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Public - private cooperation to promote regional products in the Butchers' Hall - East-Flanders

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Butchers' Hall

- Used to be a market hall where meat products were sold
- Later: multiple destinations
- Today: still ham drying on the ceiling



Butchers' Hall

- Promotional centre for local food products
- Shop where local products can be bought
- Restaurant that serves dishes made with local products



Butchers' Hall shop

- All kinds of products
- Each producer pays 2.500 € once to enter the cooperation as a partner
- Producers pay 5% of their annual turnover to cover the costs



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Butchers' Hall restaurant

- All dishes are prepared with local food products
- More than 80.000 visitors a year
- Turnover of more than 1.000.000 €



Butchers' Hall: COVID-19

- Restaurant was closed
- Focus on gift baskets filled with local food products



Butchers' Hall – La Confiance

- One of the producers selling its product in the Butchers' Hall
- Investment: the oven is now equipped with cameras and smart software systems, to adjust the baking procedure according to the colour of the cookies
 - Always the same colour and taste
 - More continuity, more quality, less losses
 - Less workload and more flexibility for the operator



Butchers' Hall – La Confiance

- Example of a small SME that invests in AI
- Part of S3FOOD, which has received funds from Horizon 2020





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Thank you!

Questions welcome



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