



Living  
off the land,  
caring  
for nature.



Ministry of Agriculture, Nature and  
Food Quality

## The Netherlands: Country of Agriculture

Moriya International  
Friendship Association  
Moriya, 18 April, 2010

*Carla Boonstra*



# The Netherlands: Country of Agriculture

## Content:

- 1) Introduction
- 2) The Netherlands: Introduction
- 3) The Netherlands: Agri-food sector
- 4) The Netherlands: Food culture
- 5) The Netherlands and Japan







## 2) The Netherlands: An introduction

### Topics:

- Geographical location
- Capital
- Language
- Geography





## 2) The Netherlands: An introduction

*- Geographical Location: North Western part of Europe*





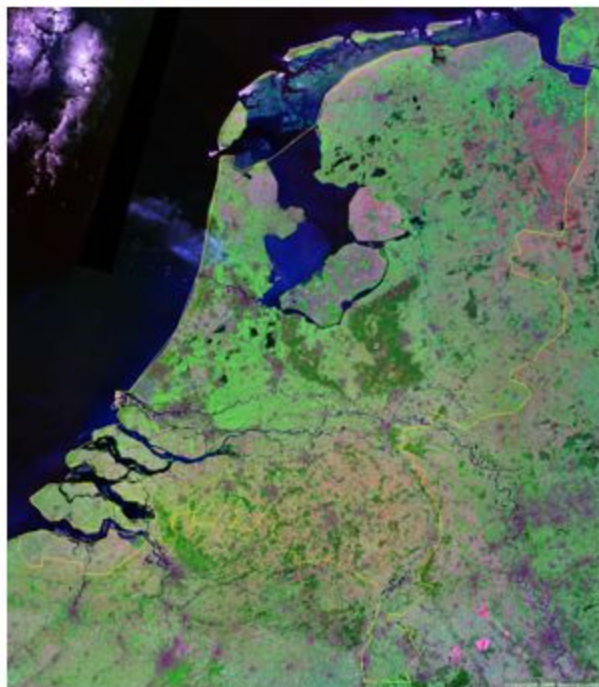
## 2) The Netherlands: An introduction

### *- Geographical Location*

North, West: North Sea

East: Germany

South: Belgium





## 2) The Netherlands: An introduction

### - Capital

Amsterdam



The Hague





## 2) The Netherlands: An introduction

*- Royal Family*







## 2) The Netherlands: An introduction

### - Language

#### Japanese

#### Dutch

#### English

ビール

bier

beer



コーヒー

koffie

coffee



コック

kok

cook



ブリキ

blik

tin





## 2) The Netherlands: An introduction

### - *Geography*

Flat Country





## 2) The Netherlands: An introduction

### - *Geography*

Highest mountain: Vaalsberg (322 m)





## 2) The Netherlands: An introduction

### - Geography

#### **Low Country**

1/3 below sea level

lowest point: - 6.7 meters

⇒ *Zuidplaspolder*







## 2) The Netherlands: An introduction

### - Geography





## 2) The Netherlands: An introduction

Land of Agriculture





## 2) The Netherlands: An introduction

Japan and the Netherlands: Different but the same





### 3) The Netherlands: Agri-food sector

#### a. Success of the Dutch agri-food sector

- Favourable soil and climate conditions
- Favourable geographical location
- International trade spirit
- Urbanisation
- Efficient transport & logistics system
- And others ....

