CIRRELT

Séminaire du CIRRELT Seminar

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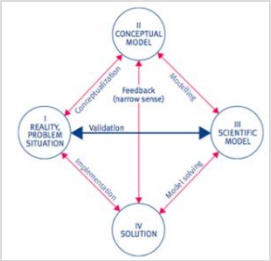
FLORICULTURAL SUPPLY CHAINS: PRACTICE, MODELS AND INSIGHTS

Today most flowers physically pass through the Dutch auction houses on their fixed routes from (inter)national growers to (inter)national customers. Physical presence is necessary to allow for physical inspection, quality control and break-bulk activities. Several developments, such as increased internationalization and virtualization, stimulate the chain to develop an efficient hub distribution network, in which cut flowers, plants and other products are delivered to detail, retail and e-tail (i.e. webshop) customers using different logistics concepts. The DAVINC3I project (2011-2014) has the objective to strengthen the international leading competitive position of the Dutch horticulture sector in a global, virtualized trade network by researching the opportunities for new logistics coordination, consolidation and collaboration concepts in extended international tradeparc networks. In this presentation, we will highlight our research advances, illustrated with practical cases when moving towards collaborative responsive logistics network designs for perishables. I will focus in this presentation mainly on the translation from practice over conceptual models to scientific models, following the design cycle of Mitroff et al. (1974) as shown in the following figure.



Although Mitroff et al. (1974) argue that the cycle can start anywhere in the graph, I believe that it should start at the node 'reality/problem situation'. A proper understanding of reality leads to success in the problem-solving cycle. For the Floricultural problem environment we will discuss various flavors of models and settings, each of which are a specific answer to some real-life issues. After setting up, the scientific (mathematical) models, we assess the answers they give for practice, hence closing the design cycle.

Mitroff, I. I., Betz, F., Pondy, L. R., & Sagasti, F. (1974), On managing science in the systems age: Two schemes for the study of science as a whole systems phenomenon. Interfaces, 4(3), 46–58.

Note: Tom Van Woensel is Full Professor of Freight Transport and Logistics in the OPAC (Operations, Planning, Accounting and Control) group of the department of Industrial Engineering and Innovation Sciences at TUE.

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VENDREDI / FRIDAY

14 novembre 2014 / November 14th, 2014
10h00

Salle / Room 5441
Pavillon André-Aisenstadt
Université de Montréal

Ouvert à tous / Open to all

Organisateur / Organizer
Teodor Gabriel Crainic

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