

Subgroup on Innovation

Tuesday 17 November 2015

interactive session 1

Introductory presentation

**Short supply chain and rural-urban
partnership**



Masterclass

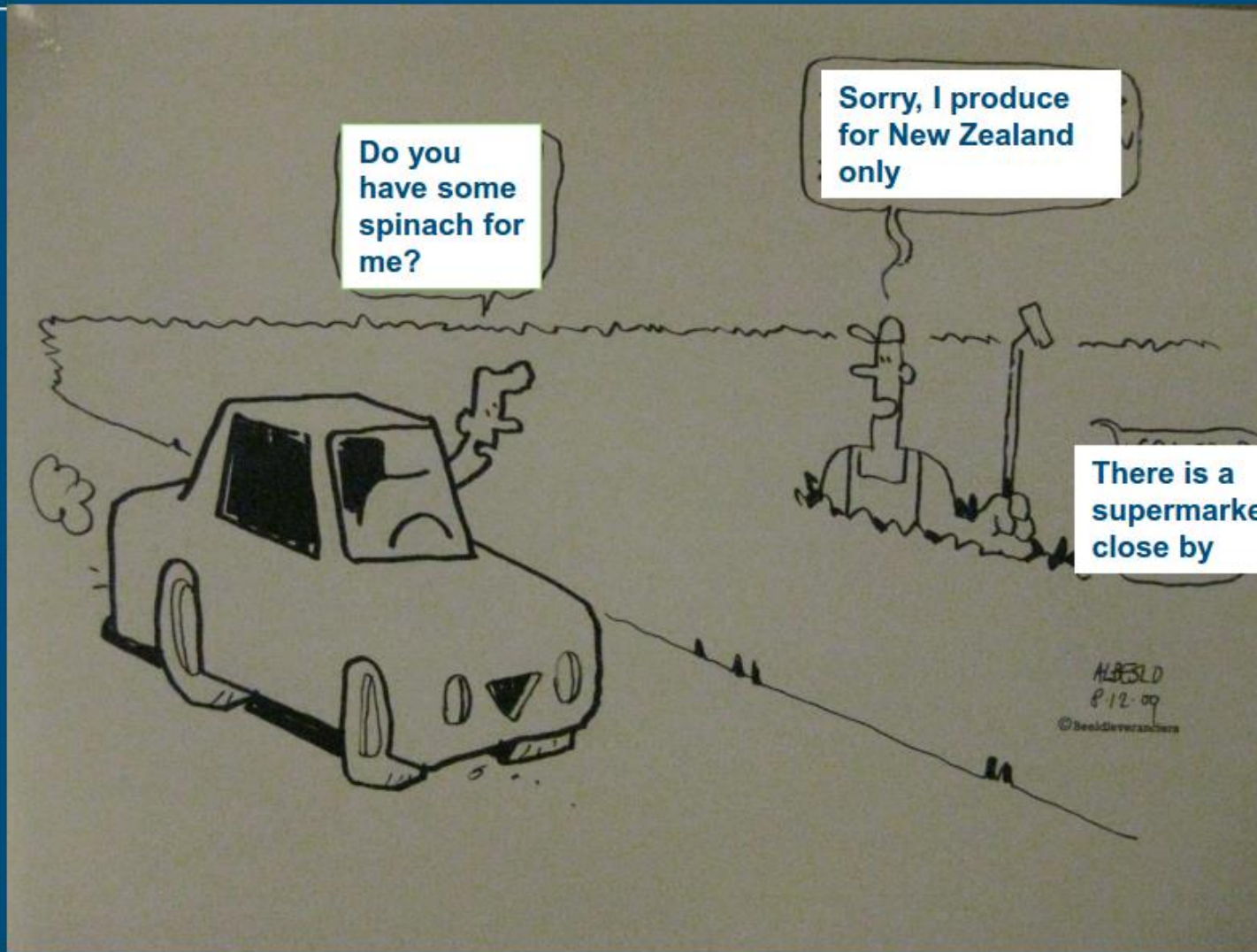
Short Food Supply Chains

Jan-willem.vanderschans@wur.nl

Subgroup on Innovation, Brussels, 17-11-2015

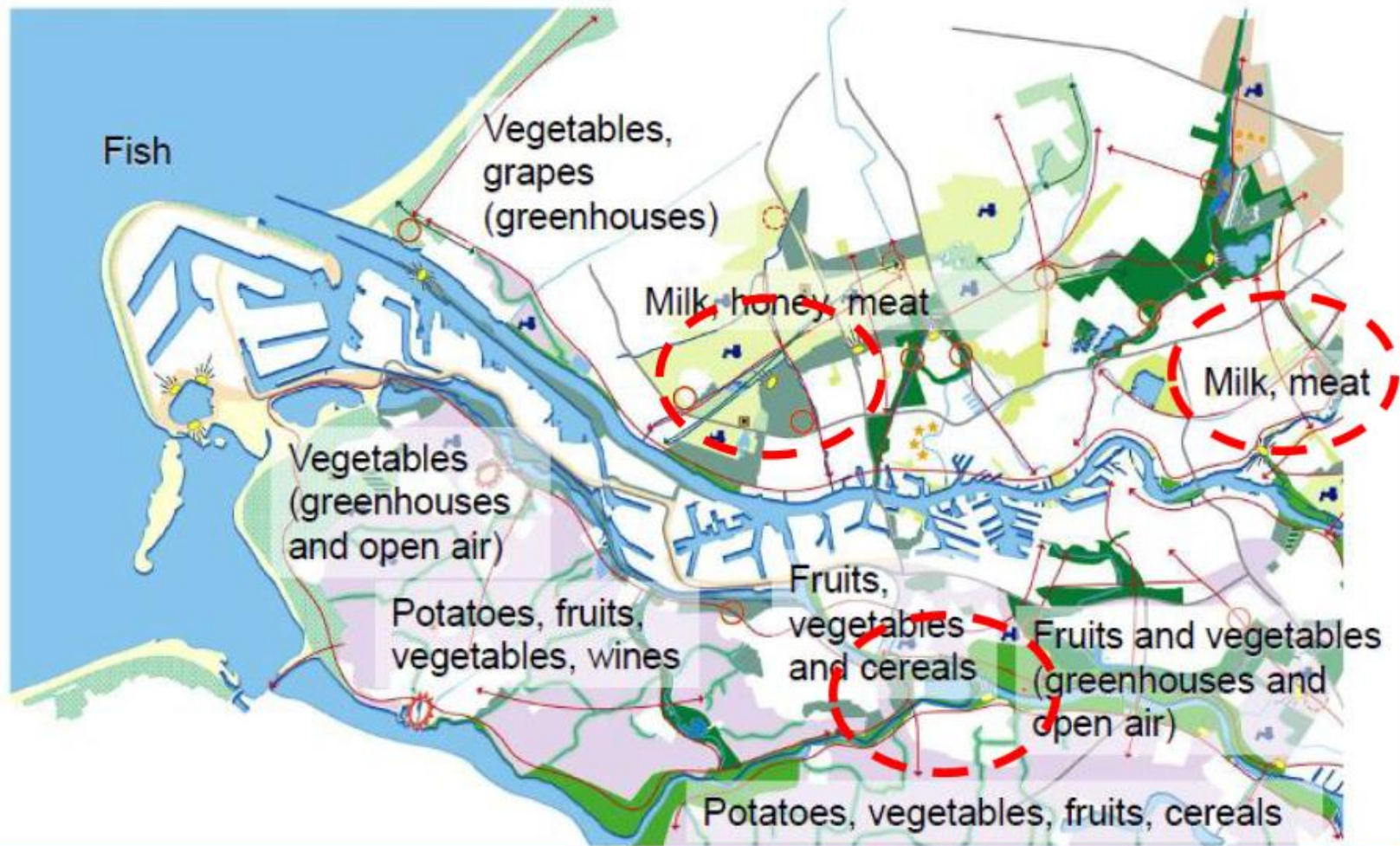


Export orientation Dutch agriculture



Products of Rotterdam region

Trade Missions



MASTERCLASS KORTE KETENS

SHORT SUPPLY CHAINS AROUND ROTTERDAM - NL

PARTICIPANTS

The masterclass Korte Ketens, Short Supply Chains is a program for producers of primary products around the city of Rotterdam. The entrepreneurs are coached by experts from LEI Wageningen UR in their search for new business models and ways to reach urban consumers directly. In this hand out you can read more about the 22 participants and their business. For more information about short supply chains in the region of Rotterdam you can send an email to foodcluster@rotterdam.nl



Waarboere Potatoes
JAN WESTHOEVE

Worldwide import and export of potatoes. Latest product is the freshly cut fries.

www.waarboerepotatoes.nl
