

Seminar

For Professionals, From Professionals:

'Certification Makes Good Business Sense'

Speaker:

Mr. Theo de Groot, CEO of MPS, The Netherlands

Sunday, July 9, 13.00 – 14.15 pm

At the occasion of the Ohio Short Course, Columbus (OH)



CAMPAIGN FINANCED WITH SUPPORT
OF THE EUROPEAN UNION AND
THE FLOWER COUNCIL OF HOLLAND

Theo de Groot
Managing Director MPS

MPS



One window for registration and certification



Floriculture requires certification

Responsible

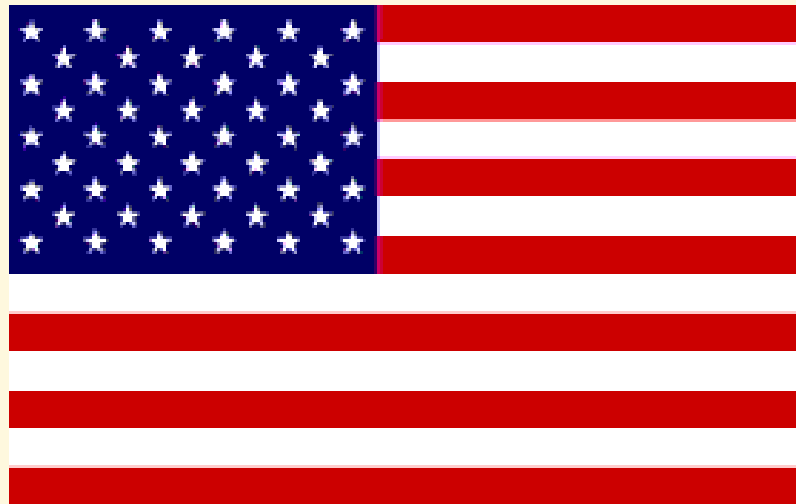
- Breeding
- Propagation
- Producing
- Trading





Reaction

“This is not for us (US), but for Europe, Africa, South America and Asia”





*“Certification is expensive,
unnecessary and does not gives
better prices.”*





Although 70% of the product passed through the EU trade channels has been certified in one or another way.

So the main question is: if you belong to the group which is not certified, are you missing market opportunity or are you not well aware of movements in the market?

MPS



1994 Start MPS

MPS = Floriculture
Environmental
Program





- Established in 1994 by all Dutch flower auctions and growers associations
- Officially founded in 1995 as a foundation
- Accredited in 1999



MPS



MPS

A. Market leader → in floricultural certification best Product

- Innovations
- Quality – high performance
- Higher value
- Penetrate new markets

B. Producer solutions → Best solutions

- Multiple products
- Strong personalized relationship



International areas

- Europe
Netherlands, Belgium, Denmark, Great Britain, Germany, Italy, Spain, Portugal, France, Ireland, Poland, Turkey, Greece, Norway
- Africa
Kenya, Tanzania, Zimbabwe, Zambia, Uganda, South Africa, Ethiopia
- America (North, South and Central)
USA, Canada, Costa Rica, Ecuador, Brazil, Honduras, El Salvador, Guatemala, Colombia, Peru
- Middle East, Far East
Israel, Sri Lanka, India, Thailand, Malaysia, China and Japan



Numbers

- 15 Different Certificates
- 5.000 Certifications
- 38 Countries
- € 4,5 turnover
- 50 Employees







Characteristics

MPS ABC = Environment company scorecard
(worldwide standard)

MPS GAP = Good Agricultural Practice
performance of the company

MPS SQ = Ethical principles

MPS Q = Quality system certification



Florimark Tracecert = Certification of
tracing system

Florimark GTP = Good Trade Practice
performance of company

ISO = Quality management process



'80's

- Special Product for a niche market
- Policy: A big step for a small group
- EKO, Organic, Max Havelaar, Fair Trade, Veriflora
- AIM: Higher prices



