

2003 Total Identity: Image strategy in Dutch greenhouse horticulture

Greenhouse horticulture is one of the most important sectors of Dutch agriculture, horticulture, livestock and fisheries. Total Identity's research in 2003 focused on the expectations of six stakeholder groups about the future of greenhouse horticulture (see numbers 1-6 in the table on the next page). Three Objectives were named (see right here A, B and C). This resulted in a set of 18 RP-Indices.

As is the intention of the Table, the 'insufficient RP-Indices' are shown in red. It is clear that the 'Service and others' stakeholder group paints a negative picture of 'the right of existence of the greenhouse horticulture sector' (column A), of 'greenhouse horticulture and the quality of life' (B) and also of 'greenhouse horticulture and living space' (C). Press and politics', on the other hand, scored highest (most positive) for greenhouse horticulture as a business sector.

This result became an excellent starting point for fundamental discussions about the future of an industry and the opportunities and threats that emerged from detailed data and repeat surveys. Then, in 2014, a project of the European Union showed that Dutch greenhouse horticulture was now significantly more damaging to the environment than conventional horticulture (such as in Spain and Hungary).

In combination with the most recent reliability techniques, the RP-decision technique has the impact that J. Steinhauser meant in his reference.

J. Steinhauser

Senior Communications Advisor
Total Identity

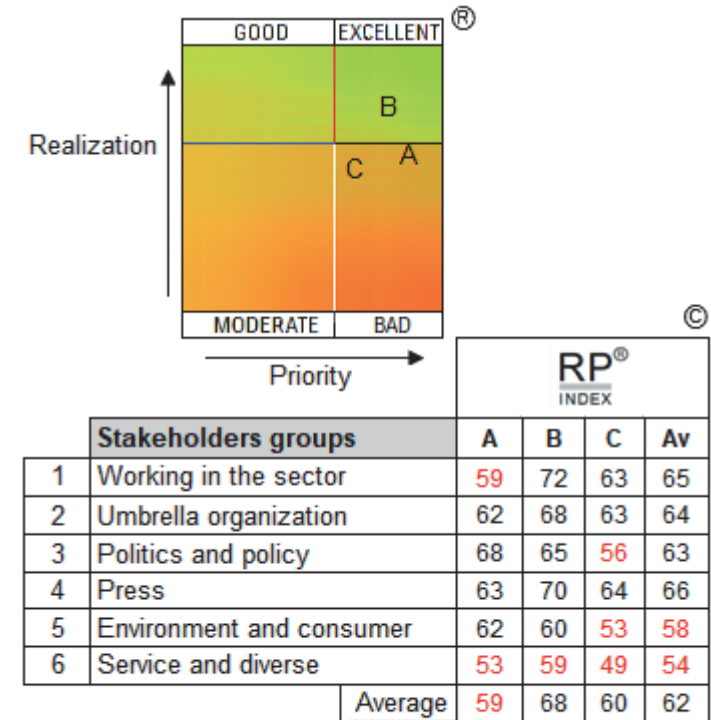
Reference from 2007

Total Identity carried out a communication and image scan at 30 companies and institutions.

The great advantage of the method is that the presentation of the results is an excellent decision-making moment for the communication strategy to be deployed.

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Brus: It is remarkable, to say the least, that Dutch politicians (3) in 2003 found the effects of greenhouse horticulture on living space (C) inadequate and despite agreements made (among others) CO2 emissions was still rising in 2020-2022. An example of failing government policy.



A = Rights to exist of the Greenhouse horticulture
B = Greenhouse horticulture and quality of life
C = Greenhouse horticulture and space of life

Source reference:

H. Brandt et al.

Total Identity (consultancy firm)

Image of Dutch greenhouse horticulture

Quick scan of views among target groups
internet: <http://www.agro.nl/innovatienetwerk/> internet: <http://www.lto.nl>
ISBN: 90 - 5059 - 192 - 2
Report no. 03.2.048 (series of background reports), The Hague, August 2003