



Tomato *Talk*

Excursion to the Snelbinder

Tekst Maxime in 't Veld

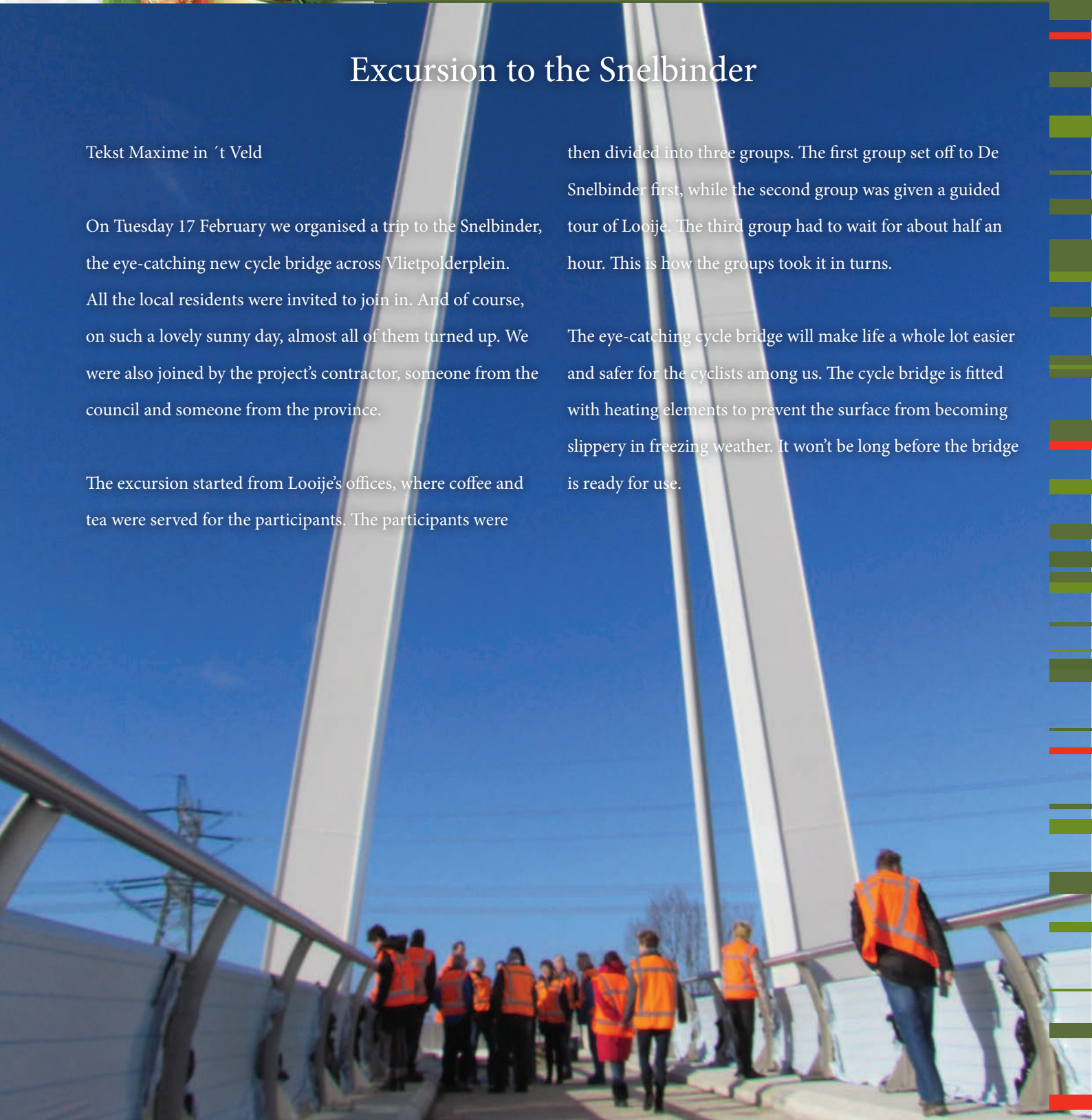
On Tuesday 17 February we organised a trip to the Snelbinder, the eye-catching new cycle bridge across Vlietpolderplein.

All the local residents were invited to join in. And of course, on such a lovely sunny day, almost all of them turned up. We were also joined by the project's contractor, someone from the council and someone from the province.

The excursion started from Looije's offices, where coffee and tea were served for the participants. The participants were

then divided into three groups. The first group set off to De Snelbinder first, while the second group was given a guided tour of Looije. The third group had to wait for about half an hour. This is how the groups took it in turns.

The eye-catching cycle bridge will make life a whole lot easier and safer for the cyclists among us. The cycle bridge is fitted with heating elements to prevent the surface from becoming slippery in freezing weather. It won't be long before the bridge is ready for use.



Using biological pest control in the greenhouses is a top priority at Looije. Crop protector Bart van Wingerden is an expert in this field and tells us a little about it in this edition of Spotlight on the Process.

When are biological pest control products used?

A number of biological pest control products are used preventively at the start of the growing process. We do this to avoid outbreaks of various pests. Every week one person goes through the greenhouse on a scouting mission. This results in a series of numbers and graphs which we use to determine what products to use and what steps to take. By reacting quickly to any pests in this way, we can avoid having to intervene with chemicals.

How does biological pest control work?

Every week we order the products we will be using that week. The little creatures we release all tackle their prey in different ways. Some biological predators devour their prey completely, while others suck them dry with their sucking snouts. And there are some that lay eggs inside their prey, with the result that the prey is ultimately devoured from the inside out.