'90's

- Certification of Nurseries
- Good Agricultural Practice
- Policy: A small step for a big group
- Eurepgap, MPS-GAP, Floverde, MPS-ABC



Coming years

- Mainstream certification, chain management and chain supply
- GAP plus quality certification, traceability and transparency
- Policy: Preferred supplier in a preferred chain
- MPS ABC, GAP, MPS Florimark concepts

Consumer & commercial values

Consumer
Expectations:

Better environment

Social responsibility

Health



Commercial
Values:

Planet

People

Product

MPS



Consumer is aware of
“environmental issues”



MPS



Consumer is aware of “social issues”



MPS



Consumer is aware of
“(food) safety”





How to implement?

Question:

➤ What do you want?

Answer:

- You want to be proud of your product!
- You want the consumer to be proud of buying your product!





How to implement?

- Think in what way the system will have the most benefit for your business
- Take time to create commitment
- Integrate Quality management in the day-to-day business
- Use Quality management as a management tool
- Stop talking, Act now!



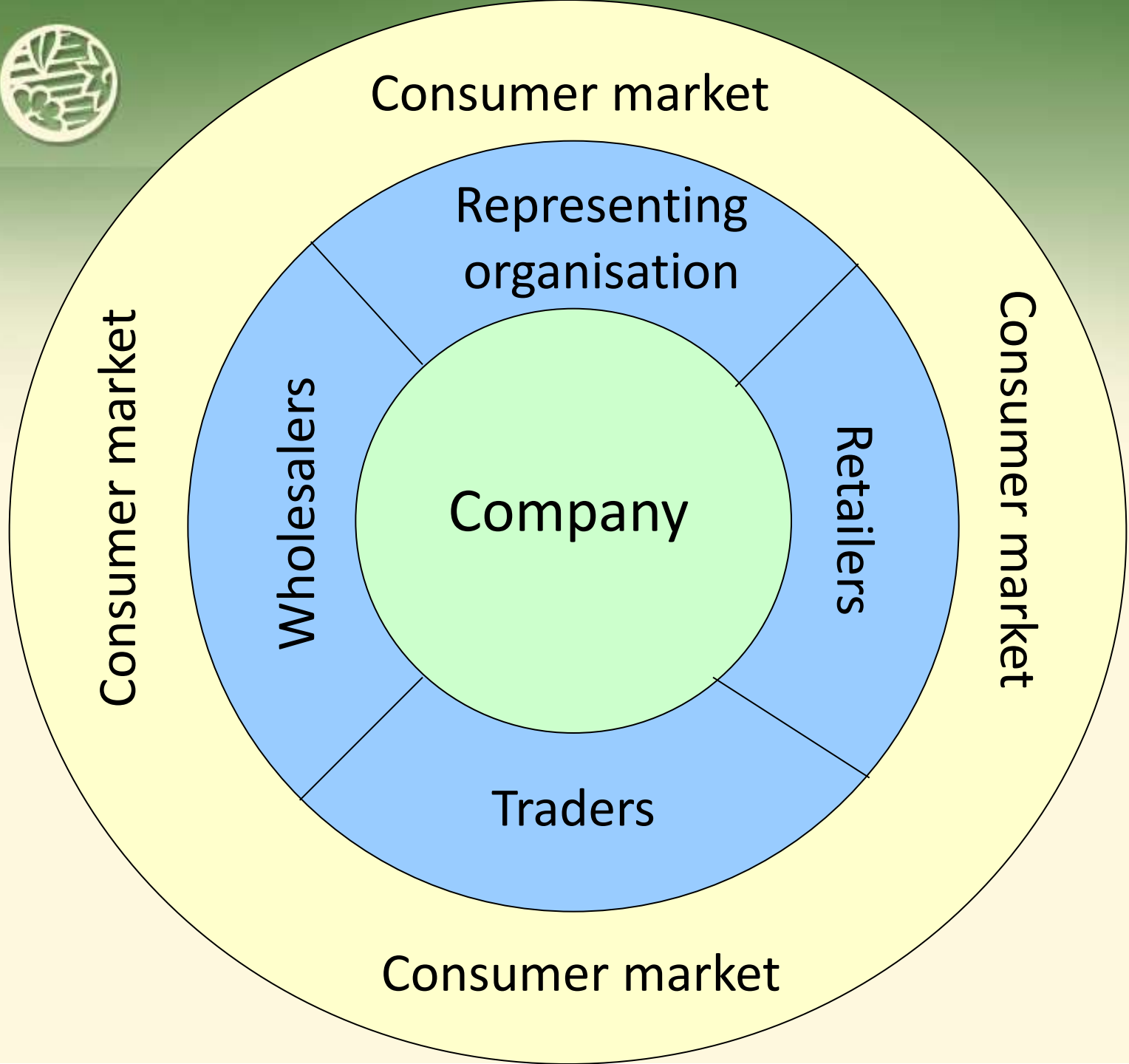
What does it bring?

