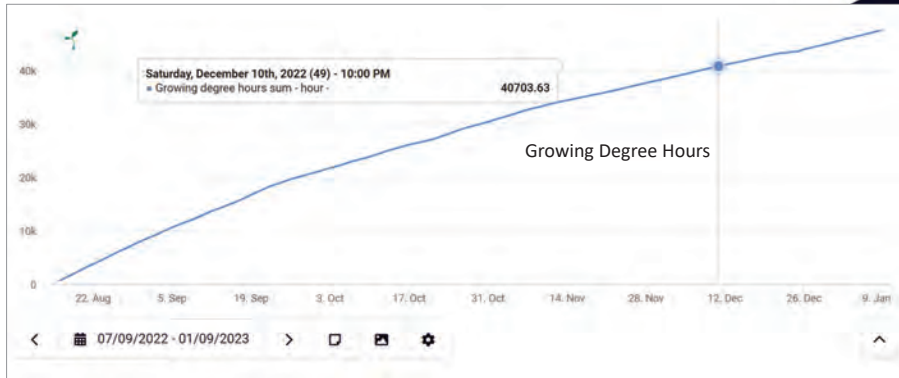
Crop Monitoring



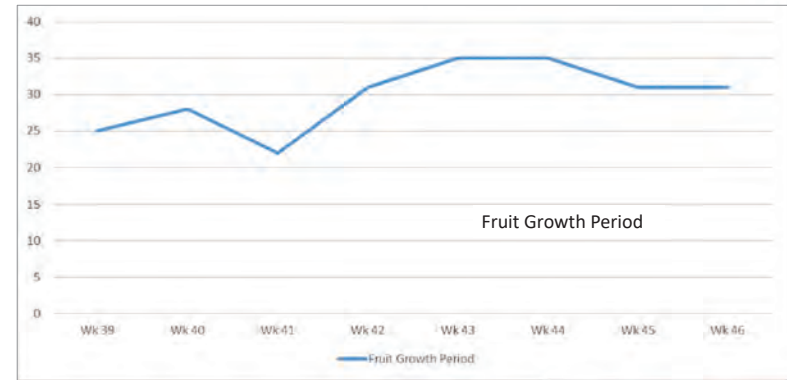
Crop Parameters 1/3



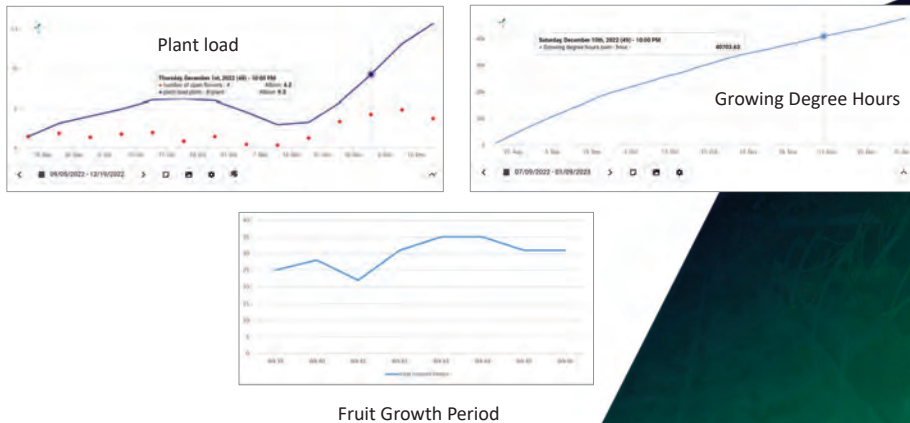
Crop Parameters 2/3



Crop Parameters 3/3



Monitoring to understand strawberry balance



Weather Forecast