Facebook: [fiche.waarboerepotatoes](https://www.facebook.com/waarboerepotatoes) - Oudsbald



Schap en foedbedrijf Debel
MARTIN EN MARJAN DAM

Breeder of the first class Texels sheep.

E-mail: mgda@debel.nl



De Geus
JAN EN LEEN DE GEUS

De Geus is a agricultural farm of 50 ha. Leen grows potatoes, sugar beets, onions and wheat. Parts of meadows are reserved for meadow birds.

www.dehoopachelocernaatbetrees.nl/
de-geus.nl/leen-de-geus



Hoelache chips
EVELINE DE BRUIN

Chips of homegrown potatoes without additives. Sold in more than 1000 stores in the Netherlands.

www.hoelachips.nl



No vielen
DIK KRUIJTHOFF

Agricultural cooperative of 5 families. Supplier of potatoes for fries of Iam Lodge.

www.noefiel.nl



Dé Hoelache Waardse Telers
AAD KLOPPE

Growers of "Hoelache Roete", a specialty potato, with exclusively grown on the island the "Hoelache Waard", a region with top quality clay soil.

www.dehoelachewardtelers.nl



De J. Vijverberg & zn
ARJAN VIJVERBERG

Family company that grows first class tomatoes and kiwis.

www.devijverberg.nl



Den Ouden Paprika
CHRIS DEN OUDEN

Freemium peppers

www.denoudenpaprika.nl

