



European Union  
European Regional  
Development Fund

# Good practice: Regional cooperatives connecting local food producers and consumers

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# Introduction

## Belgium (10 provinces)

- East Flanders (capital Ghent)

6 regions

Meetjesland

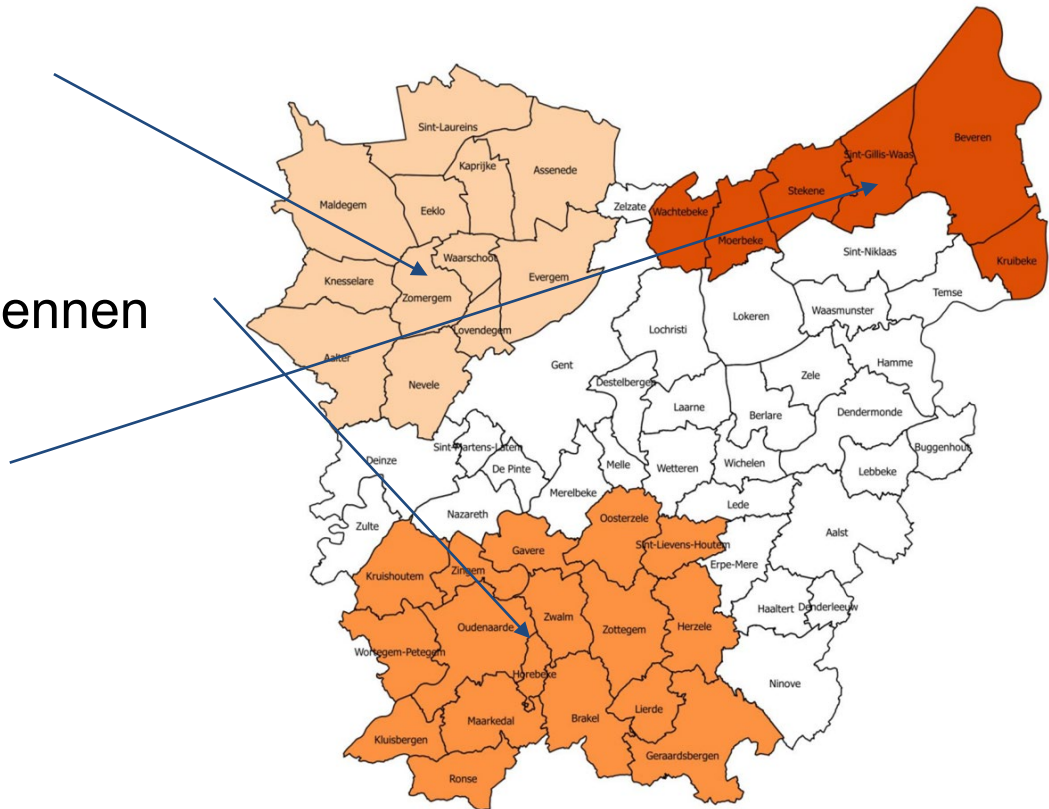
Leiestreek

Ghent

Vlaamse Ardennen

Scheldeland

Waasland



# Three cooperatives

Mmm...eetjesland (2008) in region Meetjesland

*mmm...eetjesland*

HOEVE- EN STREEKPRODUCTEN



Vlapas (2013) in region Vlaamse Ardennen



Smaak van Waas (2018) in region Waasland



**SMAAK**  
*van* **WAAS**



# Mmm...eetjesland

## 36 producers of local/regional food products



Aard-nd-werk



Aardappelbedrijf Van Hyfte



Aspergebedrijf Andries



Bakkerij Philip



Koffiebranderij De Witte Zwaan



MI-OH



Paardenmelkerij Filippus



Bijenhuis Lekens



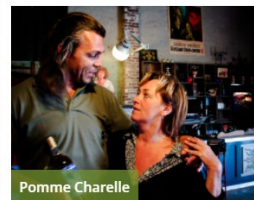
Biologisch Fruitbedrijf Van Eykeren



Boerenworst Zwyn



Brouwerij Van Renterghem



Pomme Charelle



Sentse ingelegde paling



Simoenstede



Brouwerij Van Steenberge



Chocolaterie Vermeire K & K



Confiserie 2000



De Beezige Bei



Stenenmolen vzw



Stokerij Eenvoud



Vleeswaren Jorven



De Bushoeve



De Gezondheidsbron



De Reinaardhoeve



De Vliethoeve



Hoeveslagerij 't Pauwenhof



Hoevezuivel 't Veldeken



Pluktuin Aveschootshoeve



Filin Baeke



Frana Geitenkazen



Hoeve Het Houtland



Hoevebakkerij Den Bunder



Hof Ter Kantine



Huisbrouwerij Den Tseut




























Slagerij Johan & Inge



# Mmm...eetjesland

## Web shop

|   |   |   |   |   |
|---|---|---|---|---|
|    |    |    |    |    |
| SPAGHETTISAUS (1.1KG)<br>€10,60   | SOEP (DAGSOEP)<br>€4,24   | SENTE INGELEGDE PALING<br>(200GR)<br>€10,00   | ROOMIJS (6 X 200 ML)<br>€10,50  | ROOMIJS (1 LITER)<br>€7,90  |
|    |    |    |    |    |
