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Development Fund

Tasteful East-Flanders

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Tasteful East - Flanders promoting local gastronomy



Overview

1. General structure
 2. Foundation of Tasteful East-Flanders + financial part
 3. Policy plan
 4. Different kinds of labels in the province
 5. Tasteful East-Flanders today
 - a. Producer vs. ambassador
 - b. Four pillars
 - i. Professionalization
 - ii. Promotion of regional products
 - iii. Sales and distribution
 - iv. Experience and tourism
 - c. Challenges and COVID19 impact
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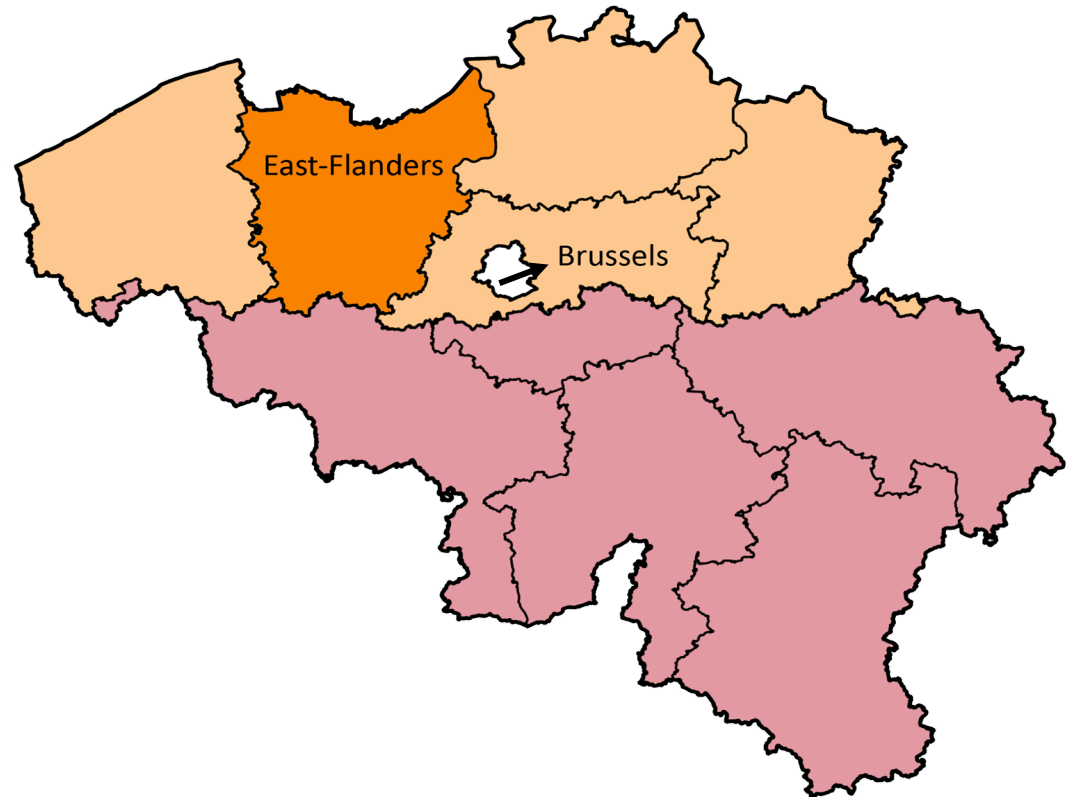
1. General structure

BELGIUM

FLANDERS

WALLONIA

EAST-FLANDERS



Economic Council of East -Flanders

- Founded in 1955 by the Provincial Government
- Non profit organisation
- Purpose: strengthening and supporting the socio-economic development in the province of East Flanders
- Board of directors: representatives of public sector (majority) and private sector (associations and SMEs)
- Staff: 17 members
 - 5 in the Butchers' Hall
 - 1,25 FTE Tasteful East-Flanders

2. Foundation of Tasteful East -Flanders + financial part

- Before the network: a lot of activities towards regional producers, but no cluster
- Butchers' Hall: only a small number of producers represented
- Straffe Streek (similar organisation in Flemish Brabant)

>> Foundation of Tasteful East-Flanders (2015)