MASTERCLASS KORTE KETENS



Boerderij landhuis Maasland
ROEL VAN BUUREN

Roel runs a new farm with cows, sheep and chicken. He also is a consultant for innovative agricultural farming.

Facebook: [Boerderij Landhuis Maasland](https://www.facebook.com/Landhuis_Maasland)



ARNOLD VAN ADRICHEM

Owens 55 cows of the Montbelarde breed. A way sustainable breed.

www.boerennieuwland.nl/boerlogboek-nr/farm-arnold-van-adrichem-41721



JAN VAN DER KOOIJ

Owens 43 cows of the Mees Rijn Ussel and Fleurop breed.

www.boerennieuwland.nl/boerlogboek-nr/farm-jan-van-der-kooij-41704



Howe Bouwkort
PETER DE VETTE

Howe Bouwkort breeds milk cows and runs a camping. Homemade icecream is sold to local restaurants and shops.

www.howe-bouwkort.nl



Kwekerij de Westlandse Aardbei
SANDRA HUYSMAN

Grower of premium strawberries. Sells strawberries and strawberry bread/pastry straight from the greenhouse to the consumer in special vending machines.

www.westlandseardbei.nl



Kwekerij Gaert v.d. Berg
TWAN VAN DEN BERG

Plantation Gaert van den Berg grows year round first class pak choy. They strive to use a sustainable growers strategy.

