

Masterclass

Short Food Supply Chains

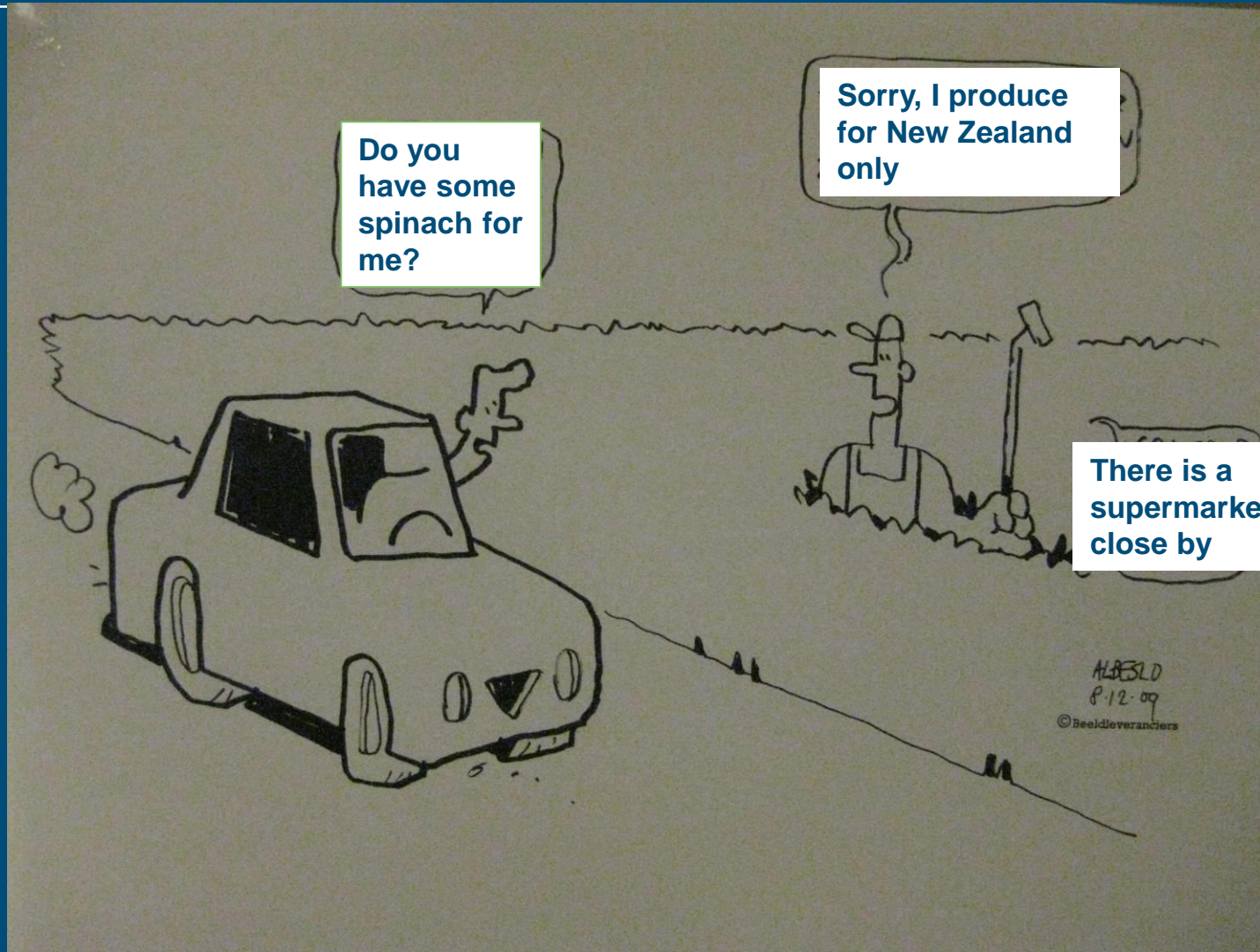
Urban Rural Relations

Jan-willem.vanderschans@wur.nl

ENRD Seminar on Rural Businesses, Brussels, 30-03-2017

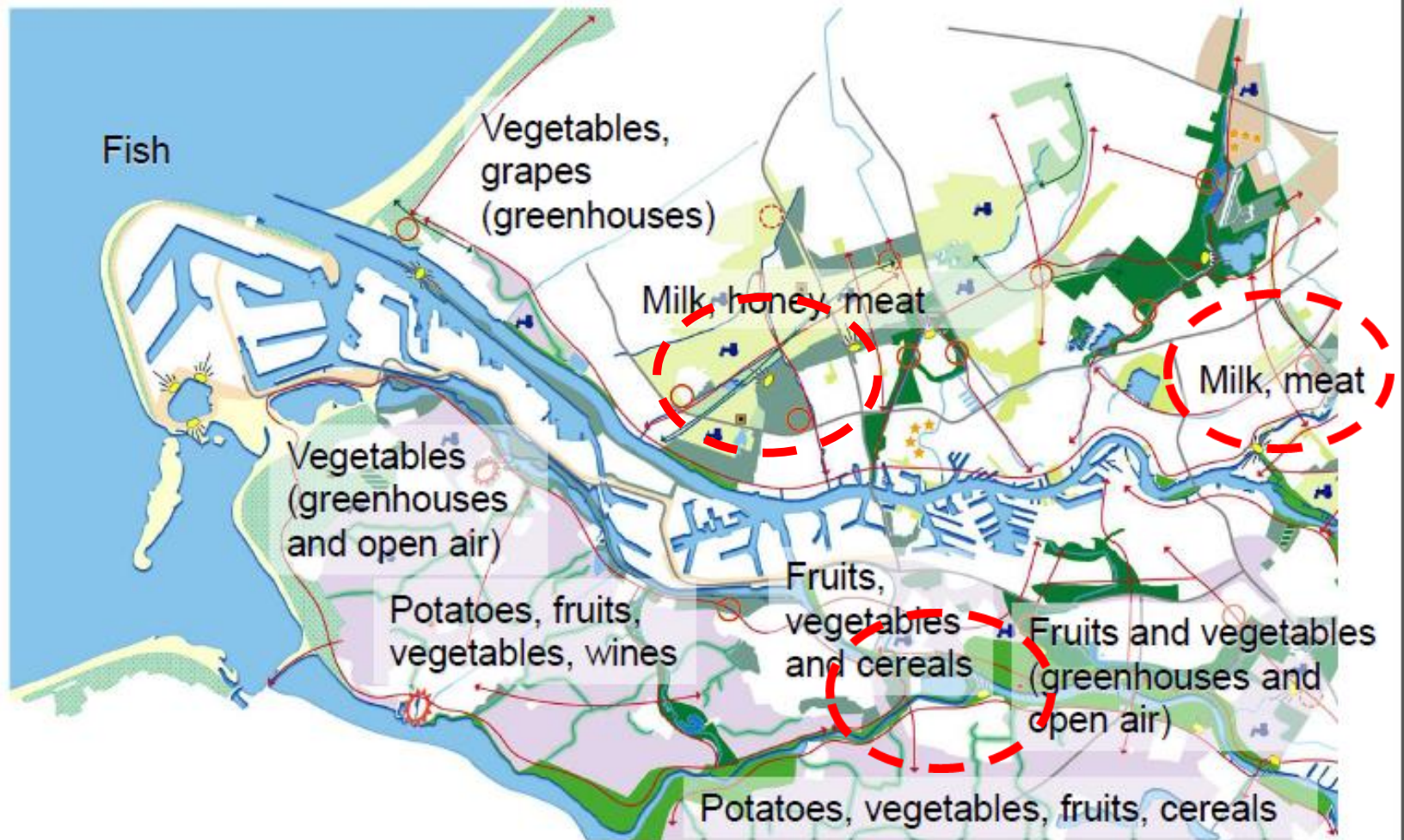


Export orientation Dutch agriculture



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 handout 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



Wenthoeps Potatoes
JAN WESTHOEVE

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

www.wenthoeps.com/potatoes.nl
Facebook: [fries.van.de.westhoeve](https://www.facebook.com/fries.van.de.westhoeve) - Duddelpop



Schap en foelbedrijf Debel
MARTIN EN MARJAN DAM

Breeder of the first class Texels sheep.

