

# Workshop

Everything you have to know about  
cultivating hydroponics Leafy Greens

Tuesday 25<sup>th</sup> march

Hall 304 & 305



8:30 – 10:55

For the first time in Mexico, Cultivators in collaboration with GreenTech Americas, BASF, Green Automation, and JASA, are organizing a workshop focused on hydroponics leafy greens! Hurry, limited spots available

## Agenda

- Learn the basics of hydroponic growing in Mexico
- Understand the circumstances surrounding hydroponic baby/teen production
- Learn about the impact on yield, quality and competitiveness of the final product, cultivation strategy, seed selection, system selection, packaging strategy and product specifications
- Answer your questions about automation, ROI, product safety, and how to be the best of the rest
- Discover the key considerations for the design of a hydroponic lettuce product concept and the importance of lettuce variety selection
- Identify the risks associated with errors in greenhouse design and planning for production
- Analyze which segments of Leafy Greens where hydroponic cultivation can be particularly competitive

# Schedule & Experts

SCHEDULE	ACTIVITY	ISSUE	
8:30 am	Welcome & Coffee Break		
8:50 am	Start speech by Cultivators 		
9:00 am	 <b>Cultivators Presentation</b> by Sonny Morenhout, Managing Partner	Hydroponics Leafy Greens – Industry, Growing Systems, & Irrigation, Key Attention Points	
9:25 am	 <b>BASF   Nunhems Presentation</b> by Carlos H. Umana, Technical Sales Manager	Key Considerations in variety selection & risk mitigation for local conditions	
9:50 am	 <b>Green Automation Presentation</b> by Patrick Borenius, CEO	Maximizing benefits in hydroponic leafy greens: strategic insights on production, yield and quality	
10:15 am	 <b>JASA Packaging Solutions Presentation</b> by Joost Somford, President	Automation, ROI, and market trends: staying ahead with packaging innovations and product safety	
10:40 am	Conclusion		

\*Presentation time includes Q&A with the expert

Program subject to change

Organized by:

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