Facebook: [Kwekerij Gaert v.d. Berg](https://www.facebook.com/Gaertvdberg)



Schietrees
ESTHER AUDIER

Intermediary party between farmers and consumers in Rotterdam and Utrecht. Pick up points in neighbourhoods runned by private persons, institutions and companies.

www.schietrees.nl



WiltensGroen
DREES PETER VAN DEN BOSCH

WiltensGroen connects consumers to local food suppliers. We make local food easily available via current food channels (supermarket, catering, on-the-go) and direct via our online platform.

www.wiltensgroen.nl



Kaasboerderij Speksnijder
JAN SPEKSNIJDER

Cheese farm near Gouda in the green heart of the Netherlands. 5 days per week the milk is processed into cheese. In the weekends the milk is supplied to the factory.

www.kaasboerderijspeksnijder.nl



Boerderij de Twee Hoeven
WILLEMIJN DEN BOER-VAN DER WILD

Dairy farm which produces Gouda farmers cheese, based on raw milk. (International) guided tours with cheese and cheese fondue tasting. Farmshop with several regional products.

www.dichteschoon.nl



Meelkes - en kaasboerderij Schap
RIANNE DE WIT

Cheese farm of Gouda farmers cheese. Winner of golden cheese alive trophy in 2010. Specialized in cheeses of 60 kg.

www.kaasboerderijschap.nl



FarmCamps Stolles Weide
DURKJE WITTENBOGAARD

Livestock and farm camping.

www.farmcamps.nl/ [facebook: Stolles Weide](https://www.facebook.com/StollesWeide)



De Bonteweide
MART-JAN DE JONG

Organic goats farm.

E-mail: m.j.dejong@deboneweide.nl



Maatschap Van Gentevoort
JIM VAN GENTEVOORT

Maatschap Van Gentevoort is a family-owned company and grows fresh cucumbers in glass greenhouses for the European market.

E-mail: j.vangentevoort@thetraf.nl



Master class Short Food Supply Chains

- In a master class, all the students (and often spectators) watch and listen as the master takes one student at a time.
- “We are all experts” and “we all participate”.

Five meetings

- Introduction
- Business modelling
- Milano Food and Farm visits World Expo
- Individual and group coaching
- Final presentation for a “jury”



Programma donderdag 24 september 2015

7:00 uur	Ontbijt
8:00	Korte Ketens in Italië. Presentatie door Leo Dvorsin
9:00	Reflectie
10:30	Groep 1: Azienda agricola ZIPO + Cortilia Groep 2: Cassini Bio + GAS
15:00	Vertrek naar Cascina La Palazzina
15:30	Vorbereiden presentatie, reflectie
18:30	Lopen naar restaurant Riazzolo in Albeirate
19:00	Diner in Albeirate
20:30	Teruglopen naar boerderij aansluitend reflectie

Restaurant Riazzolo:

<http://www.agriturismoriazzolo.com/wp/index.php/?home/>

Op donderdag gaan we in twee groepen een boerderij bezoeken. Groep 1 bezoekt melk- en kaasboerderij Cassina ZIPO van Elisa en Marco Pozzi. <http://www.zipo.it>. Deze boerderij beslaat ca 90 ha en ligt in het landbouwpark ten zuiden van Milaan. Ze geloven in de korte keten en verkopen veel van hun zelfgemaakte producten zelf. Daarnaast verbouwen ze ook hun eigen veevoer. Op het erf kunnen klanten rauwe melk kopen uit een melktap. Cortilia is een online agrarische markt met ambachtelijke zelfgemaakte producten van lokale boeren.

<https://www.cortilia.it>

Groep 2 gaat naar Cassini BIO, een boerderij van 3,5 ha gerund door Alberto Cassini en zijn zoon Pietro in Sedriano.

