

**14****The world of vegetables**

The world of vegetables is a complex world. This has been reported in the homonymous essay published by Rabobank, carried out by a member and researcher Erich Baas. This essay refers to the volume and diversity of the world's horticultural production.

**24****Hydroponics: A few pages of its history**

In the late 17th century, a man took some water from a lake in Hyde Park, London. It was in 1692, and John Woodward was providing the world with a new technology.

**34****Flower innovation in Chile**

Flower growing in Chile, from the beginning, has essentially been developed in the central area of the country. Some years ago, this scenery has undergone a few changes that have allowed the diversification of the home flower supply.

**40****Fresh fruit and vegetables in the emerging markets**

Asia (except Japan), Latin America, and Eastern Europe are having a real retail revolution, where supermarkets grow at a very high speed. In addition, the growth of self-service premises allows exporters to access this huge market without having to go through inefficient, fragmented, and costly traditional trade.

**44****New trips attractants help growers in pest management**

Last year appealing aromas for flower and onion trips were successfully tested. The use of aroma allows trapping 2 to 20 times more trips of both species in sticky traps, as compared with traps without aroma.

**54****Situation of fourth range in Spain**

Fourth range has been consolidated in the market as an extra alternative for consumers, producing changes in the design and composition of fruit and vegetables aisles in large supermarkets. Sociological and food changes have turned it into a growing produce.

**62****Open and net work innovation**

The power of an area is not generally defined by having a large company, a prestigious university or a technological centre. The power of a region is the result of the coordination of several agents.

**66****Poland, an ornamental horticulture approaching Europe**

Ornamental horticulture grows in Poland. There are produced rhododendron, azaleas and anthurium, which are traded in this country, but also in other European countries.

**70****Macfrut: From Northern Italy**

Climate, technification and competitiveness in Macfruit. It has been transformed into a large showcase of fruit and vegetable production. Italian companies and from other countries go there to show their latest produce.

**76****Fruit and vegetables promotion in Latin America**

The 3rd Panamerican Congress has been attended by more than 70 participants. It has been useful to exchange experiences about programmes, to promote work and consolidate work teams locally.