

Emmeloord Onion Potato Technology Information Management (e-OPTIMA)

The global demand for high quality food is increasing. Consumers and processors are more interested to learn where and how certain products have been produced. This trend has developed rapidly in the overall agro & food sector, including both the potato and the onion industry. However, within these specific industries, it is experienced to be quite challenging to track and trace a crop throughout its value chain (from field to factory) as relevant data is being registered and stored per stakeholder and not exchanged with other stakeholders. As a result, crop data during various stages of the value chain is limitedly available with stakeholders in the potato and onion industry. This leads to inefficient production processes throughout the value chain.

In this project, Tolsma Techniek Emmeloord B.V. (penholder), Milan Innovincy B.V., Waterman Onions B.V. and Agrico B.V. have developed an online information platform including business intelligence software that enables saving and exchanging information on cultivation, storage and processing of potatoes and onions. Information from sources such as sensors, machines, external sources will become directly available for all actors in the value chain which will have significant value creation in terms of chain efficiency and profitability. This innovative initiative, referred to as 'e-OPTIMA', will ultimately improve the position of Emmeloord as the main potato and onion agri-hub and subsequently strengthens its image as the [World Potato City](#).



The project is co-funded by the Municipality of Noordoostpolder and the Province of Flevoland through the program ['ZuiderZeeLijngelden Noordelijk Flevoland' \(ZZL\)](#).



Potato field in Emmeloord

TechForce Innovations, as a sub-consultant to Tolsma Techniek Emmeloord, has been responsible for project structuring and development; writing and submitting subsidy applications; communication with project donors (Municipality of Noordoostpolder and Province of Flevoland); developing an e-OPTIMA business plan (including market analysis and business case scenario modelling); and overall project administration.

For more information on this project, please contact Steven Gajadin, s.gajadin@innovations.nl

News items on this project:

[Tolsma - Introductie ketenproject e-OPTIMA](#)

[e-OPTIMA: a visual introduction](#)

[Milan InnoVincY - e-OPTIMA developments](#)

[Provincie Flevoland steunt e-OPTIMA](#)