E-mail: mpdam@hetnet.nl



De Geus
JANNA EN LEEN DE GEUS

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

www.degeus.nl/chips/boerenmaaktbetwonen.nl/de-geus/en/leen-de-geus/



Noelche chips
EVELINE DE BRUIN

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

www.noelchips.nl



Noel farm
DIK KRUIHTOFF

Agricultural cooperative of 5 families. Supplier of potatoes for fries of team League.

www.noelfarm.nl



De Hoekse Waasde Telers
AAD KLOMPE

Growers of 'Noelche Riecke', a specialty potato, which exclusively grows on the island the 'Noelche Waard', a region with top quality clay soil.

www.dehoeksewaasdetelers.nl



Fr. J. Vijverberg & zn
ARIJAN VIJVERBERG

Family company that grows first class tomatoes and beans.

www.vijverberg.eu




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 very sustainable breed.

www.boerennet.nl/landhuis/rijting/loopbaan/farm-arnold-van-adrichem-41771



JAN VAN DER KOOIJ

Owens 43 cows of the Mees Rijn Utrial and Blaarkop breed.

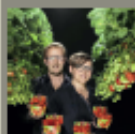
www.boerennet.nl/landhuis/rijting/loopbaan/farm-jan-van-der-kooij-41762



Howe Boerwerk
PETER DE VEITE

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

www.howe-boerwerk.nl



Kwekerij de Westlandse Aardbei
SANDRA HUYSMAN

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


www.westlandseardbei.nl



Kwekerij Geert vd. Berg
TWAN VAN DEN BERG

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

Facebook: [Kwekerij Geert vd Berg](https://www.facebook.com/KwekerijGeertvdBerg)



Rechtstreek
ESTHER AUDIER

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


www.rechtstreek.nl



Willems Drees
DREES PETER VAN DEN BOSCH

WillemsDrees 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.willemsdrees.nl



Kaasboerderij Speksnijder
JAN SPEKSNIJDER

Cheese farm near Gouda in the green hart 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 Molens
WILLEMIJN DEN BOER-VAN DER WILD

Dairy farm which produces Gouda farmers cheese, based on raw milk. (100% national) guided tours with cheese and cheese fondue tasting. Remembrance with several regional products.

www.detweemolens.nl



Melkvee- en kaasboerderij Schap
RIANNE DE WIT

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

www.kaasboerderijschap.nl



FarmCampus Stolke Waide
DURKJE UITTENBOGAARD

Livestock and farm camping.

www.farmcampus.nl/utrechtlandse
Facebook: [Stolke Waide](https://www.facebook.com/StolkeWaide)



De Bontewald
MART-JAN DE JONG

Organic goats farm.

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



Maatschap Van Gents voort
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@hofm.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”



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?

Key Partners are organizations or individuals that help us reduce risk or increase efficiency and effectiveness of our business model.

Key Activities



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

Key Activities are the most important actions that must be performed to make our business model work.

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?

Value Propositions are the set of benefits and values that a company promises to deliver to its customers in exchange for their money.

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?

Customer Relationships are the ways in which a company interacts with its customers.

Customer Segments



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

Customer Segments are the groups of people or organizations that the company aims to reach and serve.

Key Resources



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

Key Resources are the most important assets that a company needs to make its business model work.

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?

Channels are the ways in which a company reaches its customers.

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?

Cost Structure is the total of all costs incurred by a company in the process of creating and delivering its value proposition.



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?

Revenue Streams are the ways in which a company generates income.



Programma donderdag 24 september 2015

7:00 uur	Ontbijt
8:00	Korte Ketens in Italië. Presentatie door Leo Dvortsin
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	Voorbereiden 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/it/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 Cassani 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=uBSmamomMZA>