#### b. Towards sustainable food production







### 3) The Netherlands: Agri-food sector

*- Success of the Dutch agri-food sector*

**Favourable soil and climate conditions**



### 3) The Netherlands: Agri-food sector

#### - *Success of the Dutch agri-food sector*

#### **Favourable geographical location**

- At delta of major rivers  
→ *Rhine, Scheldt, Meuse*
- Vast hinterland
- Strategic position





### 3) The Netherlands: Agri-food sector

*- Success of the Dutch agri-food sector*

**International trade spirit**





### 3) The Netherlands: Agri-food sector

*- Success of the Dutch agri-food sector*

#### Urbanisation







### 3) The Netherlands: Agri-food sector

*- Success of the Dutch agri-food sector*

*Port of Rotterdam*



*Amsterdam Schiphol Airport*





### 3) The Netherlands: Agri-food sector

<http://www>

*- Success of the Dutch agri-food sector*

**Efficient transport & logistics system**





### 3) The Netherlands: Agri-food sector

*- Success of the Dutch agri-food sector*

#### **Green knowledge infrastructure**

*Education*

*Research*

*Information service*





### 3) The Netherlands: Agri-food sector

*- Success of the Dutch agri-food sector*

**Green knowledge infrastructure**

Tasting lessons at school







### 3) The Netherlands: Agri-food sector

*- Success of the Dutch agri-food sector*

#### **Green knowledge infrastructure**

Re-establish link with nature, rural areas





### 3) The Netherlands: Agri-food sector

*- Success of the Dutch agri-food sector*

#### **And others:**

- Government policy
- European Union
- Trade liberalization
- Etc.





### 3) The Netherlands: Agri-food sector

*- Towards sustainable food production*



### 3) The Netherlands: Agri-food sector

- *Towards sustainable food production*

#### Triple P:

- People
- Planet
- Profit







### 3) The Netherlands: Agri-food sector

*- Towards sustainable food production*

The challenge is to balance!





### 3) The Netherlands: Agri-food sector

*- Towards sustainable food production*

Worldwide .....



*Palm oil (Malaysia)  
(Ghana)*



*Sugar Cane (Jamaica)*



*Cocoa Beans*



### 3) The Netherlands: Agri-food sector

- *Towards sustainable food production*

**As consumers we  
dó have a choice**



**RECOMMENDED:** From well-managed, sustainable stocks which are not considered to be over-exploited. These species are the preferred eating choice.



**THINK TWICE:** From fisheries that are at risk of becoming unsustainable, due to management, environmental or stock issues. Only eat these species occasionally, if recommended options are not available.



**AVOID:** Considered to be over-exploited, or from unsustainable, overfished and poorly managed fisheries. Avoid eating these species at present.





## 4) The Netherlands: Food culture







## 4) The Netherlands: Food culture

### Our daily food

*Breakfast*



*Lunch*



*Dinner*





## 4) The Netherlands: Food culture





## 4) The Netherlands: Food culture

### Food from the Netherlands:

- Varied
- Safe
- High Quality





## 5) The Netherlands and Japan

1600: 'De Liefde' ran ashore  
in Oita, Kyushu







## 5) The Netherlands and Japan

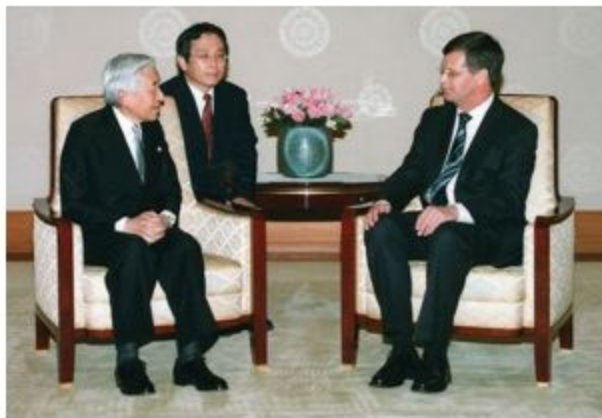
1609: Trade agreement was signed





## 5) The Netherlands and Japan

1609 – 2009: 400 years of trade relations





## 5) The Netherlands and Japan

1609: Dutch trade post transferred from Hirado to Dejima





## 5) The Netherlands and Japan

1858: Treaty of Friendship was signed  
Diplomatic relations established







## 5) The Netherlands and Japan

World Cup Soccer 2010





ご清聴いただきありがとうございました

Thank you very much for your attention

Dank u wel voor uw aandacht