- Initiative by the Economic Council of East-Flanders and the province East-Flanders (government)
- In collaboration with Tourism East-Flanders and Horeca East-Flanders
- Today we have more than 260 members
- Producers do not have to pay to be a member
- 1,25 FTE Tasteful East-Flanders and 70.000 euro working costs/year



Objectives:

- Increase the sales of regional and farm products through joint communication campaigns, by facilitating distribution and sharing experiences
- Creation of an East-Flemish regional feeling (the feeling of pride towards the region is less in East-Flanders than in other provinces)
- Focus on ecology via short chain



3. Policy plan

- Tasteful East-Flanders policy plan: embedded in ECEF policy plan
- Legislature of the provincial elections → now 2020 - 2025
- Annually: revision of the actions and focus points

Every six years: revision of the budget

4. Different kinds of labels in the province

- Regional labels, acknowledged by e.g. Tasteful East -Flanders
- Traditional Flemish products, acknowledged by streekproduct.be
- European quality labels

→ Difference between streekproduct.be and Tasteful East-Flanders



More than 260 local food producers united, both regional and farm products

Main criteria for Tasteful East-Flanders:

●Regional product:

- Production process in East-Flanders
- 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

●Farm product:

- Marketed via the (short) chain,
- Local character,
- during the sale there is often direct contact between producer and consumer,
- each product is unique and tells its own story.

5. Tasteful East-Flanders today

Four pillars

1. Professionalization
2. Promotion of regional products
3. Sales and distribution
4. Experience and tourism



Professionalization and management techniques

Knowledge sharing

Acknowledging products as Flemish or European regional products

Research into new trends and international projects



- [Testimonial of a Tasteful East-Flanders producer](#)

Promotion of regional products

- Promotion centre: Butchers' Hall



Promotion of regional products

- Markets and fairs



Promotion of regional products

- Foodtruck



Promotion of regional products

- Storytelling
 - East-Flemish chefs
 - Doe Lokaal
 - Gastronomic heritage



RECEPT

Salade geitenkaas met
gandaham en honing- en
mosterddressing



Ontmoet de ondernemers achter Kruiden Claus

Lode Claus, vierde generatie kruidenkeuter, nadat zijn overgrootvader de kneepjes van het vak leerde in Frankrijk, diens zoon het verhaal naar Kruishoutem bracht, en Lodes vader de producten verspreidde op de Belgische markt.

- Beerstraat 1, 9770 Kruishoutem
- www.kruidenclaus.be
- F [@kruidenclaus](https://www.instagram.com/kruidenclaus)

Promotion of regional products

- Recipes



Witlooftaartjes met schapenkaas



Tatin van zwarte pens en appel – witloofslatje



Gentse sushi met gandaham, groene asperge en aioli



Gehaktballetjes met Pas de rouge en pickles



Brulée van geitenkaas Le Larry met Roomer



Hoofdvlees, pickelsmayo en gefruite bloemkoolroosjes

Promotion of regional products

- Specific activities towards genever, beer and wine
- [Testimonial of a Tasteful East-Flanders producer](#)



Sales and distribution

- Institutional kitchens,
hotel schools & regional
stores

B2B Smaakmarkt

het trefpunt voor voedingsbedrijven

B2B Marché du goût

le rendez-vous des professionnels de l'alimentaire

18 maart 2019 | 18 mars 2019



Sales and distribution

- Ambassadors
- [Testimonial of a Tasteful East-Flanders ambassador](#)



Sales and distribution

- Cooperatives
- [Policy Learning Platform](#)



mmm...eetjesland

* HOEVE- EN STREEKPRODUCTEN *



Experience and tourism

- Tourist valorisation




Experience and tourism

- Raising awareness towards primary school children



Challenges

- Local producers are quite diverse (small farmer vs. bigger SME)
 - Distribution: to consumer / restaurants / shops / retail → logistic challenges
 - Communication (low budget, high impact needed)
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COVID19 impact

Positive

- Local sales
- Farm to fork sales during lockdown

Negative

- Turnover (-12%, more in small SMEs):
 - in retail/supermarkets =
 - in restaurants/catering ↘
 - export ↘
- Economic crisis → governmental support needed