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/it/home/>





Debate with local politicians

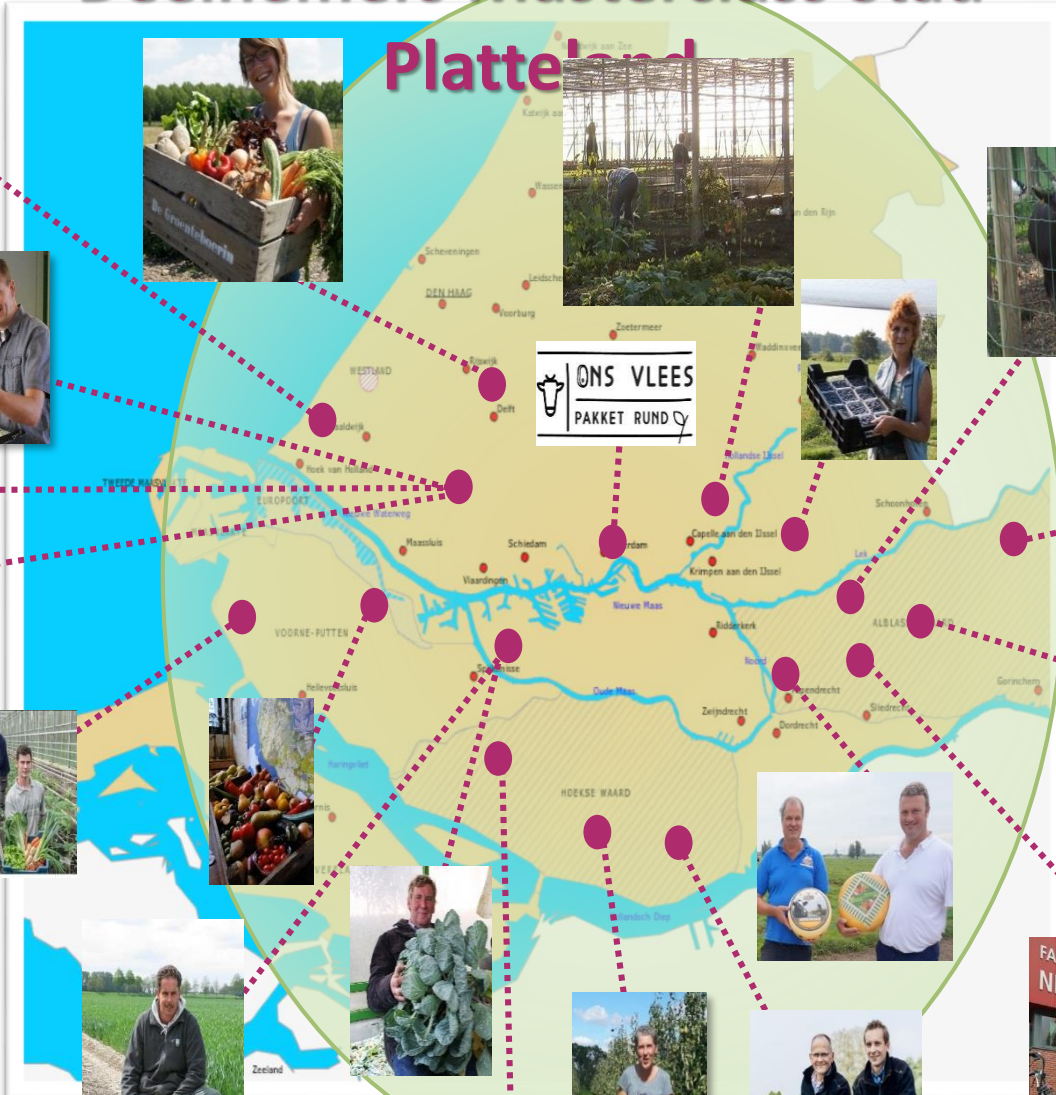


Ingredient branding



Deelnemers Masterclass Stad-

Platte land



TG Smart Rural Businesses NL meeting

Facebook post by Jw van der Schans, Masterclass Stad & Platteland, 24 januari.

Op de derde bijeenkomst van de Thematic Group 'Smart and Competitive Rural Businesses' in Molenaarsgraaf vertelt Matthijs Baan op verzoek van Marieke Kok iets over de rol van de Masterclass Stad Platteland in de ontwikkeling van zijn ideeën om door slim gebruik te maken van technologie waarde toe te voegen aan de melk van zijn koeien. Matthijs vertelde dat hij vooral geïnspireerd was door de trots van andere Masterclass deelnemers op de kwaliteit van hun product. Mooi om te horen dat het zo voor je gewerkt heeft Matthijs! — in Molenaarsgraaf.

Comments:

- Dirk-Jan Polak, Bas de Groot en 8 anderen: 2 keer gedeeld
- Anneke Lugtenburg Ben het helemaal met je eens Matthijs!
Vind ik niet meer leuk · Beantwoorden · 1 · 24 januari om 7:12