| RIJSTEPAP (500 G)<br>€2,28  | RIJSTEPAP (200 G)<br>€1,11  | PRIMEURAARDAPPELEN 5<br>KG<br>€9,80   | PRIMEURAARDAPPELEN<br>10KG<br>€10,29  | PRALINES LACTOSEVRIJ (16<br>STUKS)<br>€11,66  |
|     |    |    |    |    |
| PRALINES (95STUKS)<br>€7,95   | PRALINES (16 STUKS)<br>€11,66   | POMME CHARELLE PICON<br>COCKTAIL (6 X 75 CL)<br>€64,80                              | POMME CHARELLE<br>COCKTAIL (6 X 75 CL)<br>€63,00                                    | POMME CHARELLE CIDER<br>EXTRA BRUT (6 X 75 CL)<br>€34,80                            |
|  |  |  |  |  |
| KOFFIE FIJN GEMALEN (1<br>KG)<br>€19,50   | KIP IN DE ROZE PEPPERSAUS<br>(600GR)<br>€7,42                                       | HOOFDVLEES (250GR)<br>€2,45   | HOEVEKAAS - TSEUTKAAS<br>48+ (3.12 KG)<br>€46,79                                    | HOEVEKAAS - TSEUTKAAS<br>48+ (2 - 1 KG)<br>€15,00 - €30,00                          |
|  |  |  |  |  |
| HOEVEKAAS - KRULBOL 48+<br>(0.25KG / VERSNEDEN IN<br>APARTE SNEDEN)<br>€3,51        | HOEVEKAAS - KRULBOL 48+<br>(3 - 2 - 1 KG)<br>€14,05 - €42,14                        | HOEVEKAAS - KASSEIKEN<br>48+ (ONGEV. 0.5KG)<br>€9,65                                | HOEVEKAAS - KASSEIBIJTER<br>48+ (2.045 KG)<br>€35,83                                | HOEVEKAAS - KASSEIBIJTER<br>48+ (1 KG)<br>€17,52                                    |

## Physical shop



# Mmm...eetjesland

## Events: market





# Mmm...eetjesland

## Gift baskets



# Mmm...eetjesland

## Financial part

- Shares (worth 450 euro): actual price 150 euro
- Admission fee: 200 euro (annually)

**Same story for Vlapas  
and Smaak van Waas**





# Difficulties

- Large areas
- Flaws in the offer
- Incompatible opinions



# Lessons (to be) learned

- Collaboration of ALL food producers
- More consumers
- More producers





**FRiDGE**  
Interreg Europe



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Thank you!

Questions welcome



*Project smedia:*  
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