

The FoodChains 4 Europe project

# Strengthening regional innovation policies to build sustainable food chains

ACTION PLAN for the REGION of FLEVOLAND



To be implemented and monitored from January 2020 – June 2021

Represented in this project are Province of Flevoland (Partner 1) and Aeres Group Foundation re Aeres UAS (Partner 2)

5 December 2019



European Union  
European Regional  
Development Fund





## Executive Summary

The aim of the FoodChains 4 Europe project is to improve regional policies that stimulate innovation to create sustainable food chains in the five participating regions: Flevoland (NL), Plovdiv/Sofia (BG), Emilia-Romagna (IT), Maramures (RO) and Greater Manchester (UK). The first phase of the project focussed on learning from each other through peer reviews and interregional learning activities where regional stakeholders shared and exchanged their expertise in food innovation. This phase was very successful, all partners shared inspiring examples and taught us a lot we can take with us in phase two.

In 2021 the new national 'Omgevingswet' (environment and planning act) will come into action. Each province and municipality has to transform this national law into regional context. On 8 November 2017 the province of Flevoland adopted the strategic vision 'Omgevingsvisie Flevoland' (environmental strategy Flevoland) in which one of the thematic lines focusses on the diversity in the AgriFood sector: 'Agriculture of Different Tastes' (Landbouw Meerdere Smaken). It intends to create a more diverse and resilient agri-food chain in Flevoland. This will be done through network stimulation, collaboration and the exchange of knowledge and experience; and through the implementation of living labs. We will implement actions for the living labs on short and regional food supply chains, these actions are based on good practises shown by one or more of our partners in the FoodChains 4 Europe project.

The actions will be carried out between January 2020 until June 2021 under the flag of this action plan. However, actions will continue to be carried out and developed beyond the FoodChains 4 Europe project.

### **Action 1: Recipe4Succes in Flevoland**

This pilot action aims to support regional food SME's through a transfer of a tested solution in Manchester (Business Growth Hub's Recipe4Succes programme) which is to be tailored to the needs and design of, and the adaptation and implementation by Flevoland. The main objective of this pilot action is to test the viability of implementing the Recipe4Succes programme in Flevoland, with active participation of the main stakeholders.

### **Action 2: Short food supply chain network - FlevoFood**

The main objective of this action is to strengthen and professionalize the cooperation among food entrepreneurs in Flevoland. This action aims to transfer knowledge and experiences of existing good practices from cooperative systems in Emilia-Romagna and Good of Maramures Association in Maramures. In this action we carry out activities to develop a professional business platform, setting up a legal form to be able to jointly sells regional products and strengthening the exchange of knowledge and experiences in the short food supply chain network in Flevoland.

### **Action 3: Regional supply of Flevoland food products**

The aim of this action is providing regional food to events in Flevoland (Music festival Lowlands 2019, 2020, 2021; Floriade Expo 2022; Metropolitan region of Amsterdam). This action was developed due to the experiences we had in all partnering regions, in each region we visited places where it was quite common to promote, buy and eat regional products. This is not common in Flevoland at all, although over the years we have been witnessing an upwards trend. This action is linked to the activities and results of action 2. However, the main objective of this action is to increase the sales of regional food products in the region, focusing on events. The gained experience and knowledge of activity 1 is helpful for the two other activities. The size of the music festival is smaller compared to the world horticulture expo Floriade. Depending on the size of the event the amount of regional food products to be provided differs greatly.



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## 1. Endorsement

### Shortening the food chain in Flevoland

Flevoland, an agricultural area par excellence. Built and developed in a period of food shortage. In the 1950's the main goal of Sicco Mansholt, one of the first EU commissioners, was: 'no more hunger'. On the fertile soil the farmers of Flevoland took on that challenge. For decades, and still today, large amounts of safe crops are being exported from Flevoland all over the world. Nowadays we are facing different challenges. We reach the limits of efficient food production and we have to use less natural resources. Also the distance between farmer and consumer has increased. Our food system must become more sustainable. Flevoland also takes up this challenge. We are already investing in and stimulating short food supply chains. The last two years we learned much from our European partners in the Interreg programme FoodChains 4 Europe. Together with our regional partners we will increase our efforts in shortening the food supply chain. The coming years we will focus on:

- Supporting the farmers in building a solid business case for selling regional products
- Stimulating the cooperation between various parties in the food chain
- Introducing, tasting and selling regional products to consumers during Floriade Expo 2022 Almere and on large music festivals.

