




# Test and validation

Name: 2024WP3Frui\_001  
Status: in progress

 Demonstration	 Technical functionality	 Business Case
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**Problem Owner:**  
FME

**Involved:**  
FME, Wageningen Research, Aurea Imaging, , Fruitmasters, Greefa, Munckhof Fruit Tech Innovators, 2 fruittelers: Vogelaar Fruit cultures en Fruitbedrijf Huids

**More information?**  
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# Tree to Plate (T2P)

Testing, demonstrating, and building the business case for the value of data – Results 2025



## Broad knowledge question

How can we maximize the value of data across the entire fruit value chain to improve efficiency, sustainability, and product quality through enhanced data sharing and analysis?

## Approach

1. Cultivation phase: Demonstrating the maximization of efficiency, sustainability, and product quality at two real-world sites (apple and pear)
2. Mapping data flows, interoperability, and dashboarding
3. Researching the economic potential of data exchange and developing business cases
4. Disseminating knowledge and insights to fruit growers and other stakeholders

Duration: 2025–2027

## Objective

The project tests and validates data interoperability to demonstrate benefits for growers, processors, and retailers. It also explores business cases to unlock the value of data across the value chain.

## Results and reflection

At the field locations, data was collected in the orchard, including blossom, vigour, fruit set, and yield maps. Due to the limited effectiveness of thinning agents, precision thinning had no impact this year. However, the data provided valuable insights into the optimal fruit set and quality per tree, in relation to blossom and fruit load. Data flows across the fruit value chain have been mapped, new interoperability applications have been developed, and a dashboard concept has been created. Workshops generated ideas for new business cases. A solid foundation has been established in the first year of the project, which will be further developed over the next two years.

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Open Teelten



## Leading Partners involved



[Munckhof.org](https://Munckhof.org)



[Fruitbedrijfhuids.nl](https://Fruitbedrijfhuids.nl)



[Fruvo.nl](https://Fruvo.nl)



[Greefa.com](https://Greefa.com)



[Fruitmasters.com](https://Fruitmasters.com)



[Aureaimaging.com](https://Aureaimaging.com)



[Fme.nl](https://Fme.nl)



WAGENINGEN  
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[Wur.nl](https://Wur.nl)

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## Document information

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Work package	IP1 Open Field Cultivation
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## Colophon

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