

# Technical Adviser

**Company:** EFC CV (European Fruit Cooperation,  
[www.efcfruit.com](http://www.efcfruit.com))

**Location:** Headquarters at Borgloon (BE), permanent  
establishment at Geldermalsen (NL)

**Reports to:** CEO and Variety manager

## EMPLOYMENT TYPE:

On a self-employed basis, ± 80 days per year.

## WORKING AREA:

Besides working from the offices in Belgium or from the home office, the Technical Adviser is travelling 80-90% of the time to the main apple/pear growing areas in Europe. Annual visits to South-Africa, South-America and Australia are part of the job as well.

## JOB OVERVIEW:

EFC, as a cooperative venture, was founded in 2002 and is now a leading variety management company. EFC continuously searches for and develops exceptional, unique varieties and builds successful global brands, for which growers can acquire a license to grow. EFC's mission is to create added value for all the parties in the fruit supply chain.

EFC currently manages a portfolio of four apple and pear brands, each of which has a secured recognized position

in the marketplace: Kanzi®, Greenstar®, Sprizzle® and Migo®.

The Technical Adviser will play a pivotal role in supporting EFC's global licensing partners. This role involves providing expert technical advice on the cultivation and agronomic practices related to our apple and pear varieties. The Technical Adviser will have a strong background in horticulture, particularly in pome fruit, and excellent communication skills to translate technical knowledge into actionable guidance for growers across the world.

The Technical Adviser will collaborate with internal teams, research institutes, growers, and licensing partners to optimize the performance of the varieties and support the company's long-term strategic goals. The Technical Adviser ensures that growers successfully adopt and manage high-performing fruit varieties under diverse environmental conditions. This role is both technical and relational, bridging cutting-edge horticultural knowledge with on-the-ground farming practices.

## KEY RESPONSIBILITIES:

### Growers and licensing partners:

- Technical advisory services:
  - Provide expert guidance to growers and licensing partners on best practices for orchard establishment, planting density, rootstock selection, pruning, thinning, irrigation, fertilization, and pest/disease management;
  - Tailor recommendations to different climates, soil types, and local grower capabilities.
- Field visits and on-site consultations:
  - Conduct regular visits to partner orchards to assess crop health, development stages, and grower implementation of cultivation protocols;
  - Diagnose agronomic issues and propose practical, timely solutions.
- Training and knowledge transfer:
  - Develop and deliver technical training (field days, videos,...) to growers, agronomists, and local advisors;
  - Create and update newsletters, technical manuals, cultivation guidelines, and seasonal recommendations tailored to regional growing conditions;
- Monitoring:
  - Monitor variety performance in different territories through structured field trials or partner feedback and provide feedback to relevant colleagues;
- Adaptation to local conditions:
  - Collaborate with growers to adapt standard cultivation protocols to local environmental and operational realities;
  - Troubleshoot agronomic and cultivation challenges by working closely with local partners and providing timely, science-based recommendations;
- Feedback:
  - Maintain detailed records of growing conditions, variety performance, and partner feedback to support continuous improvement;
  - Contribute to varietal evaluations and commercialization decisions based on field results.
- Relationship management:
  - Build strong, trust-based relationships with growers, partners, and local agronomists across international markets;
  - Represent EFC's values and technical excellence in all external interactions.
- Support for commercial launch:
  - Assist with the technical onboarding of new varieties in commercial orchards by guiding early adopters and ensuring correct implementation;
  - Monitor harvests and advise on post-harvest handling to ensure fruit quality and market readiness.
- Stay current on global trends:
  - Keep abreast of emerging technologies, tools, and global best practices in pome fruit cultivation;
  - Benchmark practices and share insights across regions to raise grower performance and sustainability.

### Nurseries:

- Perform quantitative controls of European licensed nurseries to provide EFC with an overview of the available number of trees per quality category.

### New varieties:

- Visit breeding programs all over the world to scout for new apple and pear varieties, that meet the expectations of EFC;
- Evaluate selected varieties.

## QUALIFICATIONS:

### Education:

- Bachelor's or Master's degree in horticulture, agronomy, plant science, or a related agricultural field.

### Experience:

- Minimum of 5–10 years of relevant experience in fruit production, with a focus on apple and pear cultivation;
- Proven international work experience.

### Skills:

- Deep understanding of pome fruit physiology, orchard management, and regional growing conditions across key production areas;
- Experience working with growers, licensing networks, or technical advisory roles;
- Willingness to travel internationally, sometimes on short notice;
- A high degree of commitment, involvement, and empathetic abilities;
- Proven language skills: English and German.

## PERSONAL ATTRIBUTES:

- Technically proficient with a hands-on, practical approach to problem-solving;
- Strong interpersonal and communication skills to build trust with partners and growers and convey (complex) information clearly.
- Culturally sensitive and adaptable to working with diverse partners worldwide;
- Passionate about innovation in agriculture and committed to sustainable practices.
- Self-motivated with the ability to work independently and manage multiple priorities.
- Able to work both independently and as part of a team.

## WORKING CONDITIONS:

- This position requires regular travel to orchards, licensing partners, and industry events all over the world.

## COMPENSATION:

- Competitive compensation commensurate with experience.

## HOW TO APPLY:

Interested candidates should submit a resume and cover letter outlining their qualifications and experience to [HR@efcfruit.com](mailto:HR@efcfruit.com).

EFC is an equal opportunity employer and encourages candidates from from all backgrounds and genders to apply.