I am convinced that together with our partners, farmers, entrepreneurs and consumers we can build a sustainable food chain in Flevoland.

Date 17-12-2019

Signature

Jan-Nico Appelman,  
Deputy Province of Flevoland





European Union  
European Regional  
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## Aeres University

In the past few years, the project FoodChains 4 EU has shown how valuable it is to bring entrepreneurs, local and regional government and representatives from universities together to exchange good supply chain practices in different countries and regions. In FoodChains 4 EU, there are people who share a vision and who share ambitions to improve food chains in different regions, using each other's experience.

The project FoodChains 4 EU led to the development of an international network of people who are ready and motivated to take a next step. A next step in strengthening regional innovation policies to build sustainable food chains. That is the title of this report. It summarizes what is going on in the province of Flevoland in the food sector and it describes actions that will be taken in the coming years to support Flevoland's strategy for the food sector.

The action plan highlights a new stage in the project, and a very important one. After all, the project has as its main objective to change something, to improve and innovate. That does not happen in conference rooms, it only comes with action. The actions that are foreseen and described in this report, are appealing. They will support food producers, retailers, people working for government, researchers, students and consumers to make a difference and to become change agents.

The ambitions are high. Reality will show that some expected results will be hard to achieve. I am convinced that the project will be a good stimulus and will make people committed to contribute to the objectives. We all look forward to see the harvest in another few years' time.

December 4, 2019, Almere

Drs. W. Bekkering  
Director Aeres UAS Almere, responsible for internationalization





### **FlevoFood Association**

In our journey to create a regional short food supply chain in the province of Flevoland, we had the opportunity to get inspired by the different partners within the Interreg FC4EU program. From the labelling of local and regional products in Emilia-Romagna, the proudness for local products in Maramures, to the cooperation and support on different levels within the Greater Manchester area. Inspired by this, we took the first steps in cooperation with like-minded parties like e.g. Taskforce Short Chain.

As entrepreneurs, we can also contribute with practical knowledge to the exploration of the possibilities of a Flevoland's version of the Recipe 4 Succes program. This will definitely help start-up and scale-up companies to focus and grow faster.

Flevofood association is happy in her role, the responsibilities, and the support within the FC4EU project. It is our ambition, from 2020 onwards, to supply all the regional based food at, among others, Lowlands festival, MRA and the Floriade World Expo. This is all supplied by our members, and becomes possible by the cooperation between Province of Flevoland, Aeres and Flevofood. The first steps are set to make our lovely local food available for the 4 million consumers in our region, make sure the farmers and suppliers get a fair price, and minimise the environmental impact.

November 28, 2019, Dronten

Martin Topper,  
Chairman of the board Flevofood Association





## 2. General information

<b>Project</b>	FoodChains 4 Europe – Strengthening regional innovation policies to build sustainable food chains (PGI02227)
<b>Partner organization</b>	Province of Flevoland
<b>Other partner organisation involved (if relevant)</b>	Aeres University of Applied Science
<b>Country</b>	The Netherlands
<b>NUTS2 region</b>	Flevoland
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### 3. Policy context

- The Action Plan aims to impact:
- Investment for Growth and Jobs programme
  - European Territorial Cooperation programme
  - Other regional development policy instrument

Name of the policy instrument addressed:

**Omgevingsvisie Flevoland – Landbouw Meerdere Smaken  
(Provincial Policy Plan – Agriculture of Different Tastes)**

The *Omgevingsvisie* is a new kind of strategic plan in the Netherlands for the protection and utilisation of the physical environment. Provinces and municipalities are currently preparing for the newly adopted national Environment and Planning Act (*Omgevingswet*), which will take effect in 2021, requiring them to develop a vision on their entire living environment. These visions are called environmental planning strategies. They are future-oriented and provide a broad strategic outlook on how to deal with upcoming trends. In the so-called *Omgevingsvisies* several land-use plans will be combined, like the zoning plan.