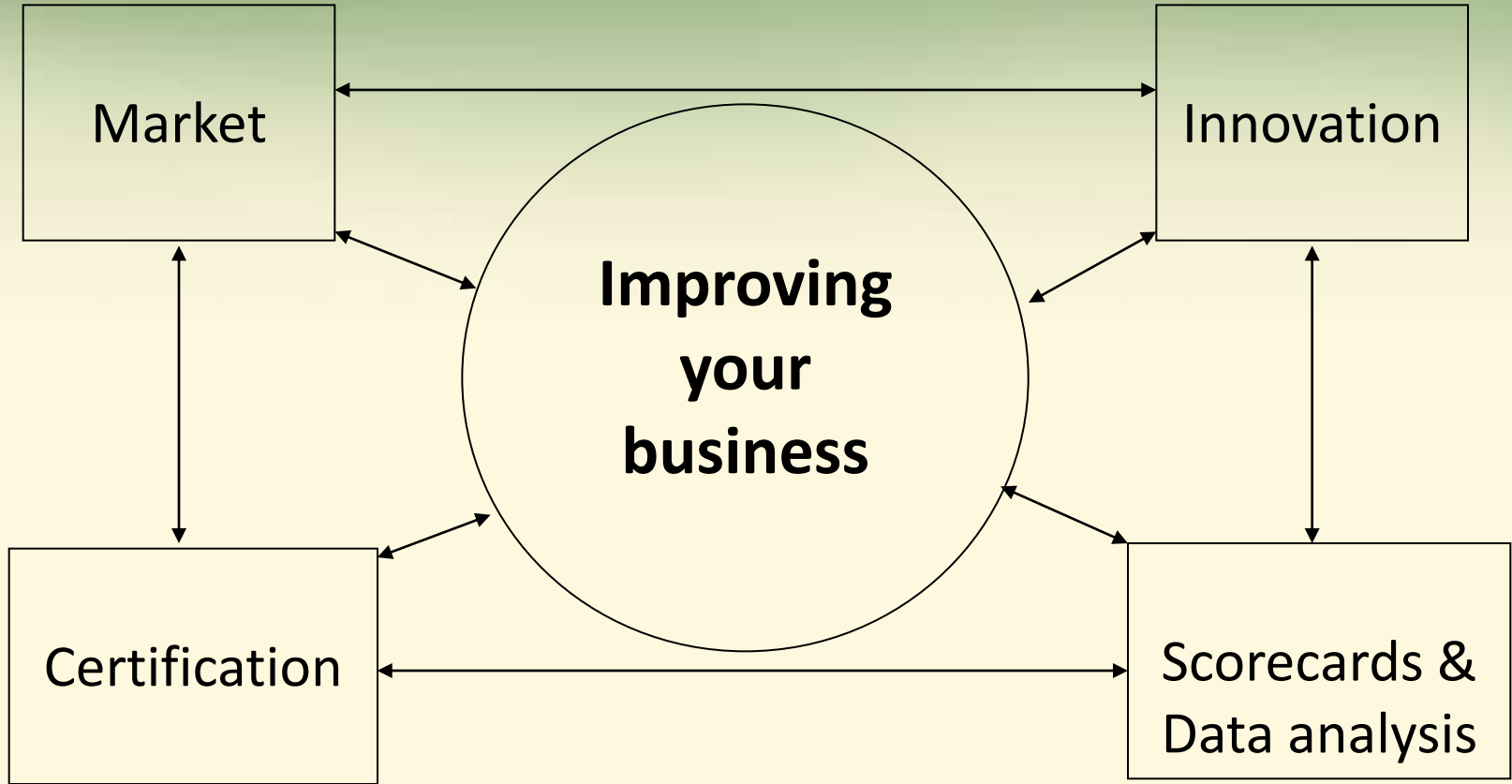
Quality management by using MPS quality labels guarantees:

