

Market consultation “Capacity building for food-horticulture industry” Colombia

Naam van de behoeftesteller

The Netherlands Enterprise Agency (in Dutch: Rijksdienst voor Ondernemend Nederland, RVO) supports private and public organisations with funding, international business partners, knowledge and regulations.

Background of the project

In 2019 a study was commissioned by the Agricultural Department of the Dutch Embassy in Bogotá (LAN Bogota), led by Mrs. Patricia de Vries – Van Loon, Agricultural Counsellor. The Agricultural Department of the Embassy noted that while food horticulture in Colombia was broadly seen, both in Colombia and in The Netherlands, as a sector with great potential, the sector showed little development and dynamism and the Dutch providers to the sector were mostly unable to penetrate the market. The study was two-pronged. A study was conducted on the current state of play and trends in the horticultural sector in Colombia. The results of this study are presented in the report Taste the Future: the potential of food horticulture in Colombia (April 2020). In parallel, under the Ideeënversneller of the Ministry of Agriculture, Nature and Food Quality, a study was conducted into existing initiatives and experience by the Dutch sector in Colombia, interest in collaboration with Colombia in the future and examples of collaborations elsewhere that could serve as inspiration. After verifying the findings in Colombia and The Netherlands, a set of recommended interventions has been formulated on how LAN Bogotá can help position Dutch companies and knowledge institutes in relation to the (expected) development of the horticultural sector in Colombia. Taste the Future, strategy document. Food horticulture in Colombia: positioning Dutch know-how and technology

Context/background food horticulture in Colombia

Colombia needs to feed its fast-growing cities. As the urban population - already at 80% - and the Colombian middle class is expected to grow, there will be a growing demand for higher quality, healthier, more sustainable and more diversified food in the cities. The Colombian horticultural sector cannot meet these future challenges, without undergoing a major transformation: the sector is currently made up of mostly low-income, small growers in a basic low-tech production system. Some technification of the sector is needed to improve the productivity, quality and sustainability of food production in Colombia and controlled environments are likely to become more common. This is particularly so for the cultivation of “fruit” vegetables like tomatoes, bell peppers and cucumbers but also for lettuce and herbs, where at the moment unprotected, open field production is the standard. Food losses also need to be reduced by better connecting farmers to the markets and by improving postharvest technologies and agro-logistics. Of course, the sector in Colombia – as elsewhere in the world – is expected to meet these challenges whilst minimizing its impact on the environment and reducing its use of natural resources, principally water. All in all, food horticulture in Colombia faces major challenges in the future, in a difficult environment characterized by increasing pressure from climate change, urbanization (resulting in lack of employees), among others.

Dutch knowledge institutes and companies, for example those specialized in cropping systems, post-harvest and logistics for horticulture food products can make an important contribution to sustainable growth and transformation of the horticultural sector in Colombia. Protected cultivation of vegetables in Colombia is still in its (pre-)infancy. Major changes (on large scale) in the short term cannot be expected, but projected developments in the mid- to long term warrant a strategy that combines dialogue with agenda-setting, knowledge transfer and capacity building. Given developments in high-end niche markets, it is also recommended to keep a close eye on high-end niche players (maybe even conduct a small study), bearing in mind that these niches offer the best opportunities for Dutch suppliers of mid-

level technology to the sector. With good partnering in the future, even supporting the construction of an Impact Cluster could be considered as a way to 'proof the concept' of mid-tech horticulture in Colombia.

The following main stakeholders/potential partners for food horticulture transformation in Colombia have been identified:

- Governmental entities such as:
 - Ministry of Agriculture and rural development (MADR)
 - Instituto Colombiano Agropecuario (ICA)
 - National Training Service - Servicio Nacional de Aprendizaje (SENA)
 - Agrosavia
- Regional and local governments
- Traditional vegetable farmers
- Companies that serve the high-end segment of the market – including producers of certified, specialty products, food service providers, high-end supermarkets etc.
- Agricultural universities/vocational schools such as:
 - Universidad de Bogotá Jorge Tadeo Lozano
 - Universidad de la Salle
- Regional Chambers of Commerce