The province of Flevoland has recently finished the process of drawing up a physical environmental vision. The Provincial Council of the province of Flevoland adopted her environmental planning strategy (*Omgevingsvisie Flevoland*) on November 8<sup>th</sup> 2017. The *Omgevingsvisie Flevoland* has been divided into seven themes. One of its thematic challenges targets the AgriFood sector and is called: 'Agriculture of Different Tastes' (*Landbouw: Meerdere Smaken*). This has been followed up by a document on what direction to take in tackling this challenge (*Programmakoers Naar een Flevolandse Agri-innovatiemotor*), which the Provincial Council adopted on 19 September 2018.

Overall, 'Agriculture of Different Tastes' intends to bring about a more diverse and resilient agri-food chain in Flevoland. This is done through network stimulation, collaboration and the exchange of knowledge and experience. The direction is twofold. Firstly, the aim is to establish a so-called *agri-innovationmotor*. This is a platform that acts as an innovation driver by connecting parties in Flevoland, making knowledge accessible, linking innovation and entrepreneurs, facilitating innovation and disseminating practical experiences. Secondly, the aim is to create suitable and sustainable framework conditions (both in the physical environment and in policy) for innovation in the food and agricultural sector in Flevoland.

In the first phase of the FC4EU project we succeeded in influencing the development of the 'Agriculture of Different Tastes' policy instrument by including the policy officer in FC4EU activities and by participating in several development sessions and discussions of the policy instrument. One of the instruments used in the policy is the Living Lab. A living lab is a community of entrepreneurs, organisations and the government dedicated to develop new activities, innovation and progress in a particular area of the food and agriculture sector. These areas are defined as 'tastes' and concern e.g. Precision Farming and Growing Green Proteins for Human Consumption. Thanks to the FC4EU project 'Agriculture of Different Tastes' also includes a living lab on Short and Regional Food Supply Chains. The importance of the Living Labs is that they put activities into practice and that this results in adjustments or the scale up of activities.

Indicator for policy instrument: Increase in the number of members actively involved in the short food supply chain network.





## 4. Background

First the background of the food sector in Flevoland is given followed by a description of the in 2017 (inspired by the FoodChains 4 EU project) established short food supply chain association in Flevoland and lastly the national wide organisation dedicated to short food supply chains is presented.

### 4.1. The food sector in Flevoland

The province of Flevoland was formed between 1927 and 1968 by reclaiming land from what used to be the *Zuiderzee*. The three polders that were created to form Flevoland were initially given an agricultural designation. Under the influence of the adage 'Never hungry again' by Sicco Manholt, one of the founding fathers of the European Union, this led to an enormous bulk of agricultural products. Flevoland has earmarked itself as the storage shed of Europe for some food products. Flevoland produces high amounts of safe food products for Europe and the World market. Ideally located, the province is an overflow area for the West of the Netherlands, multiple new villages and cities were created. The biggest city of Flevoland, Almere, is an urban agglomeration overflow area near the country's capital of Amsterdam.

These developments have resulted in a food sector that is characterised by long food supply chains. Produce from Flevoland is sold on the global market and the demand of its urban areas is served by food processors, wholesalers and (inter)national retailers. The food on the plates of the urban population of Flevoland travelled a long way to get there even though the urban areas are surrounded by agricultural land. The sales of regional products in Flevoland is low and urban consumers are disconnected from the rural area where their food is produced although they are surrounded by a large area of food production. The current dominant food chain strategy, selling large volumes for as low a price as possible, is no longer feasible.

One possible solution is to organise short food supply chains where the connection is made between citizens and farmers by community building, new IT-technology, social entrepreneurship and citizen participation. Short food supply chains are instrumental in increasing the participation of citizens in the food issue. Together they can stimulate the demand for steered production which increases the opportunities for nature inclusive farming, closing cycles and revalidating the food chain. This scenario asks for social motivation in which the sector, social actors, knowledge, finance, chains and governments relate to each other in new ways.