How are biological pest control products stored?

Most biological pest control products need to be stored chilled. They are stored in a special refrigerator which is used exclusively for biological pest control products. The reason

they need to be kept cool is because that way they will have a longer shelf life. Once you receive biological pest control products it is best to use them as soon as possible. That way you know for sure that the product you are using is fresh and your biological predators are more likely to emerge.

This enables you to create a balance between your biological predators and the pests in your greenhouse.

Why is it important to use biological pest control products?

Using biological pest control products is not only a preventive strategy but it also minimises the use of chemical pesticides.

Some biological predators work better than chemical pesticides. Therefore they can benefit you in more ways than one. Biological predators often work better, they are better for the environment and they are also better for the development of the plants. Chemical pesticides often bring a lot of moisture into the greenhouse, which increases the risk of fungal diseases.



Enjoy the Taste meeting

Door Grada Terlouw

Last Thursday, 12 February, we had another meeting of the Enjoy the Taste team. At these meetings we discuss all kinds of different things, such as activities for the coming year, minor accident lists, health and safety issues, and any other business that need to be voted on.

This time we had a brainstorming session about the activities that will or will not be taking place in 2015 and what form they will take. They include Sinterklaas (St Nicholas Day, 5 December), a guided tour for family members at Christmas, a football/volleyball tournament and a New Year's party in 2016. Ideas are put forward and we discuss whether they are feasible for a very large group of people.

We also discuss where the activities will take place and who will be asked to lead them. At this last meeting we had a go at fleshing out the details of the staff party. What are we going to do? What do most people like? How do we get as big a group as possible together? When will the staff party take place?

It is great fun to hear all the ideas put forward for discussion in the group: sea fishing, a beauty day, polder sports. We discussed a great number of them. Now you will naturally be wondering what the outcome is. You'll just have to have a little patience! But the first steps have already been set in motion -

so put the dates 16 May and 5 September in your diaries and reserve them for Looije!



Chakir graduates

Our colleague Chakir has graduated! With a good final grade in his pocket, he has officially finished his Business Information Management course. Looije presented him with a Dinercheque voucher so he could celebrate his graduation by enjoying a nice meal out with his girlfriend.

Congratulations, Chakir!



Berlin

Every year at the beginning of February, one of the biggest fruit and vegetable trade fairs in the world takes place in Berlin. For the last few years we have been exhibiting our company and our products there on our own stand.

An important trade fair such as this always takes a lot of planning and organising. For months beforehand we plan the stand, the manpower, the hotel and, of course, the story we are going to tell. This year we went about it slightly differently and organised some special trade fair training.

The trainer Ralf spent an afternoon with us explaining how we could get more out of this trade fair. Part of the training was a short video about a fish market trader in Seattle. As you can imagine, it is cold and a bit dirty there. It doesn't look like a very appealing working environment in to me, if the fish stalls at our local food market on Afrikaanderplein are anything to go by. That's how it was in Seattle too, and they did something about it. The concept is simple and based on 'choose your setup', 'play' and 'make people happy'. The video showed how selling fish to people could be made fun. For example, every order is repeated by all the staff at the top of their voices, and staff even stand in front of the fish counter to help customers. The fish

flies about your ears because every order is literally thrown over the counter. The customers really do get attention. Staff joke with each other, but also with the customers, and everybody has lots of fun. It's a real must-see place!

This method of working is so successful that an entire philosophy has grown out of it - the Fish! Philosophy.

Inspired by this story and re-energised by the training session, we did the trade fair and it was a resounding success. Lots of people dropped by to say hello or to meet us for the first time. We spoke to a lot of our Dreamtomatoes® and Honeytomatoes® customers. Representatives from a number of major retail chains also called by and we now have quite a few new prospects.

We didn't throw tomatoes - but we did have a lot of fun! And that's something you radiate as a business.

You can see the video at <https://www.youtube.com/watch?v=HKBS6qa6DeA>





BIRTHDAYS

| | | | |
|-------------------|------|------------------|------|
| Normunds Krumins | 28-2 | Ritchie de Jong | 9-3 |
| Joanna Roj | 1-3 | Gregorz Lakomski | 10-3 |
| Niels Roodenburg | 2-3 | Iwona Gajicka | 10-3 |
| Katrin Mikk | 4-3 | Aleksandra Raut | 10-3 |
| Mateusz Pawlak | 5-3 | Anna Rybczynska | 12-3 |
| Bastiaan Bouwman | 6-3 | Jose Zwinkels | 12-3 |
| Raivis Aleksejevs | 7-3 | Dawid Klebek | 13-3 |
| Anna Gowin | 7-3 | Pavels Semjonovs | 13-3 |
| Michal Wika | 9-3 | Nick Verlaan | 13-3 |

What keeps you busy...

My name is Katarzyna Surmacz. I am 28 and at the moment I live in Zwaanshoek. I have been working for Looije for nearly a year now, and I spend my working day cutting tomatoes.

Katarzyna Surmacz

... in your personal life?

I started working in the Netherlands while I was still studying. I trained as a Polish teacher but our country is experiencing a demographic dip so I was not able to find a job in my profession.

... in your work?

As I said before, at Looije I spend my working day cutting tomatoes. I think this is the right job for an energetic person like me.

... in the world?

After work I try to keep up-to-date with the flow of information that is inundating our world. The events on the other side of my home country's eastern border disturb me. I believe that war is pure evil which the world must try and avoid.

