Brumbasser, logistik, jordbunker og automatisering - turen gik sku til Holland

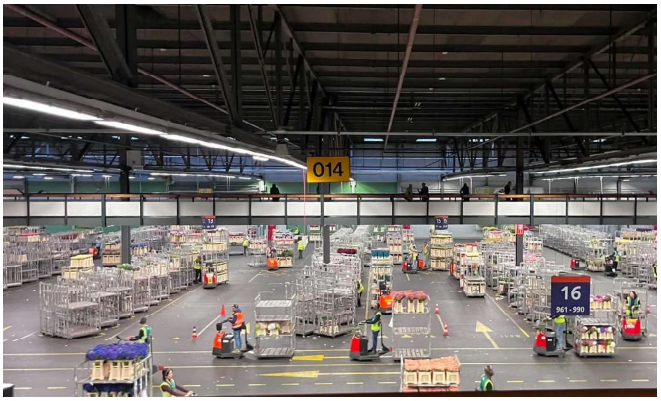
Vi var 17 elever, der tog på studietur til Holland for at blive klogere på gartnerfaget og især se, hvordan de arbejder med moderne væksthuse. Holland er kendt for sin store og avancerede gartneriproduktion, og derfor var det spændende at få mulighed for at opleve branchen på tæt hold.

Koppert - Små skabninger med kæmpe betydning



Den globale markedsleder Koppert revolutionerer moderne planteproduktion gennem biologisk bekæmpelse. Virksomheden erstatter traditionelle sprøjtemidler med nyttedyr som rovmider og snyltehvepse for at bekæmpe skadedyr naturligt.
Metoden kræver stor faglig ekspertise, da gartnerne skal forstå både skadedyrenes biologi og nyttedyrenes levevilkår for at opnå fuld effekt. Besøget illustrerede, hvordan Koppert efterligner naturens økosystemer for at mindske kemi forbruget markant. Denne naturlige tilgang viser vejen mod en grønnere og mere bæredygtig gartneriproduktion i fremtiden.

Royal Flora Holland - Når uret tikker og farten klikker.

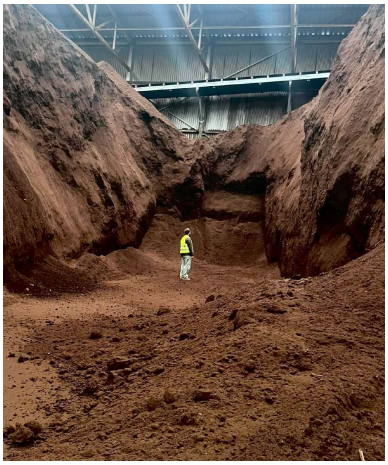


Royal FloraHolland i Aalsmeer er et centralt knudepunkt for den globale blomsterhandel. Besøget gav os indsigt i planternes logistiske rejse fra producent til international kunde samt branchens markante digitale transformation.
Hvor handlen tidligere var bundet til fysiske auktionssale med de karakteristiske auktionsure, foregår auktionerne i dag fuldstændig digitalt. Køberne kan nu byde online direkte fra deres egne arbejdspladser over hele verden.
Selvom teknologien har moderniseret de stolte traditioner, kræver det stadig et massivt logistisk apparat bag kulisserne. Den fysiske håndtering – herunder registrering, sortering og lynhurtig transport – er fortsat afgørende. Besøget illustrerede perfekt, hvordan en traditionel handelsform effektivt kan tilpasses en digital hverdag, uden at miste grebet om den vitale, fysiske logistik.

Groen-Direkt - Fra digital klik til grøn logistik

Hollandske Boskoop rummer Europas største logistiske plante platform, der forbinder 500 avlere med havecentre globalt. Platformens centrale omdrejningspunkt er et digitalt system, hvor 5.000 planter kodes og handles digitalt i ugerne mellem messerne. Den fysiske distribution understøttes af et omfattende logistikcenter med 43 læsseramper, som i højsæsonen ekspederer op mod 300 lastbiler dagligt. Systemet sikrer en præcis og automatiseret overgang fra digital transaktion til international transport, hvilket gør dem til en ideel partner hvis man vil ind på det grønne B2B market.

Jiffy - Jordbunker uden ende



Jiffy Group producerer vækstmedier til gartnerier og anvender spagnum som primært substrat. Virksomheden udvikler desuden alternative substrater baseret på kokos- og træfibre.
Sideløbende producerer de det fuldstændig biologisk nedbrydelige og sterile hydrogel-substrat, Jiffy Gel, som er udviklet specielt til automatiserede systemer og kontrollerede vækstmiljøer.
Gennem teknologiske processer forarbejdes råmaterialerne til både klassiske brikker og højteknologiske plugs. Denne forarbejdning sikrer en præcis luft- og vandbalance i materialet, hvilket optimerer planternes rodudvikling. Produkterne distribueres direkte til gartnerier, hvor de anvendes i den daglige planteproduktion.