The province of Flevoland is lacking short food supply chains which contribute to a balanced, healthy and sustainable food pattern. Regional food connects urban consumers with the rural areas and the way how food is produced. This re-connection through regional food stimulates trust and recognition of consumers in their farms. The anonymous long food supply chain has damaged the trust of consumers in their farmers with the increasing amount of food scandals. The current food supply chains in Flevoland are supply driven, but the consumer's demand for regional produce is increasing rapidly. Several initiatives have started to tackle those challenges to reconnect consumers to farmers and gain back the trust in each other.

The time to invest in regionally produced food is now and the Flevoland region is ready for it. Short food supply chains are needed to create a healthier and more sustainable food system in Flevoland. This can only be done in cooperation with partners from the primary food sector, middle and small businesses (SME's) in the processing and distribution sector, regional and local government and research institutions.





<b>Sector</b>	<b>Number of locations</b>	<b>Number of employees</b>
Agriculture and fishery	1599	4053
Industry	263	5154
Logistics	64	1257
Wholesale	583	4852
Retail	782	10813
Hospitality	1289	8696
Residual current processing	39	340
Other	764	11510
<b>Total</b>	<b>5383</b>	<b>46675</b>

*\*adapted from Jessica van Bossum, 2019, Inventory of sectors in the food chain in Flevoland*

#### Demand from society, the market and the land

The demand for regionally sourced produce has been growing from multiple societal angles. Care facilities are contacting producers to get their products directly from the farmer or they are asking their suppliers to purchase traceable products that are locally sourced. The same is happening with catering companies and local restaurants and bars. Growing movements like Dutch Cuisine, Greendish, Taskforce Korte Keten (Taskforce Short Food Supply Chains), Lelystadse Boer (Lelystad Farmer), MRA Voedsel Verbindt (Metropolitan Region of Amsterdam Food Connects), Restaurant 2050, Local2Local and Willem & Drees show there is more and more interest in the quality and sourcing of our food. Big events like Lowlands and Floriade Almere 2022 are making efforts to only use regional produce and big tourist attractions are also increasingly sourcing their food locally.

The modern consumer is not only asking for a tasty and available product; the quality, source, way of production and its impact on the environment are all becoming more important. A short food supply chain can offer a perspective in the consumers search for these things. Flevoland can offer this solution together with the FlevoFood Association and Taskforce Short Food Supply Chains be the frontrunners in this process.

## **4.2. FlevoFood Association**

The in 2017 established FlevoFood Association is a network association by and for food companies in Flevoland, it is literally and figuratively rooted in the polder. Its versatile members are active in agriculture, processing, logistics, trade, catering and retail. Together they form a powerful regional food chain. The companies allied in FlevoFood are working together closely and are looking for partnerships with a large number of associates like government, financial and knowledge institutions.

#### Ambitions

Short food supply chains are an important subject for the agricultural sector on all levels. There are concrete and active projects with their own local networks for knowledge and cooperation. A lot of food chain initiatives are experiencing the same issues, but they are not sharing their knowledge. This results in a loss of energy and momentum and a lot of initiatives and entrepreneurs are reinventing the wheel. Public funds are being used without a tangible result on the food chain. It's paramount that the knowledge, data and experience of all parties is being shared to keep momentum going and speed up the transition from long to short food supply chains.

A feasibility study conducted by Taskforce Korte Keten shows there is commitment from the most important short chain parties from other regions that are connected to the Flevopolders. Parties like Local2Local, Willem & Drees, Beebox, Streekboer and Boerenhart are already actively working with produce from Flevoland. They see the necessity to work together with already existing initiatives and using each other's strength, the need for connection and coordination with the central focus on entrepreneurship. FlevoFood's hands-on and can do-approach is very well suited to make these connections in- and outside of Flevoland. The FlevoFood Association, with Taskforce Korte Keten and its partners, wants to become the catalyst of and for the food chain in Flevoland and thus it's an important partner for the province of Flevoland.





#### Mission

By stimulating the consumption and production of local produce FlevoFood Association and its chain partners want to achieve a positive impact on the regional food economy, environment and the relationship between producer, client and consumer.

#### Vision

The FlevoFood Association wants to be a point of contact and catalyst to stimulate the food products of Flevoland so the producer, consumer and the environment can optimally profit from it. On the one hand they do this by actively promoting the FlevoStreekMerk (Flevoland Regional Brand) on the other hand they develop knowledge and make sustainable cooperations. They work from the conviction that growth can and must be realised with a smaller impact on the environment.

