



8 (9)

Waterdrinker Aalsmeer

This international company was clearly founded by someone who knew their marketing. Waterdrinker knows that customers can be swayed by the "cool pot" that comes with a particular plant. The company continually changes not only its plant selection, but also its hardware. After all, at some point people even tire of hot sellers like Phalaenopsis. At the bustling Waterdrinker cash-and-carry, the next big thing is always waiting in the wings. With a selection of 9,000 plants and 300 orchids, Waterdrinker is the undisputed market leader when it comes to wholesaling in house and garden plants. Waterdrinker picks up trends fast, and is always willing to give an emerging trend the push it needs. The people of Waterdrinker do what it takes to be the perfect outlet for every customer, from major wholesaler to local florist. Waterdrinker is just as committed to its partners on the supply side. Its growers are encouraged to try out their latest test batches, no matter how small, in the store. This is just another way in which Waterdrinker and its partners stay at the cutting edge. A strong business in a time when customers are looking for authenticity, which wholesalers and retailers can find at Waterdrinker.

Turnover 174 million
Employees 240
www.waterdrinker.nl

7 (5)

The Greenery

This major cooperative drops two spots this year. Despite doing its all to follow a new strategy better suited to today's market, the Greenery just needs time to make it happen. There is probably no better man for the job than chief executive and stable factor Philip Smits. He has staying power – essential after all the changes of recent years. Leadership, like strategy, is dependent on consistency. From the outside looking in, we see that this process brings with it the risk of focusing attention too internally, while of course the real battle is an external one. At the same time, we do see many positive signs. The organisation is built around five efficient business units. A variety of different cooperative relationships with A-list partners will bring more innovation, shorten the chain, increase attention to food safety and optimise processes. DVL Plant was brought in to help growers with new strains. The more intensive cooperation with Plus Retail is bringing select retailers directly to the shop floor. In short, The Greenery has ambitious goals in category management, account management, trade marketing, logistic services and healthy production. If they achieve these goals, we will see this cooperative climbing back up the rankings.

Turnover 1,795 billion
Employees 1,736 (1,661 NL)
www.thegreenery.nl

6 (8)

Haluco/Total Produce

In the Irish multinational's own words, "Total Produce is all about growth." Much of that growth comes from majority holdings in companies like Holland's own Haluco. Total Produce sees in this Bleiswijk company a perfect addition to its portfolio, an essential addition to keep its very demanding European retailers happy. In turn, Haluco can ride out the current economic storm under the wings of the Irish parent company: with the economy in recession, and the distribution layer under increasing pressure, times are tough. While all the companies under Total Produce have to pull their weight (which also explains Haluco's place on the list), there's a certain safety in numbers. Little plusses like reduced payment risk are very welcome right now. The Total Produce connection puts Haluco close to the centre of the very competitive European fruit & vegetable arena. Haluco has everything it needs to acquit itself well in that struggle: solid Dutch supply, tight connections with loyal growers. Just as important is its state-of-the-art Warehouse Management System in Bleiswijk, an innovation crowned with the AGF Innovation Prize 2009. Strength, vision and good results that all come together to justify a higher listing than last year.

Turnover 330 million
Employees 260
www.haluco.nl

5 (respectively 6 and 7)

Fleura-Metz

Last year we wrote about a partnership between Fleura and Metz. As of 30 June 2009, it's a merger. It's the right move, and not only because the people at the top click so well. There are many reasons to have every confidence in this new combination. Fleura and Metz first combined their knowledge and purchasing power in Mondial Flower International in 2007. They were joined by the Agora Group on 1 January 2009. Purchasing for their 30,000 florists is looking good, but the merger focuses primarily on advantages for the other side: the shop floor, and the end purchaser, who is the driver behind everything Fleura-Metz does. The florist is only the starting point. Even Fleura's strong cash-and-carry concept and Metz's advanced web ordering system are only means to an end. Both companies understand that in a saturated market one needs to be able to respond more quickly to ever-changing consumer wishes. The keys to doing that are more efficient purchasing and logistics. The whole chain must be designed around what the customer wants, and this company understands that. Fleura-Metz will therefore be giving a big push to in-store marketing on the florist shop floor.

Turnover (consolidated) 260 million
Employees 1,060
www.fleura.com
www.metz.com