KP Holland - En verden af teknologi

KP Holland er et højteknologisk væksthus, der forædler og producerer potteplanter. Gartneriet adskiller sig ved en omfattende automatisering af produktionsprocesserne, hvor mobile bordsystemer flytter sig automatisk gennem væksthusene. Til kvalitetskontrol og vækst overvågning anvendes AI-kameraer, der kontinuerligt scanner planterne for at analysere deres udvikling. Dette teknologiske niveau er væsentligt mere avanceret end i mange traditionelle danske gartnerier. Besøget demonstrerede, hvordan digitalisering og kunstig intelligens i stigende grad integreres i moderne forædling og effektiviserer den fremtidige gartneribranche.

Hilverda Florist - Højteknologisk genetik



HilverdaFlorist har fokus på fremtidens forædling af nelliker, gerbera og alstroemeria. Væksthusenes kompromisløse hygiejne sikrer sygdomsfrie planter med øget holdbarhed. Som biosikkerhed anvendes en særlig oxygen rum (ULO - Ultra Low Oxygen), der reducerer iltniveauet; dette iltfattige miljø dræber effektivt iltafhængige patogener.

Produktionen udnytter globale vækstbetingelser unikt: Kenyas kølige klima hærder stiklingerne naturligt, mens Indien sikrer genetisk ensartethed via vævskultur. Denne tværgående kvalitetskontrol garanterer et højt gartnerfagligt niveau ved at kombinere biologisk innovation med ekstrem produktionshygiejne i stor skala.

Lodder Bonsai - et gartneri hvor kulturer mødes



I udkanten af Harmelen ligger en særlig lille perle af et nichegartneri, som har gjort det til en æressag at samle kultur over kontinentale grænser. Lodder Bonsai har eksisteret siden 1896 og har været i familien i fire generationer. Det startede som et traditionelt potteplantegartneri, men i starten af 1960'erne valgte de at inkorporere deres asiatiske rødder og importere kommercielle bonsai-træer til Europa.
Beslutningen var rigtig; i 1970'erne var alt fokus flyttet til bonsai. Med fast import fra Kina og sloganet *"Passionate about spreading bonsai throughout Europe"* dyrker teamet kulturen fuldt ud gennem passioneret pasning og beskæring. Via et stort udvalg af kurser, events og online promovering spreder de kendskabet i hele Europa.

Slutningen på et episk eventyr:

Vi vendte hjem til Odense fuld af inspiration, værdifulde input og stor gejst for at præge gartner fagets fremtid i Danmark. Mange tak til Kirsten Wiedermanns Mindelegat for at gøre denne studietur mulig.

Steder vi besøgte:

- Bruns Pflanzen
- Koppert
- Jiffy
- Groen-Direkt
- KPHolland
- Lodder Bonsai
- Royal Flora Holland
- Waterdrinker
- HilverdaFlorist

Behind the Scenes of the Green Horticulture Empire

Our educational trip to the Netherlands gave us a valuable opportunity to experience the professional horticultural industry outside the classroom. During the trip, we visited Bruns Pflanzen, Lodder Bonsai, KP Holland, HilverdaFlorist, Waterdrinker, Koppert, Jiffy, Royal FloraHolland and GROEN-Direkt.

Together, these companies represented many different parts of the horticultural value chain.



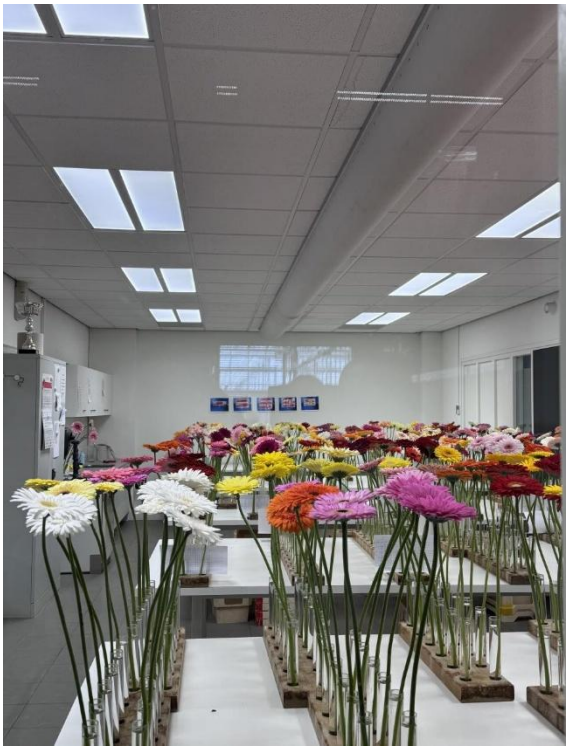
Money Really Does Grow on Trees: The Financial Secrets Behind Europe's Green Empire