#### Goals of the FlevoFood Association

- Be proud of our food products from Flevoland and promote those together in order to increase sales.
- Develop and share knowledge by knowing and meeting each other.
- Increase efficiency by using each other's residual flows and more effectively work together on logistics.
- Minimise food waste and food mileage.

### **4.3. Taskforce Short Chain**

On June 17<sup>th</sup> 2019 the Taskforce Short Chain was designated by the minister of agriculture, nature and food quality as the directing organisation in the food transition to short food supply chains.

The Taskforce Korte Keten has set itself a four-year goal: spread the power in the food chain by taking away the biggest obstacles. This will allow initiatives to upscale and have more impact together. With the connection between initiatives, organisations, knowledge institutions and entrepreneurs the Taskforce is generating knowledge and data. This will serve as the basis for education, a switch service for entrepreneurs, input for research and further knowledge development. The Taskforce is also striving for a circular investing system: the mistakes of the leader are the lessons for the follower, innovation is done together. By facilitating and organising this chain innovation is stimulated, we prevent the unnecessary use of public resources and we invest in accelerating the front runners. Flevoland and the FlevoFood Association is working closely together to achieve this goal.



## 5. Overview of actions

With the implementation of activities in the Living Lab on Short and Regional Food Supply Chains we want to invest and stimulate the further development of short food supply chains in Flevoland. Together with our regional partners we envision 3 actions which are dedicated to support food entrepreneurs in developing a sustainable business to sell regional products, to stimulate the collaboration and cooperation of food business focussing on the regional market and to give consumer access to regional food products.

### **Action 1 Recipe4Succes in Flevoland**

Supporting regional food SME's through a transfer of a tested solution in Manchester (Business Growth Hub's Recipe4Succes programme) which is to be tailored to the needs and design of, and the adaptation and implementation by Flevoland.

### **Action 2 Short food supply chain network - FlevoFood**

Strengthening and professionalising the short food supply chain network in Flevoland.

### **Action 3 Regional supply of Flevoland food products**

Providing regional food to events in Flevoland (Music festival Lowlands 2019, 2020, 2021; Floriade Expo 2022; Metropolitan region of Amsterdam).





## 5.1. ACTION 1 - Recipe4Succes in Flevoland (pilot action)

### 1. The background

This pilot action aims to transfer the lessons learnt from an existing good practice (Business Growth Hub's Recipe4Succes programme in Manchester). The pilot action derives from the cooperation, exchange and learning shown during FC4EU's first phase and builds on three visits which took place during the phase 1 of the FC4EU project:

- Flevoland became acquainted with Manchester's Business Growth Hub and its programme Recipe4Succes (the project's first peer review in January 2018 in Manchester).
- Next, Flevoland received a good practices description and a detailed presentation of the Business Growth Hub (Interregional Learning Event June 2019). Also, Flevoland visited several businesses in Manchester that were supported by the Recipe4Succes programme. The focus was on the food sector in Manchester and gave Flevoland insights into the value of the Recipe4Succes programme for food businesses.
- An additional exchange between Manchester and Flevoland partners was organised in July 2019 to further discuss and exchange detailed information. This meeting included members of Manchester's Business Growth Hub and Horizon Flevoland, both regional development agencies dedicated to supporting businesses.

All the acquired information during the visits will be considered in the pilot action Flevoland Recipe4Succes programme.

### 2. Action

The main objective of this pilot action is to test the viability of implementing the Recipe4Succes programme in Flevoland, with active participation of the main stakeholders. In this pilot action we will carry out activities related to the design and implementation of the Recipe4Succes programme in Flevoland.

It is composed of two steps: tailoring this good practice to the needs of Flevoland and developing an implementation plan.

#### Step 1: tailoring the good practice to the needs of Flevoland

This step consists of a feasibility study, a market analysis and a stakeholder analysis in the respective regions.

