

Cerescon presents the world's first 3-row asparagus harvesting robot at Expo-SE 2017

German asparagus fair hosts the premiere and awards the Innovation prize to the Dutch start-up

Heeze, 9 November 2017 – The Dutch high-tech start-up [Cerescon](#) will present the world's first 3-row asparagus harvesting robot at [Expo-SE 2017](#) on 22 and 23 November 2017. After a successful test period with a 1-row version over the past season, Cerescon will display the prototype of the definitive machine to the asparagus industry during the 'Spargelmesse', the world's largest asparagus growers' trade fair. Cerescon will be presented with the Innovation prize during the expo, awarded annually for the product most likely to deliver the greatest benefits for its users. The award will take place immediately following the expo's opening.

At the trade fair interested domestic and foreign growers will have the opportunity to register for a conversation with Cerescon, letting them pose questions and calculate the specific payback period applying to their personal situations. Those interested will also have the opportunity to sign-up for the waiting list. The ability to purchase machines will be allocated per country in order of signing-up.

Presentations

In Hall 2, Stand 2 / N – 16 Ad Vermeer, CTO and inventor of the machine, will deliver presentations both days, with technical explanations. The first presentation will be given on 22 November at 12:00, then at 14:00 and 16:00, and presentations on 23 November will be at 10:00, 12:00, 14:00 and 16:00. During the presentations Mr Vermeer will provide technical descriptions of how the 3-row asparagus harvesting robot works, and he will be available to answer technical queries.

The 3-row version of the machine:

- halves the cost price for planting
- detects subsoils, resulting in better quality and more asparagus
- can maintain ± 50 hectares per season
- replaces ± 70 manual planters
- is pulled by a tractor

Testing

Under the watchful eye of growers from the Netherlands, Germany, Italy, France, Peru and the international media, this spring Cerescon presented the 1-row version of the machine. The 1-row machine was tested successfully during the 2017 harvesting season, and in the 2018 season the first asparagus will be

harvested commercially with a Cerescon asparagus harvesting robot. New and extensive application tests are also underway, part of a three-year study being conducted in conjunction with Wageningen University and Research, the LimGroup and several large growers in the Netherlands. The application tests are intended to compare the machine harvesting with manual harvesting; exact figures for the increased yields and higher quality from machine harvesting can be shown this way.

Awards

Cerescon is the world's first company to successfully demonstrate the feasibility of an automatic selective asparagus harvesting machine. The young company is also the first in the world to make a selective harvesting machine available commercially. Interest in Cerescon goes beyond just that from asparagus growers, witness the other innovation prizes Cerescon has garnered in recent months:

- 18 May 2017 – F&A Next Highly Commended Award – presented by Prince Constantijn of the Netherlands
- 13 October 2017 – Finals place in the European FoodNexus Startup Challenge (the finals will be held on 13 December 2017)
- 27 October 2017 – Winner of the Accenture Innovation Award 2017 – Future Food Solutions category.

Field demonstrations

Cerescon is giving a small number of growers with serious interest in acquiring a machine, the opportunity to attend a field demonstration of the machine during the 2018 season. They will be notified of dates and demonstration locations.

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About Cerescon

Cerescon is a young and rapidly-developing high-tech start-up. Cerescon focuses on the development, production and marketing of a selective asparagus harvesting machine. Up to now, harvesting asparagus has been a highly labour-intensive branch of horticulture. Throughout history until the present day, the 'white gold' has been harvested manually by thousands of manual workers. More information at www.cerescon.com.

For more information:

Cerescon

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Photo captions:

1. [Prototype of Cerescon's 3-row asparagus harvesting robot – download here](#)
2. [Ad Vermeer – CTO and co-founder of Cerescon – download here](#)
3. [Thérèse van Vinken – General Manager Cerescon accepts the Highly Commended Award from Prince Constantijn of the Netherlands – download here](#)
4. [Cerescon is one of the winners of the Dutch finale of the Food Nexus Startup Challenge – download here](#)
5. [Cerescon wins the Accenture Innovation Award 2017 for Future Food Solutions – download here](#)