



florecom

Standard in business processes

Florecom is cooperation



Participants



Partners



Flowers & Plants



- 3250 growers
- 2 auctions
- 2000 wholesalers; 765 exporters
- 5000 hectares of greenhouses
- production value > 4 billion Euro's
- Export value > 5 billion Euro's

Why standards?



- More:
 - efficient business processes
 - tracking & tracing
 - information
 - sustainability
- Less costs
- Easier cooperation in the supply chain

Florecom

Products & services



- > 15 standard messages
- Specific code lists:
 - Product names and – codes
 - Product characteristics (number of flowers, branches, height, length)
- GS1 intermediary for GLN codes
- 7x24h code distribution
- Certification program for the software
- Test Centre; Software Development Kit

The use of our standards



- **Growers:**
 - Auctioning: > 90% offer and delivery (EAB)
 - E-Commerce: 25% offer, order, order response and delivery
- **Buyers:**
 - Auctioning: > 90% order response (EKT)
 - E-Commerce: 15% offer, order, order response and delivery

Developments for the coming years



- Towards worldwide trading of flowers & plants:
 - -> From national to international standards
 - -> international use of our standards and codes
 - (US Customs, phyto sanitary authorities)
- Larger international operating companies:
 - -> improvement of the software quality
 - -> new software developers will make use of our standards
- Florecom will cooperate international:
 - -> UN/CEFACT, GS1, AgriXchange,