- The feasibility study explores the programme's framework conditions and provides a detailed analysis of the Recipe4Succes programme. This includes the financing and governance model (i.e. cooperation with local authorities) of Manchester's Business Growth Hub. The methodology used is interviewing the members of Manchester's Business Growth Hub. The gathered information will be checked against present framework conditions in Flevoland, possibly showing gaps .
- The market analysis concerns a comparison of the characteristics of the agro food sector in each regions. The market analysis will give insights in the different regional policy documents and their progress.
- The stakeholder analysis targets organisations that already support food entrepreneurs in different ways and will enquire what support the food entrepreneurs need or prefer. This will provide information on the (existing and new) needs of the region.





Step 1 ends with an evaluation meeting to discuss how the Recipe4Succes programme should be implemented in Flevoland. The decision is taken by executive members of Horizon Flevoland, FlevoFood Association, Aeres University and Province of Flevoland (the regional political executive). This group can be supported in their decision by the experiences of Rabobank, FlevoCampus and municipalities in Flevoland.

Step 2: implementation of the Recipe4Succes programme in Flevoland

This concerns the development of a detailed project plan. It includes the development of modules for the first programme for Flevoland and testing the programme.

The results of this pilot action will be presented at FC4EU's final conference (end of project's second phase).

### 3. **Players involved**

The main players involved in implementation of this pilot action are:

- Horizon Flevoland, FlevoFood Association, Aeres University and the Province of Flevoland.

The main beneficiaries of this pilot action are:

- the food entrepreneurs in the Flevoland region. Through a structured support programme food businesses can grow, make their business more sustainable and be part of the transition to a more sustainable food system.
- the regional development agency (Horizon Flevoland). They have the possibility to get a new task/programme in their portfolio.
- Flevoland provincial authority. Omgevingsvisie – Landbouw Meerdere Smaken (environmental strategy – Agriculture of Different Tastes). Through the programme they support a more diverse and resilient food system in Flevoland.
- Manchester partners - Business Growth Hub. They have the expert knowledge that needs to be analysed for the adaption of the Recipe4Succes programme to Flevoland.

### 4. **Timeframe**

Step 1: tailoring the good practice to the needs of Flevoland

March 2020 (depending on pilot action approval, but as early as possible) – July 2020

Evaluation meeting: July 2020

Step 2: implementation of the Recipe4Succes programme in Flevoland

August 2020 – June 2021

Final conference: spring 2021

### 5. **Costs and funding sources**

51.340 € - Interreg pilot action



## 6. **Expected impact and results of the policy improvement**

### Step 1: tailoring the good practice to the needs of Flevoland

- A number of interviews
- Development of feasibility study, a market analysis and a stakeholder analysis
- Evaluation meeting notes and decision

### Step 2: implementation of the Recipe4Succes programme in Flevoland

- Project plan
- Meeting notes of the programme testing
- Number of participants
- Evaluation report of programme testing and recommendation

The expected impact and results of all actions will be monitored and evaluated through a regional stakeholder committee group which will be held twice a year.

## 7. **Communication and dissemination**

The communication goal is to recruit food entrepreneurs for the programme testing in step 2 and to disseminate the results of the pilot action and its follow-up. Optionally interviews conducted in step 1 can be disseminated as well to show what the needs and preferences of the food entrepreneurs are.

The results of this pilot action will be presented at FC4EU's final conference (end of project's phase 2).



## 5.2. ACTION 2 - Short food supply chain network - FlevoFood

### 1. The background

This action aims to transfer knowledge and experiences of existing good practices (cooperative systems in Emilia-Romagna and Good of Maramures Association in Maramures). The action is fed through peer reviews and interregional learning events that were organized during the first phase of the FC4EU project. In detail:

- During the peer review and interregional learning event in Maramures (Oktober 2018) we got in touch with the development of the Good of Maramures Association. The inspiring elements are the combination of branding the region of Maramures itself and branding regional food products.
- During the peer review in Emilia-Romagna (February 2019), Flevoland was inspired by several presentations and excursions in which the cooperative system in Emilia-Romagna came forward as strong and beneficial to the food entrepreneurs. Flevoland can learn from the way entrepreneurs in Emilia-Romagna organize themselves to develop, sell and protect regional products like parmesan cheese, Parma ham and balsamico di Modena.

