

Social and Therapeutic Glasshouse Horticulture

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The objective of this research is to design a business concept for health care within a glasshouse company. Farming for Health is a growing phenomenon in The Netherlands and a rather successful way of broadening activities and increase income. Some glasshouse growers have interest in combining horticultural production with health care. Together with them research aims to design a business concept for health care with the following restrictions. Production is the main function of the company. Alongside is room for care tasks. The glasshouse company is economically viable. Examples of health care farms and a health care nursery are collected. Contacts were laid with health care institutions. A workshop was held with stakeholders. At the moment some of the growers are speaking (negotiating) with health care institutions and financing parties. Financial part of the future therapeutic glasshouse company needs extra attention. Integration of social function must fit the business strategy of the entrepreneur and relate to his own motives. Some growers, health institutions and their patients, and municipality are interested in social and therapeutic glasshouse horticulture. Implementing health care means extra financial risk for the grower. Income out of care function depends on the number of patients that came to the nursery on a day, while costs are made in before for the necessary assistance. Some initiatives have started.

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