



<i>Company</i>	Agro Care
<i>Location(s)</i>	The Netherlands: Rilland, Wieringermeer, de Lier Marocco: Agadir Tunisia: El Hamma
<i>Country</i>	The Netherlands Marocco Tunisia
<i>Products</i>	Tomatoes
<i>Hectares</i>	176.9 ha
<i>Certifications</i>	Global Gap Grasp Tesco Nurture

Agro Care is a member of Harvest House, one of the Netherlands' largest growers' associations specialising in salads. With our group of skilled growers and employees, Harvest House stays on top of market developments and has the flexibility to respond to changes. This specific product and market knowledge, combined with our ability to innovate, makes us the strong, collaborative partner we strive to be. This ultimately results in reaping the best returns, not only for us and our growers, but for everyone.



Cherry tomatoes
Fresh, juicy



Brown mini cherry vine tomatoes
Extra sweet, exceptional colour



Mini cherry vine tomatoes
Extra sweet, glossy fruit



Cherry plum vine tomatoes
Plum shaped, full of flavour



Cocktail vine tomatoes
Full flavour, deep red colour



Medium vine tomatoes
Full flavour, intense colour



HARVEST HOUSE

AGRO CARE

Agro Care is a tomato cultivation company founded in 1997 by two entrepreneurial and determined university friends Philip van Antwerpen and Kees van Veen. They purchased the first eight hectares in Rilland in Zeeland. The area is not known for horticulture and their project was attentively followed by many people. But Agro Care dug in its heels and through a variety of partnerships, new buildings, and innovations became one of the largest players in the global horticulture sector.

Agro Care believes in partnerships and that you achieve more by working together. The fusion with Kesgro Nursery of Ad van Kester and Paul Grootsholten is a good example of this principle. Kesgro has been working intensively with Agro Care for the last twenty years and in 2016 fused into one single company: Agro Care.

The current board consists of Philip, Kees, Ad, Paul, Marco Zuidgeest, Bas Eilander, and Nic van Roosmalen. Each of these men is responsible for a specific cultivation site in the Netherlands, Morocco, or Tunisia. The different types of tomatoes, including their special varieties Sunstream and Petit Sweet, are grown for the European market and are all packaged by Greenpack, a ultra-modern packaging location where nearly all packaging needs of clients can be met.

Agro Care is defined by its uniqueness. These are entrepreneurial growers that are committed to development and innovation. They invest in good business relations and prioritise communication. They were also first to introduce winter production, have their own packaging location, make use of geothermal energy and combined heat and power (CHP), and are the first Fairtrade-certified tomato cultivators in the world. Corporate social responsibility is essential to Agro Care and the company invests in the future by treating the environment with care. The company has very modern and efficient substrate units and irrigation units, ensuring that the tomato plants receive optimum nutrition and that the water is purified. Agro Care does not only look after its tomatoes, but takes care of its employees too. The locations in Morocco and Tunisia created jobs for the local population while also introducing new social facilities. The staff in the location in the Netherlands is just as proud to be working for such a progressive company. The continued growth presents plenty of new challenges and makes it possible to further develop within the company. Employees are given freedom and responsibility and even the option of working at one of the international cultivation sites.

No limits, no nonsense is the company's motto and its impact can be observed throughout the entire organisation. Agro Care wants to be at the head of the pack and believes that boundaries are there to be pushed. How do they feel about the future of greenhouse horticulture? 'We believe that there will be fewer but larger companies. More fusions will occur, because people will come to see the power of working together, and more cultivation will start taking place overseas.' And what about Agro Care? Agro Care will continue to grow and do what they are good at: cultivation and doing business.



HARVEST HOUSE

www.harvesthouse.nl

WHERE BUSINESS GROWS