All gathered information will be included in this action to strengthen the cooperation among food entrepreneurs in Flevoland.

### 2. Action

The main objective of this action is to strengthen and professionalize the cooperation among food entrepreneurs in Flevoland. In this action we carry out activities to develop a professional business platform, setting up a legal form to be able to jointly sell regional products and strengthening the exchange of knowledge and experiences in the short food supply chain network in Flevoland. This action consists of three activities.

#### Activity 1: Collaboration business platform

- Explore business platforms and expert meetings to select a working business platform concept
- Creation of the business platform
- Filling the platform with members and products
- Analyse challenges and find solutions for the logistics of distributing food products

#### Activity 2: Legal form

- Meetings with experts to get insights in the best legal form for the Flevoland short food supply chain network to be able to jointly sell products.

#### Activity 3: Exchange of knowledge and experience

- Organise regular stakeholder meetings to exchange knowledge and experiences (excursions and thematic meetings) for food entrepreneurs in Flevoland.

The results of this action will be presented at FC4EU's final conference (end of project's phase 2).





### 3. **Players involved**

The main player involved in implementing this action is the FlevoFood Association with the support of the Province of Flevoland, Aeres University, FlevoCampus and the Taskforce Korte Keten.

The main beneficiaries of this action are:

- the food entrepreneurs in the Flevoland region. Through collaboration food entrepreneurs have better opportunities to sell their products regionally.
- Flevoland provincial authority. Omgevingsvisie – Landbouw Meerdere Smaken (environmental strategy – Agriculture of Different Tastes). Through the strengthening of the short food supply chain network in Flevoland the Living Lab on short food supply chains is implemented.

### 4. **Timeframe**

#### Activity 1: Collaboration business platform

October 2019 – June 2021

Launch of business platform: Spring 2020

#### Activity 2: Legal form

October 2019 – October 2020

#### Activity 3: Exchange of knowledge and experience

January 2020 – June 2021

### 5. **Costs and funding sources**

#### Activity 1: Collaboration business platform

Expertise – business platform – Taskforce Korte Keten  
Financial budget (+/- 35K) - IT business platform - Rabobank  
In kind - support to develop product catalogues – FlevoCampus  
Expertise – research on challenges – Aeres University

#### Activity 2: Legal form

In kind – expert support – Province of Flevoland

#### Activity 3: Exchange of knowledge and experience

In kind – support to organize meetings – Province of Flevoland (Agriculture of Different Tastes)

### 6. **Expected impact and results of the policy improvement**

#### Activity 1: Collaboration business platform

- Launch of business platform
- Members of signed up in the business platform
- Number of products included in the product catalogues
- Increase of sales through the business platform
- Number of buyers



Activity 2: Legal form

- Presence of the new legal form

Activity 3: Exchange of knowledge and experience

- Number of meetings organized
- Number of participants

The expected impact and results of all actions will be monitored and evaluated through a regional stakeholder committee group which will be held twice a year.

**7. Communication and dissemination**

The communication goal is to increase the awareness for the business platform, especially among food producers and optional buyers like restaurants and caterers. This will be done through different communication channels.

The results of this action will be presented at FC4EU's final conference (end of project's phase 2).



### 5.3. ACTION 3 - Regional supply of Flevoland food products

#### 1. The background

This action aims to transfer experiences gained during the first phase of the FC4EU project to Flevoland. The goals are based on the fact that in all partnering regions, we visited places where it was quite common to promote, buy and eat regional products, like: Eataly world FICA, zero Miles veggie market shop in Bologna (It); the Consortium Balsamic Vinegar in Modena (It); the Real Junk Food Project Café, Altrincham Market, 8th Day café, and HATCH in Greater Manchester (Uk); and the Dock's Club in Varna (Bg).

On the contrary, this is not at all common in Flevoland. Only a limited amount of places give this opportunity to consumers. Although the past years, this is an increasing trend in Flevoland.

#### 2. Action

This action is linked to the activities and results of action 2. However, the main objective of this action is to increase the sales of regional food products in the region, focusing on events. The gained experience and knowledge of activity 1 is helpful for the two other activities. The size of the music festival is smaller compared to the world horticulture expo Floriade. Depending on the size of the event the amount of regional food products to be provided differs greatly.