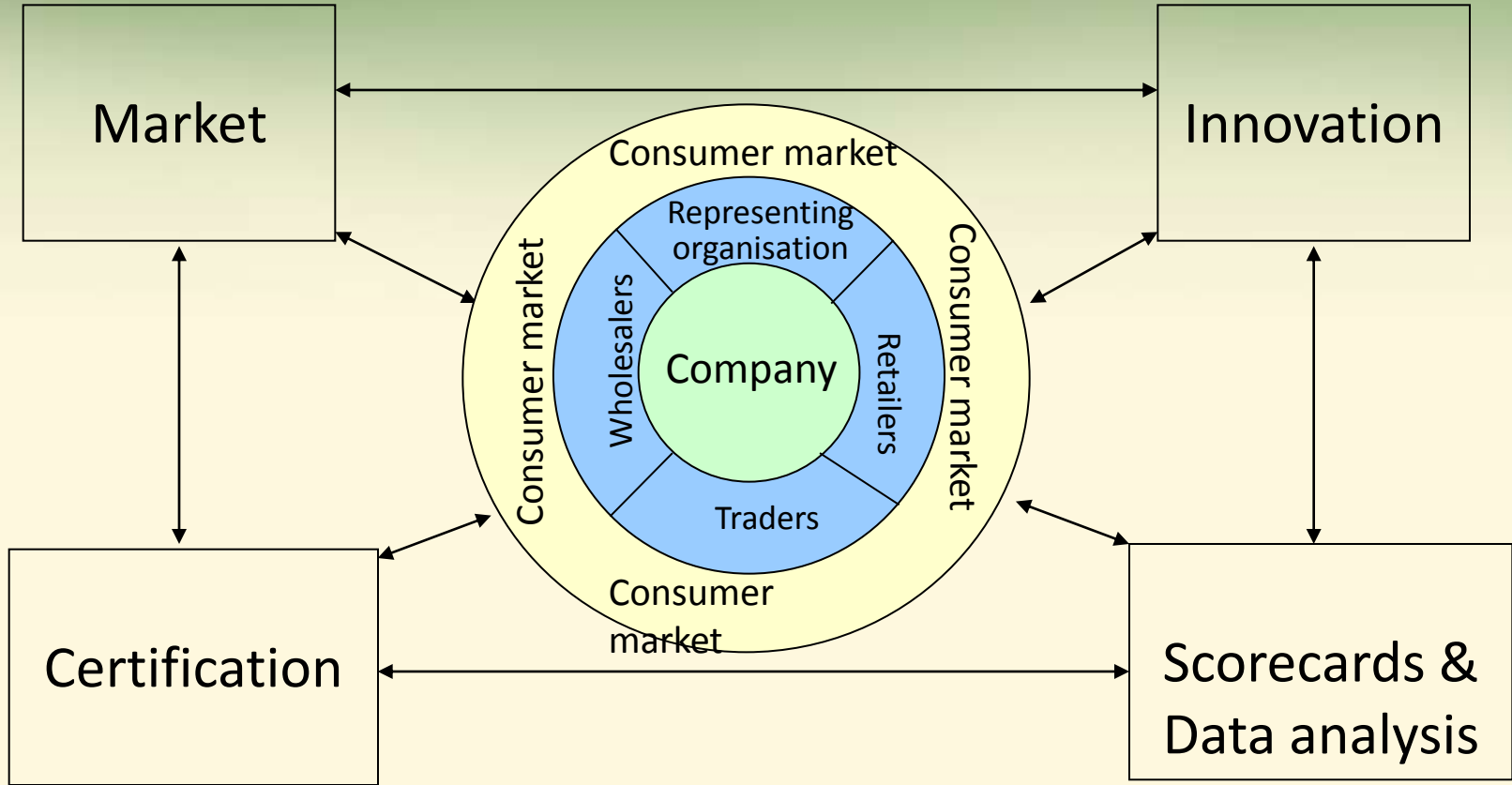
- market access
- image building
- continuity
- supply chain transparency
- efficiency
- professionalisation

