



Are you a member of our cooperative and feel involved in what our Member Council does?
Then sign up to become:

Member Council candidate

Information about the Council of Members

The Council of Members came into existence in 2019, replacing the former ALV. The starting point is that the Council of Members consists of 35 to 45 members and is a good reflection of the membership. The Council of Members represents the members and their interests within the cooperative and is an important sounding board for management in the further development of Royal FloraHolland.

As a Council of Members we test the realization of the policy against everyday practice, enter into discussions with members, and have regular consultations with management and the Supervisory Board. On the basis of members' input, the company can make balanced choices based on members' interests. In this way we, as the Council of Members, are the link between growers and the company and therefore of added value.

The Council of Members also has a clear advisory and signaling function to the company. It is therefore important that the Council of Members knows what is going on among members. Experiences and signals from members are collected during, among other things, member sessions. These are included in discussions with management and progress is fed back to the members. Members receive an appropriate remuneration.

[More information about our Council of Members](#)

Why become a member of the Council of Members?

- ✓ Involvement in and advising the executive board on strategy and policy;
- ✓ The opportunity to expand your network within the industry;
- ✓ Participate in training programs, coaching, and new experiences (such as serving on committees) to expand your knowledge and develop and/or improve your skills;
- ✓ Working together to shape the future of our cooperative.

When can you run for Member Council?



- ✓ You are (partially) the owner of a member company and/or a statutory director in a member company of Royal FloraHolland;
- ✓ You feel commitment to the cooperative, because you want to know what is;
- ✓ You feel commitment to the cooperative, because you want to know what is going on with fellow growers, within the Royal FloraHolland company and in the sector;
- ✓ You have insight into the interests of members, both nationally and internationally;
- ✓ You are able to think and act in terms of policy;
- ✓ You have a sense of relationships in cooperative business;
- ✓ You have an independent attitude in the interest of the cooperative as a whole;
- ✓ You have good oral expression skills;
- ✓ You master the English language or are willing to master it;
- ✓ You have social skills;
- ✓ You have time available to perform this role well (average time commitment: approx. 1 day per month).

Application process

1. Interested members may apply until Oct. 1 by emailing: voordrachtscommissie@royalfloraholland.com;
2. In October, the Member Council Nominating Committee will select candidates based on interviews, with an independent HR professional present. In selecting candidates, a good reflection of the membership weighs in;
3. In November, the Nominating Committee nominates the selected candidates to the Member Council elections. Elections take place at the annual membership meeting, usually in December. Candidates are appointed if a majority of votes cast by members are cast for him or her.

Any questions or want to know more?

Want to know more about what it's like to serve on the Membership Council? Contact Leo Keijzer at leokeijzer@royalfloraholland.com or email your question to ledenraad@royalfloraholland.com. The members of the Council of Members will be happy to speak with you.