##### Activity 1: Music festival Lowlands

- Provision of regional food at the music festival during 3 years (2019, 2020, 2021)
- Each year the provision of regional food is increased through a broader 'concept'

##### Activity 2: World horticulture expo Floriade Almere 2022

- Signing of a letter of Intent between the event organization Floriade BV and the FlevoFood Association
- Agreement of providing regional food at the innovation pavilion of the Province of Flevoland
- Provision of regional food products to the innovation pavilion in collaboration with a caterer

##### Activity 3: Metropolitan region Amsterdam

- Exploring joint project in the metropolitan region of Amsterdam (e.g. restaurants)
- Cooperation with Local2Local and the national organisation 'Taskforce Korte Keten' to deliver regional products in Amsterdam

The results of this action will be presented at FC4EU's final conference (end of project's phase 2).

#### 3. Players involved

The main player involved in implementation of this action is the FlevoFood Association with the support of the Province of Flevoland, Aeres University, FlevoCampus and the Taskforce Korte Keten.

The main beneficiaries of this action are:

- The food entrepreneurs in the Flevoland region. Through collaboration food entrepreneurs have concrete opportunities to sell their products regionally.



- Event organisations. Through providing regional food to their visitors the organization can profile themselves as more responsible and sustainable.
- Consumers and visitors of the events. They can buy and eat regional food and get more aware of the different kinds of products that are produced in the region.

Activity 1: Music festival Lowlands

- Organization Lowlands

Activity 2: World horticulture expo Floriade 2022

- Floriade BV
- Province of Flevoland (related to the innovation pavilion)

Activity 3: Metropolitan region Amsterdam

- Rabobank
- Other to be explored

**4. Timeframe**

Activity 1: Music festival Lowlands

June 2019 – October 2021

August 2019 - 3 days event

September 2019 – evaluation of event 2019

December 2019 – preparation and concept ready for 2020

August 2020 - 3 days event

September 2020 – evaluation of event 2020

December 2020 – preparation and concept ready for 2021

August 2021 - 3 days event

September 2021 – evaluation of event 2021

Activity 2: World horticulture expo Floriade 2022

October 2019 – 2022

Dec 2019 – Letter of Intent

Spring 2020 – Determination of products and growing plan

Spring 2020 – Agreements made for the innovation pavilion

September 2020 – opening innovation pavilion

Winter 2020/2021– Agreements for products and growing plan during Floriade 2022

July 2021 – start of use of own FlevoFood 'stand' during the Floriade 2022

Winter 2021/2022 – getting ready to provide products for the Floriade 2022

Spring 2022 – Floriade 2022

Activity 3: Metropolitan region Amsterdam

October 2019 – Dec 2022

Dec 2019 – intention meeting cooperation

Spring 2020 – start delivery fruit and veggie bags

Autumn 2020 – evaluation

Spring 2021 – Dec 2022 roll out to 50 bigger companies



## 5. Costs and funding sources

### Activity 1: Music festival Lowlands

In kind - support to develop new concepts – FlevoCampus  
Pre-invest in 'Smaak van Flevoland' food booth - Rabobank + cofinancing

### Activity 2: World horticulture expo Floriade 2022

to be determined

### Activity 3: Metropolitan region Amsterdam

to be determined

## 6. Expected impact and results of the policy improvement

### Activity 1: Music festival Lowlands

- Sales of regional products
- Volume increase of products delivered / sold to festival
- Interviews?

### Activity 2: World horticulture expo Floriade 2022

- Letter of Intent
- Agreements
- Proposed growing plan
- Sales of regional products

### Activity 3: Metropolitan region Amsterdam

- Sales of regional products (to be measured through the B2B platform)

The expected impact and results of all actions will be monitored and evaluated through a regional stakeholder committee group which will meet twice a year.

## 7. Communication and dissemination

The communication goal is to promote and increase the awareness of regional food products. Different producers, organizations and consumers will be interviewed regarding the activities to communicate experiences, challenges and successes. For example, how to tender a caterer in which regional food is prioritized.

The results of this action will be presented at FC4EU's final conference (end of project's phase 2).