

## *Standard BI at FloraHolland as of July 14, 2011*

At the end of 2010 we informed you about the planning and implementation of a standardised Reliability Index (BI) system at FloraHolland. By harmonising the BI and bonus norm systems, FloraHolland's inspection and quality policy can be carried out in a more equal and balanced manner. As of July 14, 2011 FloraHolland will implement the standardised BI system.

The most significant changes for suppliers to Aalsmeer are listed below:

**Bonus norm scheme** – from now on, the correction fee is always charged when an error is detected. You pay this fee and can immediately correct the fault before the next shipment. If the average BI is above the bonus norm, the supplier is refunded the fee at the end of the period. Suppliers can start afresh in each period.

**Standard product clustering** - a number of smaller product groups have been combined for the BI calculation. Suppliers with a broad and diverse product range, in particular, can get their BI for a 100 lots much more quickly by using product clustering than by product type. The product clustering table has been compiled using VBN's crop level and market and grower's data.

**Bonus norm** - in Aalsmeer, it has been agreed to increase the bonus norm from 90% to 95%. From now on the same bonus norm level will be used in all marketplaces of FloraHolland.

The same 'day BI on the clock' and the calculation over the same maximum period of 53 weeks means suppliers have, ultimately, a greater chance of increasing their BI at all locations.

Read on for more information on: BI and the bonus norm. What's it all about?

- New table on product clustering 2011
- Standardised BI system and bonus norm
- Questions and answers

**If you still have any questions, please contact the Aalsmeer Servicepunt at T +31 297 39 70 00. You can also contact your account manager or your quality advisor.**