

Horticulture plays a key role in food security, income generation and sustainable land use worldwide. SMEs face growing challenges, including climate change, rising costs and changing market demands. PUM collaborates with businesses across horticulture value chains to improve productivity, quality and resource efficiency, while promoting climate-smart practices, skills development and stronger local ecosystems.

Horticulture

The Horticulture programme strengthens resilient and sustainable production systems that contribute to food security, economic development and responsible use of natural resources. PUM collaborates with SMEs to improve productivity, quality and resource efficiency, while reducing input use and environmental impact. By strengthening value chains, promoting knowledge transfer and working within local networks, the programme supports long-term competitiveness, climate resilience and inclusive growth.

Fruits and vegetables

PUM collaborates with SMEs in fruit and vegetable production to improve performance across both open-field and greenhouse systems, including hydroponics. Focus is on increasing productivity, improving product quality and food safety, and ensuring consistent supply for local and export markets.

Attention is given to Good Agricultural Practices, soil and plant health, efficient input use and cost control. Water management, fertilisation and integrated pest and disease management are key topics. Post-harvest handling, storage and logistics are also addressed, enabling businesses to reduce losses and meet quality standards in local and export markets.

Flowers and herbs

For floriculture and herb production, PUM supports SMEs in developing high-value products and specialised growing systems. This includes ornamental plants, aromatic herbs and niche crops, often requiring specific knowledge and technologies.

Focus is on quality improvement, propagation methods such as tissue culture, and efficient use of inputs and infrastructure. Attention is also given to market positioning and value addition, strengthening competitiveness in both local and international markets.

Strengthening business foundations

The programme also includes experts with extensive experience in general strategy and business planning areas. They collaborate with entrepreneurs and organisations to strengthen management, marketing, finance and operations. By combining technical expertise with general business support, PUM contributes to sustainable growth and resilient organisations.

Professional people for positive impact

PUM collaborates with businesses and organisations to grow sustainably and build a brighter future for their community. Check PUM.nl for more information and criteria, and apply for advice.