Zij telen verschillende groente volgens de biologisch dynamische methode. Zij bereiden ook maaltijden en organiseren aperitieven, lunches en diners voor speciale gelegenheden. <http://www.cassanibio.it/>. Verspreid over heel Italië zijn consumenteninkoopgroepen. Dit netwerk heet GAS en staat voor Gruppo di Acquisto Solidale. Consumenten vormen een netwerk omdat ze voedsel willen hebben dat met respect voor natuur, mens, milieu, gezondheid en producent is geproduceerd. In dit filmpje is te zien wat een GAS netwerk is:

<https://www.youtube.com/watch?v=u8SmamomMZA>

GAS omgeving Milaan: <http://gaslola.zz.mu/index.php>

Bij beide boerderijen is een tolk aanwezig.

Op woensdag en donderdagavond eten we bij:

<http://www.agriturismoriazzolo.com/wp/index.php/?home/>





Debate with local politicians



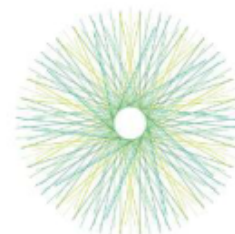
EIP Subgroup Innovation



European
Commission



European Network for
Rural Development



eip-agri
AGRICULTURE & INNOVATION

- What are knowledge gaps?
- What can we do with existing outcomes?

Knowledge gaps

- “We know everything on the farm, but we know nothing about the city”
- How to organise labour in such way that we can be farmers, food processors and salespeople at the same time?
- How to bring fresh food into the city efficiently
- How to create synergy between short and long food supply chains
- How to access funds to finance our development?

Existing knowledge: Canvas Business Model

Key Partners



Who are our Key Partners?
 Who are our key suppliers?
 Which Key Resources are we acquiring from partners?
 Which Key Activities do partners perform?

What are our key resources?
 What are our key activities?
 What are our key channels?
 What are our key customer relationships?

Key Activities



What Key Activities do our Value Propositions require?
 Our Distribution Channels?
 Customer Relationships?
 Revenue Streams?

What are our key resources?
 What are our key activities?
 What are our key channels?
 What are our key customer relationships?

Value Propositions



What value do we deliver to the customer?
 Which one of our customer's problems are we helping to solve?
 What bundles of products and services are we offering to each Customer Segment?
 Which customer needs are we satisfying?

What are our key resources?
 What are our key activities?
 What are our key channels?
 What are our key customer relationships?

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
 Which ones have we established?
 How are they integrated with the rest of our business model?
 How costly are they?

What are our key resources?
 What are our key activities?
 What are our key channels?
 What are our key customer relationships?

Customer Segments



For whom are we creating value?
 Who are our most important customers?

What are our key resources?
 What are our key activities?
 What are our key channels?
 What are our key customer relationships?

Key Resources



What Key Resources do our Value Propositions require?
 Our Distribution Channels?
 Customer Relationships?
 Revenue Streams?

What are our key resources?
 What are our key activities?
 What are our key channels?
 What are our key customer relationships?

Channels



Through which Channels do our Customer Segments want to be reached?
 How are we reaching them now?
 How are our Channels integrated?
 Which ones work best?
 Which ones are most cost-efficient?
 How are we integrating them with customer routines?

What are our key resources?
 What are our key activities?
 What are our key channels?
 What are our key customer relationships?

Cost Structure



What are the most important costs inherent in our business model?
 Which Key Resources are most expensive?
 Which Key Activities are most expensive?

What are our key resources?
 What are our key activities?
 What are our key channels?
 What are our key customer relationships?

What are our key resources?
 What are our key activities?
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 What are our key customer relationships?

Revenue Streams



For what value are our customers really willing to pay?
 For what do they currently pay?
 How are they currently paying?
 How would they prefer to pay?
 How much does each Revenue Stream contribute to overall revenues?

What are our key resources?
 What are our key activities?
 What are our key channels?
 What are our key customer relationships?

Example: Ingredient branding



Example: Mini Dairy



LETS BEGIN

SEARCH

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DAIRY PROCESSING EQUIPMENT



WHY FARMSTEAD PROCESSING?

LEARN HOW TO MAKE DAIRY PRODUCTS

[CLICK HERE](#)