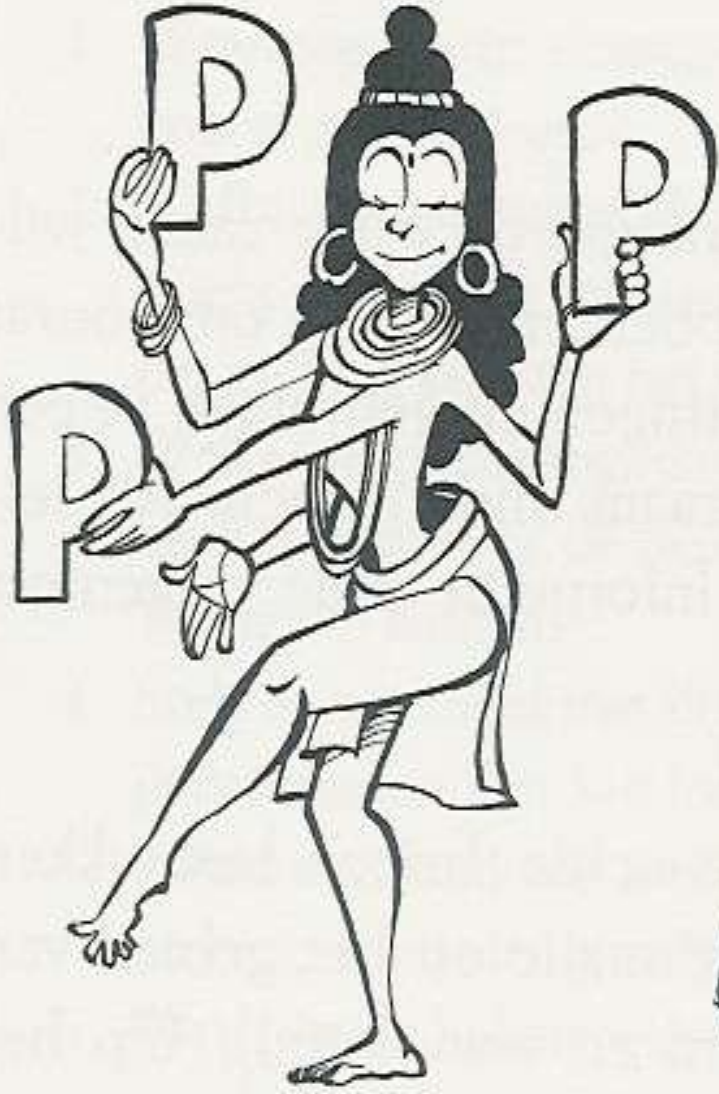


“Dutch Flower Group”











Conclusion

Certification is the instrument for the individual companies and the representative organisations:

To improve the level of management and quality

To stimulate the right innovations

To continue in and improve the markets

To improve the image of the products