At **Bruns Pflanzen** in Germany, we experienced the scale and organization required to produce and handle trees and shrubs professionally. The visit increased our understanding of nursery production, plant quality, logistics and the long-term planning needed when working with plants that may remain in production for several years.



Living History: How Ancient Bonsai Techniques Survive and Thrive in Modern European Horticulture

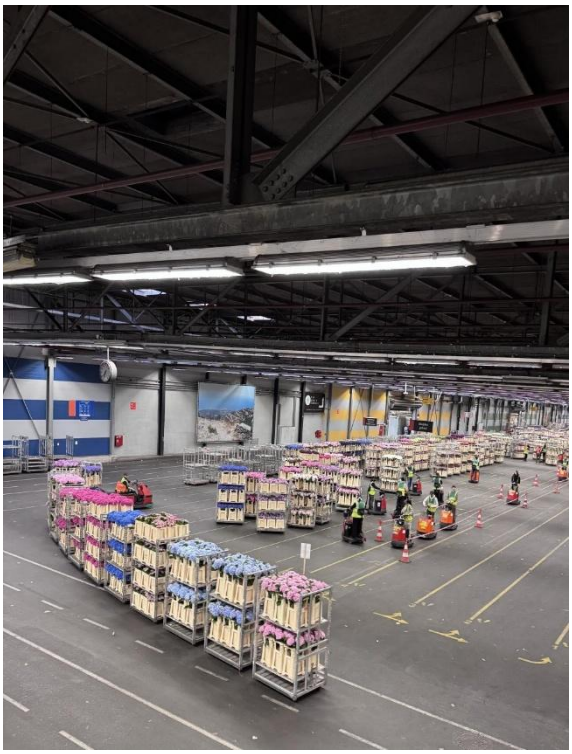
At **Lodder Bonsai,** we discovered a highly specialized part of horticulture in which plant production is combined with art and craftsmanship. Producing a bonsai requires patience, precision and a deep understanding of how plants respond to pruning, wiring, shaping and root management.
The visit demonstrated how professional knowledge and many years of work can transform a plant into a unique, high-value product. It also helped us to understand that quality in horticulture is not always measured by production speed or quantity. In specialized production, consistency, attention to detail and long-term care can be equally important.



Perfection Has No Limits: The 7-Year Scientific Way from an Idea to a Real Plant

Our visit to **KP Holland** showed us how plant breeding, propagation, production and marketing are connected. We learned that developing a successful ornamental variety involves much more than creating an attractive flower or plant. New varieties must also be healthy, uniform, suitable for commercial production and able to maintain their quality during transport and sale.
The visit helped us understand the amount of testing and selection required before a new variety can be introduced to growers. From the beginning to the end, it takes 7 years. (25 % - breeding, 75 % production). Important characteristics may include colour, plant shape, flowering performance, growth habit, disease resistance and shelf life.

Our visit to **Hilverda Florist** gave us insight into professional plant breeding, propagation and the development of new ornamental varieties. We learned that producing a successful new variety requires many years of selection, testing and evaluation. A new plant must not only look attractive but also perform reliably during propagation, cultivation, transport and use by the final consumer.
The visit helped us understand how genetics, plant health, product quality and market demand are connected. It also showed us the international nature of modern plant breeding and the importance of continuously developing new varieties that meet the changing needs of growers, retailers and consumers. Understanding trade, logistics and the market



33 Million Flowers Daily: How Does the Planet's Biggest Market Work?

A flower bought in a shop may seem like a simple product. However, behind it is a complex global system of production, trade and logistics. During our educational trip to the Netherlands, we visited **Royal FloraHolland**, one of the largest flower and plant markets in the world.

What impressed us most was the enormous scale. Around 33 million flowers and plants pass through the system every day, with flowers being sold through the auction, coming from different countries and then distributed to international markets.

