



Good Practice template

- All Good Practices identified by an Interreg Europe project and reported in the progress reports have to be submitted to the Programme.
- In order to submit a practice, you will have to register in the Interreg Europe website. Online submission will be available the first semester of 2017.
- NB: in orange: 2 optional fields. All other fields are compulsory.

1. General information	
Title of the practice	Tasteful East Flanders: promoting local gastronomy
Does this practice come from an Interreg Europe Project	No

In case 'yes' is selected, the following sections appear:

Please select the project acronym	Drop down menu with all acronyms
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Specific objective	Increasing the sales of regional and farm products from local producers in East Flanders through joint communication actions and facilitating the distribution of these products and the experience around these products.	
Main institution involved	Economic Council of East Flanders	
Location of the practice	Country	Belgium
	NUTS 1	East-Flanders (Province)
	NUTS 2	
	NUTS 3	Drop-down list

2. Detailed description	
Detailed information on the practice	<p><i>What is the problem addressed and the context which triggered the introduction of the practice?</i></p> <p>East Flanders is a province famous for its large number of regional products. Some of them are really famous and need no introduction. Others are less know by the general public or people don't realize these products are made in our region.</p> <p>Tasteful East Flanders originated out of the need to have an overarching organization that sets as a goal to represent all the regional and farm products in the region of East Flanders. This organization was created by the Economic Council of East Flanders and the Province of East Flanders, in cooperation with Tourism East Flanders and Horeca East Flanders.</p> <p><i>How does the practice reach its objectives and how is it implemented?</i></p> <p>Our objectives are to increase the sales of regional and farm products</p>

	<p>from local producers in East Flanders through joint communication actions and facilitating the distribution of these products and the experience around these products. By doing so we also want to enhance the regional feeling in East Flanders and stimulate the short food supply chains.</p> <p>These objectives are reached through our four pillars</p> <p>1. Promotion and imagebuilding</p> <p>We invest in making Tasteful East Flanders a strong brand that stands for quality. We communicate through a website, newsletter, social media, promotion materials (bags, flyers, posters, napkins, etc.), publications about the sector and being a knowledge centre for local producers and people interested in local products.</p> <p>2. Sales and distribution</p> <p>We increase sales through our East Flemish promotion centre for regional products (Butchers' Hall in Ghent), by promoting regional stores, introducing local products to industrial kitchens and working closely with regional coöperations.</p> <p>3. Experience</p> <p>One of our main focuses is to communicate to the general public and let them experience the local products and local practices. Each year we award ambassadorship to B&B's, regional stores, caterers, restaurants and cafés who are helping to promote the regional and farm products. On our website we publish recipes with local products. And we organize multiple markets and tours where people have the chance to meet the local producers, taste the products and have a unique experience by seeing how the products are made. Furthermore we organize an annual primary school contest. The first prize is a 3 day school trip all about local gastronomy; exploring, tasting and learning about local products and the short food supply chain.</p> <p>4. Networking</p> <p>We also focus on our B2B relations. We organize different workshops and seminars during the year especially for our large network of local producers. During these moments they can acquire knowledge from specialists in different fields (logistics, brand marketing, digital media, interior design, packaging, etc.) and they can also network with the other producers present.</p> <p>Who are the main stakeholders and beneficiaries of the practice?</p> <p>The producers of local products and the consumers</p>
<p>Resources needed</p>	<p>Human resources: One coordinator who works full time for Tasteful East Flanders (70.000 euro/year)</p> <p>Financial resources : 33.000 euro/year</p>
<p>Timescale (start/end date)</p>	<p>Since 2014 and ongoing</p>
<p>Evidence of success (results achieved)</p>	<p>More than 200 local producers are working together. A survey showed they are satisfied with the initiatives taken.</p> <p>Activities create a big impact on the local residents and tourists in East-Flanders.</p>



Difficulties encountered/ lessons learned	A group of 200 local producers is quite diverse. Small farmers have different needs than big beer breweries. It is a challenge to realize a policy that is good and interesting for all 200 producers.
Potential for learning or transfer	Each region with a local food tradition can implement this strategy.
Further information	
Contact details <i>[Technical: the contact details will be visible only to "Policy Learning Platforms registered members"]</i>	
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Expert opinion	<i>[500 characters] [Technical: to be filled in by the Policy Learning Platforms experts]</i>

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