The three prioritised regions in Colombia for this project are:

- Cundinamarca and Boyaca
- Antioquia
- Magdalena and Cesar

Ambition

To raise the level of Colombian horticulture productivity, quality and sustainability by improving current production practices and technologies. By achieving this, with contribution of Dutch technology and know-how, the growing demand for higher quality, healthier, more sustainable and more diversified food in the Colombian cities will be met, and also the export opportunities for Colombian food horticulture products (like tomato, bell pepper, lettuce, fine herbs etc.) may be further exploited. In the short term focus is on further developing the sector in Colombia first and thereby creating some necessary pre-conditions, especially in the field of knowledge exchange, - transfer and capacitation, which in a later stage will offer more opportunities for Dutch know how and technology companies active in this field.

Objective of the project

Based on the "Taste the future strategy document - Food horticulture in Colombia, positioning Dutch know-how and technology", and in coordination with LAN Bogota, to design and implement strategic actions aimed at promoting a transformation of the Colombian food horticulture sector (like tomato, bell pepper, lettuce, fine herbs etc.) with the support of Dutch know-how and technology and to provide sound input for further strategic actions vis-à-vis the food horticulture sector in line with the embassy's priorities; identifying relevant parties in Colombia and the Netherlands to do so.

Scope

The scope of the project consists of three components:

- Knowledge exchange: Colombian food horticulture producers will be able to exchange information to better understand the current needs and challenges related to increased productivity, quality and sustainability with the project executor and Dutch participants who will, at the same time, offer different approaches on how to tackle these problems.

- Knowledge transfer: Capacity around (vocational) education related to food horticulture will be built with support of Dutch knowledge institutions in order to address the current insufficient (vocational) training offer for farmers and farmworkers.

Knowledge appropriation: By bringing the Dutch know-how (and technology) closer to the Colombian industry, food horticulture producers will be enabled to form partnerships and build (high-end) supply chains.

Doel marktraadpleging/purpose of the market consultation

Het zoeken van eventueel geïnteresseerde partijen die, mogelijk deze opdracht kunnen uitvoeren

Omvang van de opdracht

Het maximaal beschikbare budget bedraagt € 136.000,-- exclusief 0% btw.

Looptijd opdracht/ extent and duration

De opdracht loopt van halverwege januari 2021 tot 31 december 2022

Vraagstelling/ Question

Indien u beschikt over aantoonbare ervaring met vergelijkbare projecten en u kunt de opdracht medio januari 2021 aanvangen, kunt u uw interesse bij ons kenbaar maken.

Procedure

Geïnteresseerden kunnen zich per e-mail aanmelden bij de volgende contactpersonen bij de Rijksdienst voor Ondernemend Nederland (RVO):

gert.goorhuis@rvo.nl en behoeftesteller synara.sanchezsotomayor@rvo.nl

Voeg bij uw antwoord per e-mail uw bedrijfsgegevens, adres toe.

Resultaten van de marktraadpleging/ results of the market consultation

Als resultaat van de marktraadpleging kan de organisatie besluiten om een vervolgtraject te starten. Geïnteresseerden kunnen in dit traject worden uitgenodigd voor het doen van een offerte. Indien er meer dan 5 gegadigden op de marktraadpleging reageren, zal voorafgaande aan de offerteaanvraag een willekeurige leveranciersselectie plaatsvinden.

Bij een eventueel vervolgtraject zal geen onderscheid worden gemaakt tussen partijen die al dan niet hebben deelgenomen aan de marktraadpleging.

Ik zie graag uw reactie uiterlijk 18 december 2020 tegemoet.

Met vriendelijke groet,

Gert Goorhuis

Inkoopadviseur a.i.

.....
Inkoop Uitvoering Centrum

Ministerie van Economische Zaken & Klimaat

Prinses Beatrixlaan 2 | 2595 AL | Den Haag

Postbus 93144 | 2509 AC | Den Haag

Telefoon 088 – 04 24092

.....
 Denk aan het milieu en print deze mail alleen uit wanneer dat echt nodig is