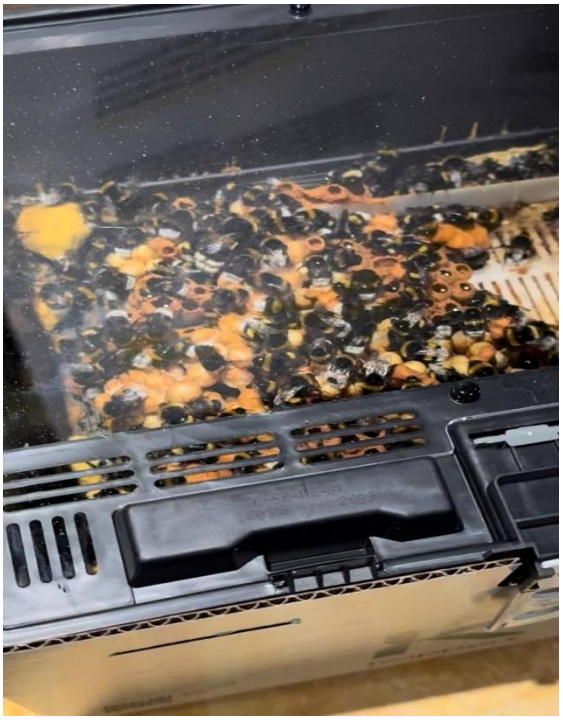
During the visit, we learned about the history of the auction, its move from traditional methods to digital platforms, and the development of Floriday. We also saw how flowers are sorted, handled and transported, which is especially important because cut flowers have a very short lifespan.

The visit showed us that behind a simple flower is a huge international system combining production, technology, logistics and trade. It gave us a much better understanding of how the global flower industry works in real life, not just in theory.



GROEN-Direkt: The B2B Tycoon of the Garden World

GROEN-Direkt gave us another perspective on the trade in garden plants. We learned more about how growers and professional buyers are connected, how products are presented and how demand influences production decisions. These visits helped us understand the journey of a plant from the breeder and nursery to the final customer.
Sustainable cultivation and biological crop protection



The Nature Becomes Technology

Our visit to **Koppert** introduced us to a unique approach to crop protection: using nature itself to solve problems that occur in plant production. Instead of relying only on chemical pesticides, Koppert studies natural relationships between organisms and applies them in professional horticulture, demonstrated how scientific research and knowledge of natural ecosystems can be transformed into practical solutions for growers.

We were impressed by the scale and precision of the work. Because Koppert's products contain living organisms, their production, storage, packaging and transportation must be carefully controlled. The beneficial organisms must arrive healthy and active so that they can perform effectively when released into a crop.

For us, Koppert was an inspiring example of how modern horticulture does not always need to work against nature. With the right knowledge, it can work together with nature.



From Raw Material to High-Tech: What's Really Inside That Soil Bag?

Jiffy is not just a company — it is a huge part of modern horticulture. During our visit to their growing media production facility, we were amazed by the scale of the operation. Inside, we saw enormous conveyor systems, automated production lines, huge storage areas and trucks being loaded with finished products. But the most interesting part was seeing how simple materials like peat, coconut fibre and wood fibre are transformed into professional growing media used in greenhouses around the world.
In our everyday work, we usually see only the final product — a bag of growing media.

At Jiffy, we saw everything behind it: raw materials, technology, quality control, automation and logistics. After this visit, we will never look at a simple bag of growing media in quite the same way. Behind it is a huge technological system that connects production, horticulture and the final plant we see in the greenhouse.

One of the coolest things we noticed is the deep, rich history behind so many of these companies. A good bunch of them are family businesses that have evolved and thrived across multiple generations. It really shows just how priceless hands-on experience and accumulated knowledge are in the horticulture world.

At the same time, having a long history doesn't mean these folks are stuck doing things the way they did decades ago (just look at Koppert or Lodder Bonsai!). Instead, every single company we visited showed an incredible drive to constantly upgrade and improve how they do things.

Consumer expectations are shifting like crazy. People are hunting for plants with stunning colors, unusual shapes, longer blooming cycles, better shelf life, and tougher resistance to environmental stress. Meanwhile, growers need crops that are uniform, easy to propagate, and built for hyper-efficient production. That’s why advanced breeding and R&D are becoming total game-changers. Some of these companies even run their own high-tech labs and run strict trials just to select and build plants with superior traits.

We honestly believe this is the ultimate direction for the future of horticulture. The goal shouldn't just be about growing the exact same plant cheaper—it’s about engineering plants that are genuinely better adapted to modern production setups and a changing planet.

Plus, we saw a massive wave of interest in fresh approaches to sanitation and disease prevention. Smart tech like controlled heat treatments and advanced methods to cut down pathogens are stepping up to stop problems *before* they ever sneak into the production cycle.