

PROGRAM 3-DAY EXCLUSIVE MASTERCLASS

Tuesday June 9th

18.00 – 22.00 Check-in hotel, SS Rotterdam (<https://ssrotterdam.nl/>)

Wednesday June 10th

08.30 Special pick-up by Watertaxi from the hotel SS Rotterdam

08.50 Arrival at first location, Euromast Rotterdam

09.00 - 09.30 Introduction

09.30 – 11.00 Cultivation
ir. P.A.M. Geelen: Writer of the book on Plant Empowerment

11.00 – 11.15 Coffee break

11.15 – 12.45 Climate control
Introduction on how greenhouse climate can effectively support the plant balances and how climate control can be more effective and efficient by applying physical knowledge about energy exchange and the characteristics of humid air.
ir. J.O. Voogt / Writer of the book on Plant Empowerment

12.45 – 14.00 Lunch

14.00 – 16.00 Visit to Seed Company; Plant Empowerment example project

16.00 – 17.30 Data driven growing; increasing production in parallel with Resource Use Efficiency (RUE) maximization by looking at the data.
Evripidis Papadopolous, researcher & data analyst, LetsGrow.com

18.00 – 22.00 Diner at the beach, with guest speaker

Thursday June 11th

08.30	Pick-up at hotel
09.00 - 09.15	Introduction day 2
09.15 – 10.45	Greenhouse and construction: <i>ing. P.A. van Weel: Writer of the book on Plant Empowerment</i>
10.45 – 11.00	Coffee break
11.00 – 12.00	Screening; Creating a homogenous climate and quality of light. The crop response to different wavelengths of incoming and outgoing radiation <i>Ton Habraken, Greenhouse climate consultant at Ludvig Svensson</i>
12.00 – 13.30	Lunch and tour demonstration through World Horti Center
13.30 – 14.30	Artificial Lighting: How to distribute the assimilates optimally in order to maintain a balanced crop in parallel with maximizing my productions <i>Hans de Vries, Consultant Grow LightPerformance, Hortilux Schröder</i>
14.30 – 16.00	Tour at a tomato grower
16.00 – 17.30	Substrates and water management: Sailing a steady course; there lies the secret of an optimal water balance Remy Maat – Manager Application & sr. crop consultant at Saint-Gobain Cultilene
18.00 – 22.00	BBQ night, with guest speaker

Friday June 12th

09.00	Checkout at hotel and pick-up
09.30 – 11.00	Tour Experience Centre Koppert Biological Systems or Tour Experience Center Ter Laak (choice)
11.00 – 12.00	Coffee break
11.15 – 12.30	Rootzone, biological crop protection: Creating healthy plants by looking at the total picture. An integrated system of specialist knowledge and natural, safe solutions that improve crop health, resilience and production in relation to the three balances. <i>Mark van der Werf, Sr. Crop Consultant, Koppert Biological Systems</i>
12.30 – 13.30	Lunch
13.30 – 15.00	Autonomous growing: Creating the optimal growing climate for the plants working towards autonomous controls, giving you better crop results including resilient crop and peace of mind. <i>Rene Beerkens, Greenhouse climate consultant and trainer at Hoogendoorn Growth Management</i>
15.00 – 16.00	Closing
16.30	Bus Pick-up airport / Amsterdam