



FRiDGE
Interreg Europe



European Union
European Regional
Development Fund

Tasteful East-Flanders

Brecht Carels, Economic Council of East-Flanders

18th of November 2020

lekker
Oost-Vlaams

Tasteful East-Flanders promoting local gastronomy



Tasteful East-Flanders

Initiative by Economic Council of East-Flanders (government), since 2015

244 local food producers united

- all producing in East-Flanders
- AND a clear bond with the region:
 - or from a rich tradition (family, recipe),
 - or by a traditional way of producing,
 - or by working with local raw materials.



4 pillars

1. learning network
2. promotion of regional products
3. sales and distribution
4. experience and tourism



Learning network

Knowledge sharing



Learning network

Labelling products
as Flemish or European regional products



Learning network

Research into new trends
and international projects



Promotion of regional products

Promotion Centre – Butchers' Hall



Promotion of regional products

Markets & fairs



Promotion of regional products

Foodtruck



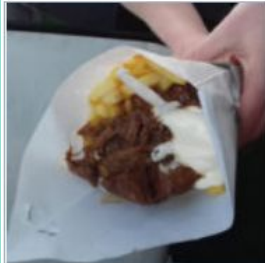
Promotion of regional products

Recipes

Zelf aan de slag met één van onze recepten!

Hier vind je lekkere recepten gemaakt met Oost-Vlaamse streekproducten. Zelf een idee?

Contacteer ons via het [contactformulier](#).



Stoverij van Julie Baekelandt

[Lees meer →](#)



Ovenbroodjes met Breydelspek

[Lees meer →](#)

Slaatje van Superanoham met gebakken scampi's

[Lees meer →](#)

Sales and distribution

Institutional kitchens & cooking schools



Sales and distribution

B2B online taste market

[link](#)

B2B-Smaakmarkt gaat digitaal
het trefpunt voor voedingsbedrijven



PROVINCE
NAMUR

NAAR DE DIGITALE B2B-SMAAKMARKT

Dooit Vlaanderen

West-Vlaanderen

Wolven

Sales and distribution

Ambassadors



Experience and tourism

Tourist valorisation



Experience and tourism

Raise awareness primary school children



Tasteful East-Flanders

Resources:

1,25 FTE

and 70.000 euro working costs/year

(Butchers' Hall not included)



Tasteful East-Flanders




Challenges:

1. Local producers are quite diverse (small farmer vs bigger SME)
2. Distribution: to consumer / restaurants / shops / retail -> logistical challenges
3. Communication (low budget, high impact needed)



Tasteful East-Flanders

Covid-19 impact:

- + buy local
- + farm to fork sales during lock-down 
- turnover (-12%, more in small SMEs):
 - in retail/supermarkets =
 - in restaurants/catering 
 - export 
- economic crisis => government support needed





FRiDGE

Interreg Europe



European Union
European Regional
Development Fund

Thank you!

More information: www.lekkeroostvlaams.be
eline.de.smet@erov.be
brecht.carels@erov.be

18th of November 2020